

TOP

Digital  
Marketing  
Campaigns



wyng



Retail

On average, Wyng's Retail customers have seen:

**26,500+**

campaign visits per month

**5,400+**

UGC claims and sign-ups

**10%**

increase in conversion with UGC in purchase path

**25%**

increase in net new emails from UGC



Media &  
Entertainment

On average, Wyng's Media & Entertainment customers have seen:

**35,000+**

campaign visits per month

**8,400+**

UGC claims and sign-ups

**20%**

more repeat visits on site with UGC

**90%**

more time spent on site with UGC



CPG

On average, Wyng's CPG customers have seen:

**35,000+**

campaign visits per month

**9,400+**

UGC claims and sign-ups

**50%**

lift in engagement and sharing when consumer content is in campaigns

# PROMOTION

*This approach is the closest to traditional marketing and aims to generate hype for a brand, event, or product. That could mean facilitating conversation at Billboard’s Touring Conference or encouraging fans of Sour Patch Kids Slurpee to take and share a selfie. The focus here is on exposure (though the best campaigns make conversion as seamless as possible), and promotion is the most straightforward type of engagement.*

## River Island

#ImWearingRI | Brand Promotion

### Template

Hashtag Content Collection & Response, Content Gallery on Website

### Length

Evergreen

River Island, a London-based high fashion brand, wanted to showcase the stylishness of its customers so it launched the #ImWearingRI campaign. In exchange for a chance to win a £100 gift voucher, fans could upload a photo of themselves wearing the brand’s clothing to Twitter or Instagram, and the resulting gallery demonstrated the diversity of the clothing line. In one photo, a young girl (whose Instagram account has 117,000 followers) poses in black skinny jeans, a tan baseball cap, and a fur-lined jacket. Another photo shows a woman’s post-workout selfie. “Booty day done,” the caption reads. “Obsessed with these @riverisland leggings #imwearingri #riverislandactive #shesquatsbro.”

Not only did River Island get a range of images that created a sleek gallery, but this campaign was also successful because of the ease of conversion. The River Island team tagged each image with the associated product(s) and category, and when you clicked one, it was displayed with links to purchase the clothes worn in the photo. Connecting UGC to product pages like this can increase conversions by 10 percent.

# PROMOTION

## Billboard

#TouringConf | Event Promotion

### Template

Auto Scroll Gallery

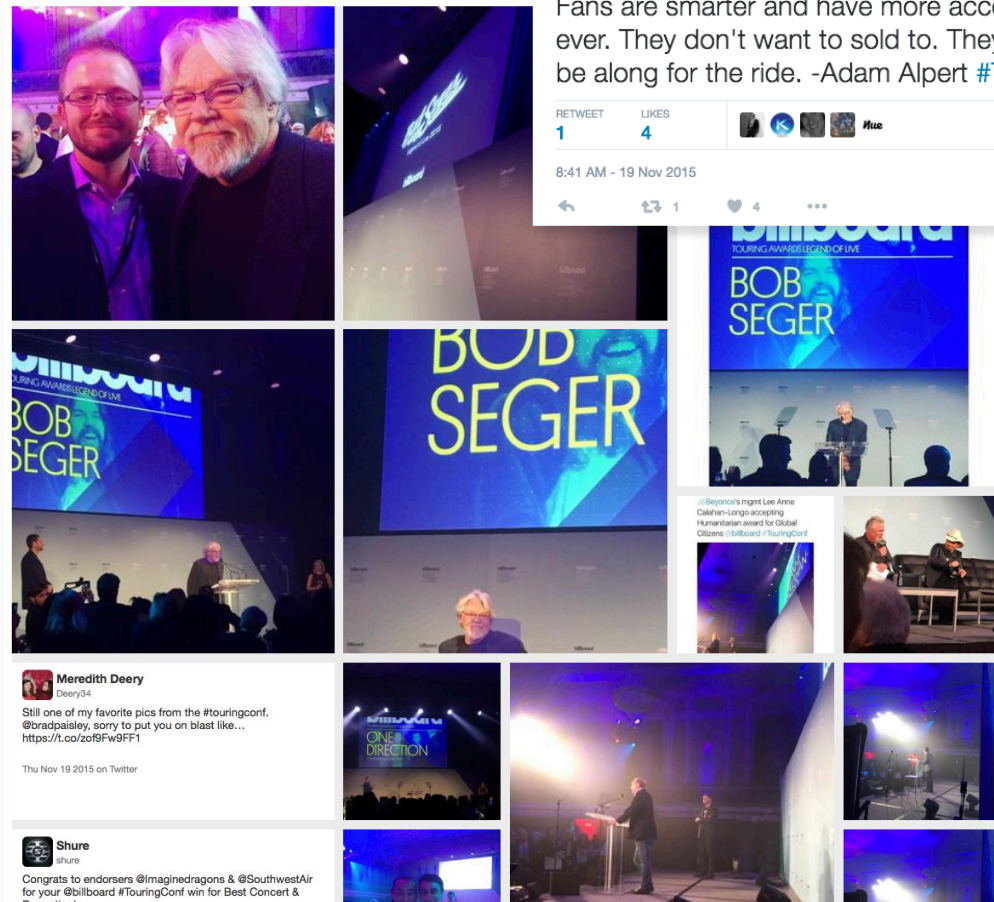
### Length

2 Days

With panel topics like “Still Crazy After All These Years: Tales from the Lobby Bar” and “The Drummer Just Did What? Contemporary Artist Management and the Art of the 3 A.M. Call,” Billboard knew that its 2015 Touring Conference would be engaging. Still, they wanted to harness that power as effectively as possible. So, in the middle of the stage at the main ballroom, ten feet above the floor, they mounted a projector that displayed tweets tagged with #TouringConf.

As they saw their peers’ conference photos on the screen, attendees felt compelled to submit their own, providing the event with free hype

and reinforcing key points from the panels. For example, when Adam Alpert, the Chainsmokers’ manager, said that music festival fans don’t want to be sold to and instead “want to be along for the ride,” the quote resonated with fans, who then tweeted it and amplified the conversation. Billboard knew that, by virtue of being there, conference goers were already engaged and looking to network, so the company provided them with an easy, visible, and real-time way to promote both themselves and the panels, a perfect short-term campaign.



**Jesse Kirshbaum**  
@JesseKay

Fans are smarter and have more access than ever. They don't want to be sold to. They want to be along for the ride. -Adam Alpert #TouringConf

RETWEET 1 LIKES 4

8:41 AM - 19 Nov 2015

**Meredith Deery**  
@Deery04

Still one of my favorite pics from the #touringconf. @bradpaisley, sorry to put you on blast like... <https://t.co/zof9Fw9FF1>

Thu Nov 19 2015 on Twitter

**Shure**  
@shure

Congrats to endorsers @Imaginedragons & @SouthwestAir for your @billboard #TouringConf win for Best Concert &

# PROMOTION

## Slurpee

Sour Patch Watermelon Slurpee Launch |  
Product Promotion

### Template

Hashtag Content Collection & Response,  
Content Gallery on Website

### Length

3 Months

In 2015, Slurpee (in conjunction with 7-Eleven) launched the “official drink” of the summer, a Sour Patch Watermelon Slurpee that came with its own hashtag: #SPKSlurpeeSelfie. The zaniness of fusing the two products, the youthful connotations of the brands, and the neon gumby mascot all encouraged equally silly (and shareable) selfies. Most die-hard fans took pictures with the drink, a bag of the candy, and the free pair of SPK sunglasses. One loyalist even submitted a nine-paneled gallery of his Slurpee experience.

Slurpee’s campaign demonstrated how well they knew their demographics. By pairing the product launch with its own hashtag (and also giving out swag), the company capitalized on a target audience that organically produces UGC already. For example, in one five-and-a-half minute YouTube video (with 333,000+ views), a fan teaches how to make a Sour Patch Kids pizza. #SPKSlurpeeSelfie channeled that energy into a fun and promotional gallery.

The image displays a comprehensive digital marketing campaign for Slurpee. At the top left, a grid of 12 user-generated photos shows various people enjoying Sour Patch Watermelon Slurpees. To the right, a website screenshot features the 'SLURPEE' logo and navigation tabs for 'SELFIES', 'VIDEOS', and '7REWARDS'. Below this is a large, vibrant graphic for 'SOUR PATCH Watermelon SLURPEE' with a watermelon and a green gumby character. A video player shows a fan's Slurpee-making process. At the bottom, a 'Summer Forever' movie trailer advertisement is visible, including a play button icon and the website 'summerforevermovie.com'.

# CONNECTION

*Sometimes, a brand de-emphasizes its product in order to highlight a lifestyle, emotion, or set of values. For example, instead of running a campaign that touts its soap, a company can instead ask its customers to share the messy parts of their lives. The focus here is tying the brand to a feeling rather than a specific product.*

## Kidde

“Let Your Dog Be a Dog”

### Template

Hashtag Content Collection & Response,  
Content Gallery on Website

### Length

3 Months

Kidde knew it would be difficult for customers to show its home security products in action, so the company took its social media campaign in the opposite direction. Now that customers could watch over their house using the RemoteLync™ Monitor and RemoteLync™ Camera, the company reasoned that their dogs could stop being guard dogs. Using the hashtag #LetYourDogBeADog, the brand called for pictures of what their four-legged friends were doing with all of their spare time.

Kidde’s creative campaign replaced an object with which customers have no emotional

connection (a home security system) with something that they care very much about, which is evident in the content gallery launched on their website. Participants submitted pictures of a puppy playing with a basketball, a pug dressed in a blue shirt, and a husky retrieving a stick. There was even a photo of a kitten that had ostensibly been relieved of its guard duties. By connecting with customers via their pets, Kidde capitalized on their emotional resonance and ensured a successful campaign.

The image shows a screenshot of the Kidde RemoteLync campaign landing page and a gallery of user-submitted photos. The landing page features the Kidde logo, the RemoteLync brand name, and navigation links for 'MONITOR BUY', 'CAMERA BUY', and 'FIRE SAFETY'. The main headline is '#LetYourDogBeADog' with a sub-headline 'SHOW US & WIN!'. Below the headline is a large image of a black and white dog's face. To the left of the dog is a \$200 gift card and two RemoteLync devices. To the right is a text box that reads: 'Chasing the cat. A long-lost bone buried in the backyard. That Frisbee collecting dust. With Kidde's RemoteLync™ Monitor and RemoteLync Camera alerting you to smoke and carbon monoxide issues and helping you watch over your home via smartphone, your dog is now free to go back to, well, being a dog.' Below the landing page is a grid of 15 small images showing various dogs in humorous or cute situations, such as a dog in a car's side mirror, a dog with a basketball, and a dog wrapped in a blanket. Each image has a small yellow arrow icon in the bottom right corner.

# CONNECTION

## Sounders FC

#GoodPlayOffKarma

### Template

Pinmap Gallery

### Length

2 Months

Sounders FC, Seattle's pro soccer team, capitalized on an unexpected emotion during last year's post-season: altruism. They asked fans to accumulate #GoodPlayOffKarma by performing good deeds and posting about them on social media. What resulted was both silly ("I feel like the near-constant rain this week has been #goodplayoffkarma") and sincere ("Donated many clothes and toys for the kids at an orphanage #GoodPlayoffKarma").

Because the campaign was tied to the Sounders (and, by extension, to fan's sense of loyalty), the good deeds often involved the team, earning the club the best kind of advertising: "Gave my autographed cap signed by Chad Marshall to a very sweet young sounders fan #goodplayoffkarma." The team further heightened the appeal by teaming up with local businesses (a free 8" sampler pizza from 'Zaw for

any fan wearing Sounders gear) and including a pinmap of geo-tagged deeds:

- Give \$\$\$ to charity.
- Don't have \$\$\$? Give time to charity.
- See someone strutting down the street in Sounders gear? Give that someone a high five.
- Buy the guy at the bar next to you a brew...a microbrew.
- Go green (Rave Green, of course) and take the bus to work.
- Have a Timbers fan in your neighborhood? Buy that fine neighbor a Sounders hat. And a scarf too.

Ultimately, the karma accrued wasn't enough for a playoff victory, but the campaign garnered a lot of good will and enthusiasm from its fan base.

The collage features several tweets and a central pinmap. The tweets include:

- Saril (@gimmeHutchence)**: "@SoundersFC biting my nails, starting at 00:30... Sending love and #GoodPlayoffKarma from Portugal. Let's go get that win!"
- Gage Woodcock (@gagewoodcock)**: "#GoodPlayoffKarma #GoSounders #SounderTillIDie"
- Colleen Allen (@Colleen\_Allen14)**: "@SoundersFC: Donated to @mercycorps, my favorite nonprofit. #GoodPlayoffKarma twitter.com/soundersfc/sta..."
- Karl Picard (@karpicard)**: "With my daughter's U6 soccer coach moving, volunteered to take over coaching the team #goodplayoffkarma @SoundersFC"
- FelixForever34™ (@FelixForever34)**: "Ne1 want a King's Court Seattle Mariners T-shirt, Donate \$10+ & I'll mail 1 to u,(1st 3 people) #GoodPlayoffKarma twitter.com/Dannicus523/st..."
- Tim Hamilton (@muffintopmodel)**: "@the16thdoc #GoodPlayoffKarma"
- FelixForever34™ (@FelixForever34)**: "Will the Sounders beat FC Dallas? #Sounders #GoodPlayoffKarma"

The central pinmap shows a map of North America with white location pins indicating where users participated in the campaign. A photo in the bottom right shows two people in white lab coats holding a blue Sounders FC jersey.

# CONNECTION

## Lava Soap

#WhatDoYouGetInto | Product Promotion

### Template

Hashtag Content Collection & Response,  
Content Gallery on Website

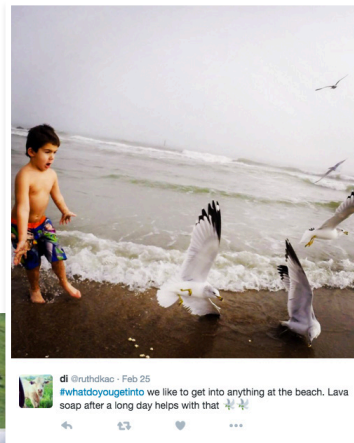
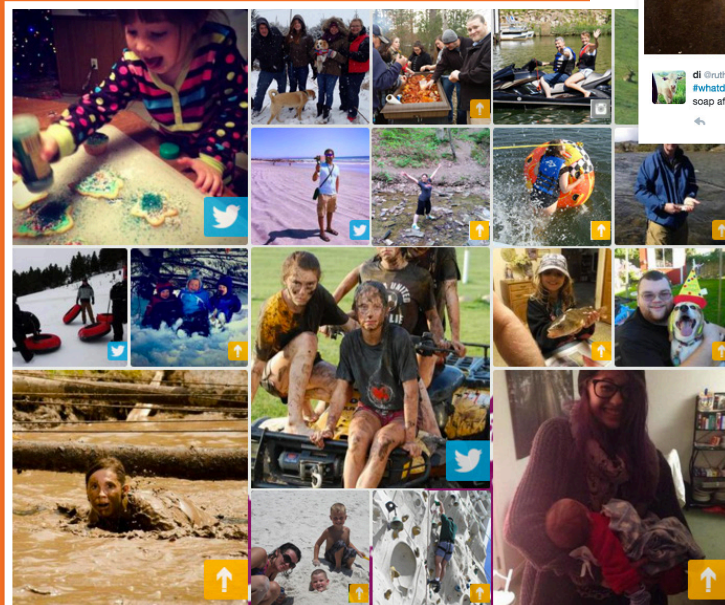
### Length

4 Months

For Lava Soap's 2016 campaign, they had an obvious, albeit brutally uninteresting, option for generating consumer content: encourage fans to take pictures with a bar of soap. Instead, the brand went in the opposite direction and asked for pictures of the messy parts of their customer's lives, the activities that required Lava Soap. "We like to get into anything at the beach," one consumer says of her picture of a toddler chasing three seagulls on the shoreline. "Lava soap after a long day helps with that." Other

pictures showed a woman flexing at spin class, a group of athletes covered in mud, and a freshly weeded garden.

By positioning their product as the result of a process, Lava capitalized on consumers' sense of adventure. Even the hashtag—**#WhatDoYouGetInto**—implies action, demonstrating that any product, even a bar of soap, can be marketed in a dynamic way.



a chance to **Win**  
 a \$250 Walmart® gift card.  
**#WhatDoYouGetInto**

**1.** Snap a picture or video of your favorite activity  
**2.** Upload the photo  
**3.** Tell us what you love getting into and why you use Lava® Soap  
**4.** Tag it with **#WhatDoYouGetInto**  
**5.** Share it



# INSPIRATION

When we say “inspiration,” we don’t mean something vague and abstract. We mean that the campaign gives customers the knowledge to go do something, whether that’s planning a three-day trip to Philadelphia or homemaking a pendant lamp for under \$25. The focus here is on teaching, and though it asks more of the consumer than a promotion does, inspiration also leads to greater commitment from participants.

## Bon-Ton

“Very Merry” Christmas Countdown – What To Buy

### Template

Countdown Calendar

### Length

21 Days

Sometimes, all the inspiration a consumer needs is a good idea. For the first three weeks of December, Bon-Ton, a department store with 275 locations, offered a Very Merry Countdown Calendar with 21 types of potential gift recipients, like itty bitty babies, fitness lovers, or foodies. Every day, the company emailed out a gift suggestion for that group (with the corresponding link, of course) and a new sweepstakes. In exchange for entering her email, a shopper earned the chance of winning the entirety of one of the gift lists. Bon-Ton collected over 6,000 emails during the course of the campaign.

A campaign built around inspiration is only as successful as the action it promotes, and Bon-Ton made the follow-through as easy as possible. The calendar included people that many consumers feel compelled to buy gifts for but don’t necessarily know that well (like teachers, coworkers, and kids under 10), so the inspiration was more resonant than traditional advertising. The daily cadence not only encouraged repeat visits, but it also allowed Bon-Ton to identify the most engaged consumers, who could then be emailed after the campaign ended. To further drive traffic, the campaign offered exclusive sales, downloadable coupons, text message reminders, and a \$20 reward for every \$200 spent. By Christmas morning, Bon-Ton’s ROI was in the triple digits.



DECEMBER 1-21

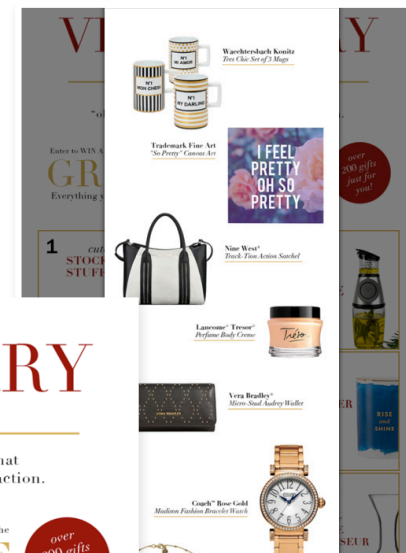
## VERY MERRY

(gift guide & sweeps)

Explore the gift guides below to get that  
“oh-my-goodness-how-did-you-know” reaction.

Enter to WIN A NEW GIFT GUIDE EVERY DAY and instantly qualify for the  
**GRAND PRIZE**  
Everything you ever wanted - All the gifts on all the gift guides!

over  
200 gifts  
just for  
you!



# INSPIRATION

## Philadelphia Tourism

#VisitPhilly - Where To Go

### Template

Pinmap

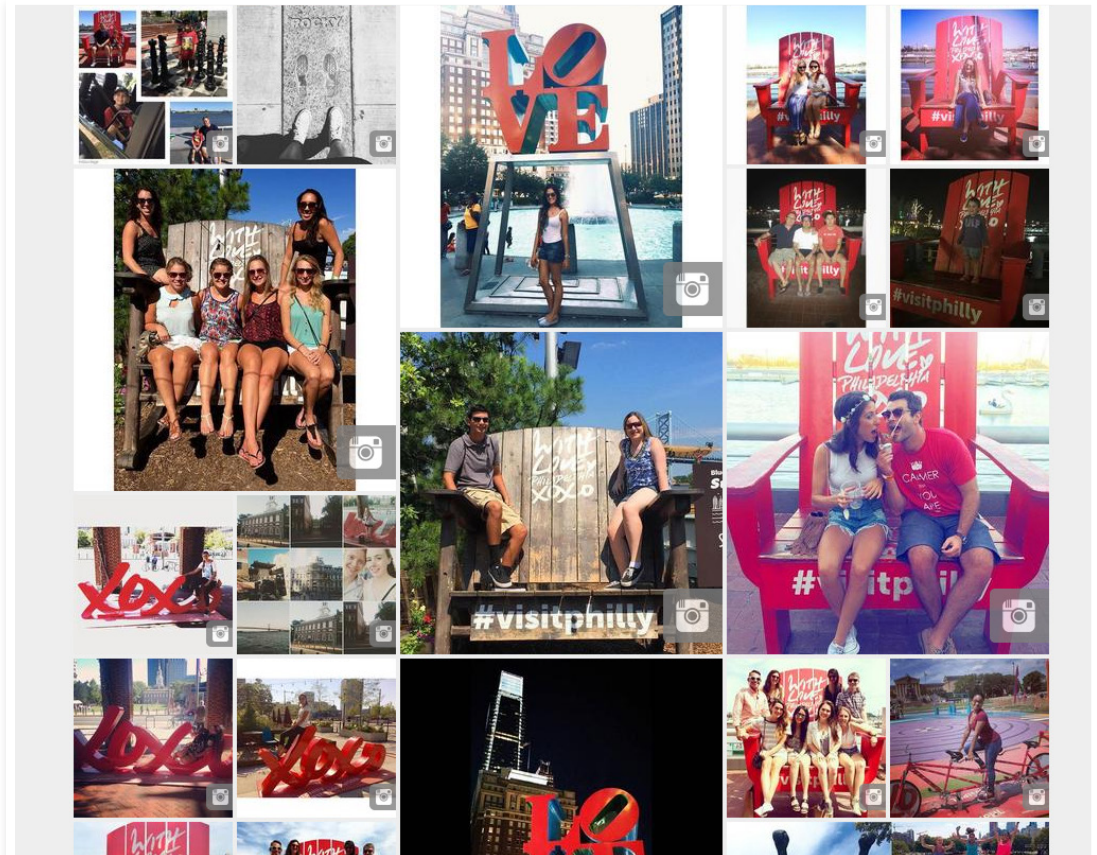
### Length

1 Year

Philadelphia Tourism reworked the idea of a postcard into a campaign by tagging over three dozen iconic sites around the city with #VisitPhilly. The organization knew that tourists would already be taking photographs, and by painting messages like “With love, Philadelphia XOXO” on the installations, they made the photos even more likely to be shared on social networks. The resulting gallery featured everyone from young couples to parents with children to members of a visiting women’s rugby team.

Philadelphia Tourism’s inspiration worked on two levels: prompting tourists to visit more sites (and take more pictures) and then using

those pictures to attract more visitors. Consider one of the sites, an oversized deck chair. Its silly proportions, comfortable seating, and strategic placement in front of the waterfront encouraged visitors to stop and strike a pose. The hashtag painted on the front suggested an easy way to share the image, and when they uploaded the picture, visitors could see other popular destinations in the city, inspiring them to keep exploring. Likewise, when friends and family back home saw the picture, they could click the tag and instantly connect with more Philadelphia sites, further promoting the city as a tourist destination.



# INSPIRATION

## DermaBlend

“Set + Refresh”

### Template

Content Gallery on Website

### Length

Evergreen

DermaBlend wanted to promote its products by teaching consumers how easy it was to keep their makeup fresh and renewed, so they recruited women like Jenna, a mother, barre instructor, and fitness blogger. As she does lunges and squats in Central Park, Jenna explains that, “Just because I’m always on the go, I always keep Set + Refresh in my bag at all times. It keeps my makeup in place all day, and it’s also a great refresher.”

By showing how other successful women, including a professional makeup artist and brand strategist, integrate Set + Refresh into their hectic lives, DermaBlend’s campaign inspires women to do the same. “Before heading to a meeting or going out to an event”, says Amy, a PR and marketing director for L’Oreal, “I like to use something that gives me a fresh look.”

**DERMABLEND®**  
P R O F E S S I O N A L

6-PIECE GIFT YOURS WITH \$50+ ORDERS. SEE DETAILS

Search

MAKEUP FOUNDATION CONCEALER TUTORIALS & INSPIRATION FIND YOUR SHADE SPECIAL OFFERS

STAYING POWER.  
MAKEUP'S NEW WAKE-UP.  
WE'VE GOT YOU SET.

NEW SET + REFRESH

SHOP NOW

Long-lasting  
Makeup Setting Spray

Locks in makeup and enhances  
skin's overall complexion throughout the day

SET + REFRESH  
Long-lasting  
Makeup Setting Spray  
100 ml - 3.4 fl. oz.

WE'VE GOT YOU SET

Check out the different ways people are using our SETTING products during their day

ENTREPRENEUR & MOM See how Jenna

PROFESSIONAL MAKEUP ARTIST See how Tiffany

BRAND STRATEGIST See how Dria

PR AND MARKETING DIRECTOR See how Amy

# CREATION

Brands can also defer to the imaginations of their fans. What consumers create can be actual, such as a chicken tikka masala Tostito's entrée, or aspirational, like a ski vacation in British Columbia that they just might win. The focus here is on creativity, and creation fosters a deeper relationship than promotion or inspiration.

## White Stuff

“Are You Thready?” | Arts & Crafts

### Template

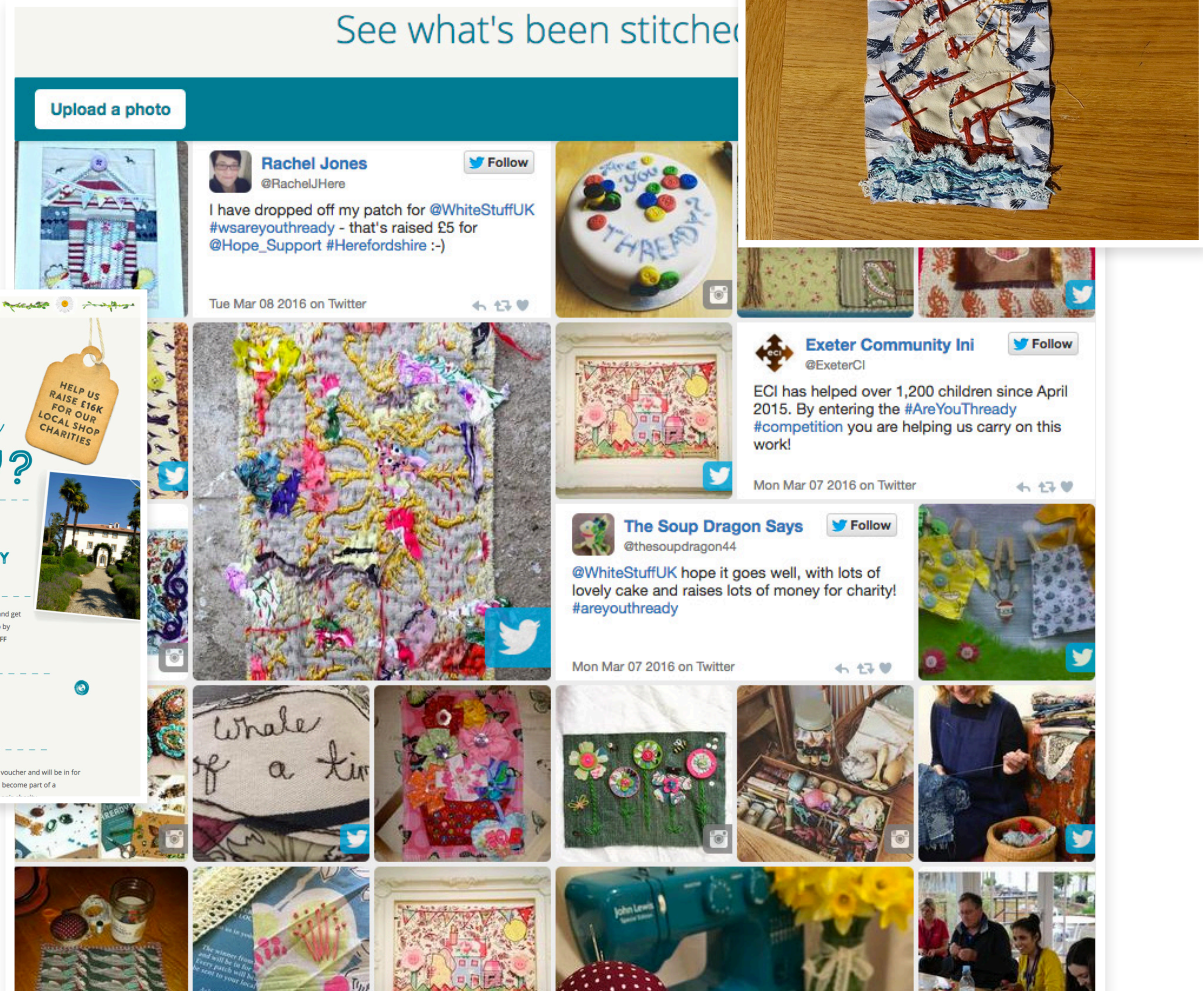
Photo & Video Contest

### Length

5 Months

White Stuff, a British fashion and lifestyle brand, donates at least one percent of its profits to its charitable foundation. To better include consumers in this philanthropy, every retail location gave out white fabric patches for its Are You Thready? campaign. Consumers then sewed their original designs on the patches, and every time they posted one on social media, the company donated £5 to their local store's charity. At the end of the campaign, White Stuff posted its 20 favorite patches on its website.

The elaborateness of the submissions reveals how successfully White Stuff targeted their audience. One entrant created an entire nautical scene with a sailboat, crashing waves, and a flock of seagulls. By tying the event to charity and promoting the winning submissions, the company encouraged high participation, and by distributing the patches in their stores and also randomly giving out £50 gift cards, the brand ensured that consumers were walking through their doors.



# CREATION

## British Columbia Tourism

“Ski It to Believe It” | *Travel*

### Template

Quiz

### Length

3 Months

British Columbia Tourism already excelled at inspiration. On their homepage is a three-minute video of Donovan Tildesley, a blind skier based out of B.C. In between sweeping views of wind-swept mountains and shots of Tildesley skiing runs too advanced for most sighted people, he says, “I’ve got a lot of room to move, a lot of room to ski. I’ve got a lot of room to have fun. Mountains are a full sensory experience. You don’t need to see to appreciate any sort of beauty.” The site links to resort maps, hotel bookings, and special offers, but the brand engaged even further with its 2013 “Ski It to Believe It” contest.

For this campaign, prospective visitors planned their ideal vacation. By dragging and dropping tiles, they chose five activities from a list of all the attractions that B.C. offers, including shredding double black diamonds, dog sledding, and shopping in the village. However, their choices weren’t idle fantasies. One entrant would win \$15,000 toward a trip to one of the area’s 13 ski resorts, which encouraged participants to imagine more vividly their dream getaway. Even if they didn’t win, they’d already pictured themselves on the slopes, which is the first step in attracting tourists.

Tourism British Columbia BC's Ski Contest Like

## BC'S SKI IT TO BELIEVE IT CONTEST

WIN\* \$15,000 TO BUILD YOUR BC SKI VACATION TO ONE OF THE 13 SKI RESORTS

DRAG AND DROP your 5 favourite BC ski experiences into the boxes below to create your ultimate BC ski vacation.

RESET SELECTIONS NEXT SKIP THIS STEP

# CREATION

## Tostitos

#TostitosPlus2 | *Cooking*

### Template

Photo & Video Contest

### Length

1 Month

In November of 2015, Tostitos pushed its customers to expand the culinary boundaries of the brand. For the chance to win a vacation for four to Orlando, entrants could post a picture of their original recipe, and the resulting concoctions were ones that even Harold and Kumar would be proud of: Tostitos covered in goat cheese and hot pepper jelly, Tostito filled to the brim with frosting and sprinkles, Tostitos holding fried pork and caramelized onions, Tostitos adorned with dark chocolate and pistachios.

One key to Tostitos' success was the campaign's accessibility. All entrants needed were a bag of the chips and a little creativity. The intrigue of the submissions, which ranged from the delicious to the deranged, also helped drive traffic. Overall, #TostitosPlus2 showed that brands can leverage their customers' enthusiasm—even if the results aren't always savory.



# Appendix

- #MYFABKID PHOTO CONTEST -

**WIN A FREE *fabkids* CREDIT!**

**TO ENTER** Snap a pic of your kid and share it via **Instagram, Twitter** using the hashtag **#MyFabKid**

Monthly winners will be chosen to receive a free FabKids outfit to wear on Friday Instagram.

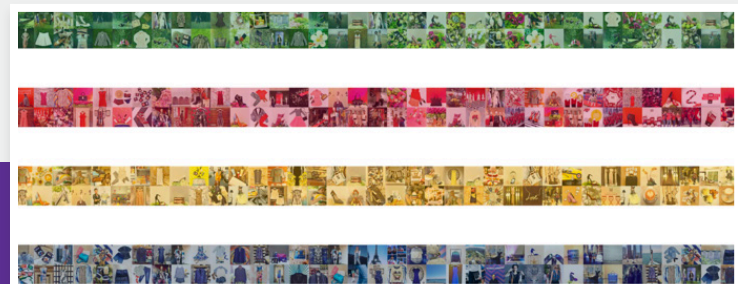
@LoveFabKids

1

## FabKids.com

#MyFabKid | Photo Contest (4 Months)

FabKids.com, part of TechStyle Fashion Group, capitalized on an activity that parents already love to do: share cute photos of their kids. The brand further incentivized participation by offering a free FabKids outfit to the monthly winner, encouraging playful competition and generating an adorable content gallery on their website.



### HUDSON'S BAY

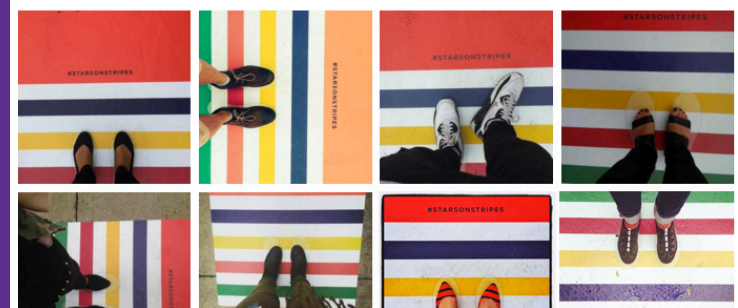
#StarsOnStripes

1. Find one of our 25 Hudson's Bay Striped carpets located in and around our Downtown Hudson's Bay Store!
2. Snap a "shoefie" of your feet on the Striped carpet.
3. Instagram or Tweet your photo using **#StarsOnStripes** & tagging **@hudsonsbay**.



Terms & Conditions

Share This:



2

## Hudson's Bay

"Stars on Stripes" | Hashtag Content Collection & Response and Content Gallery on Website (1 Year)

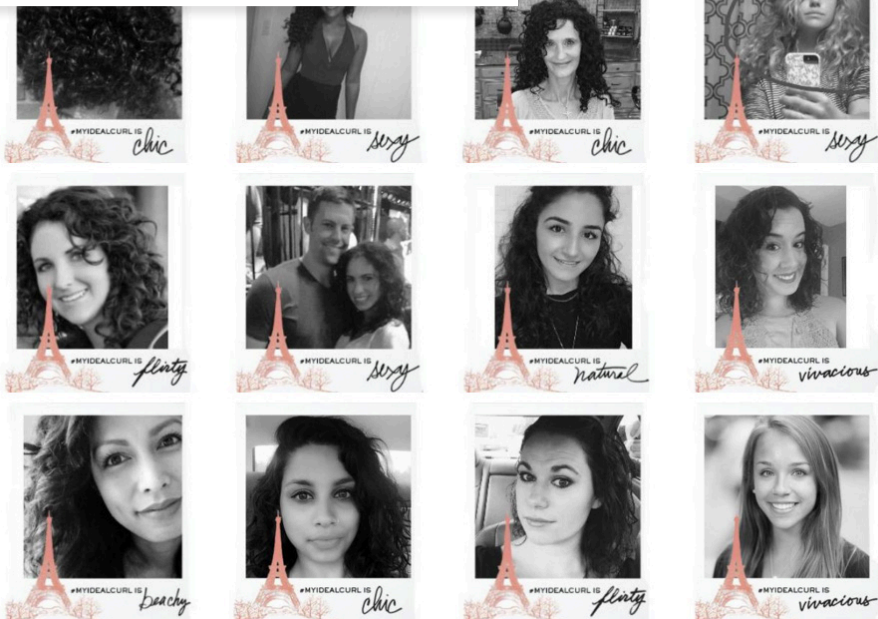
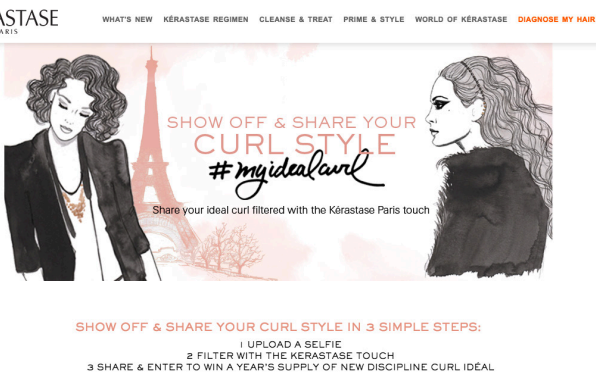
Hudson's Bay, a Canadian retailer with 90 stores, ran a clear, focused campaign. In their downtown stores, they put carpets with outlined footprints and encouraged customers to take a "shoefie." With the same background for all the pictures (the brand's signature striped pattern), the resulting gallery was both consistent and diverse.



### 3 Kérastase

#MyIdealCurl | Photo Lab (Evergreen)

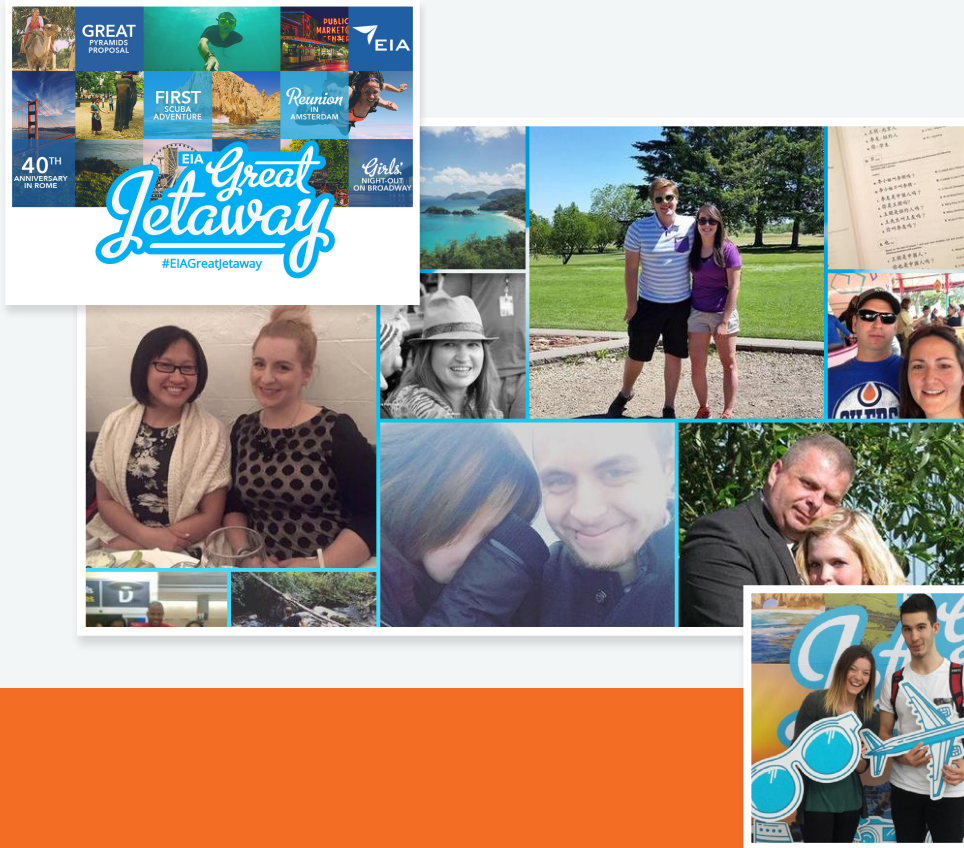
To celebrate the diversity of hairstyles, Kérastase, which sells luxury hair care products, launched a photo lab campaign. After customers upload a selfie, they choose the adjective that best describes their perfect style, like “sexy,” “wild,” or “beachy.” Then, it’s filtered to black and white and set behind a pink Eiffel Tower with the caption “#MyIdealCurl is beachy.”



### 4 WeWOOD

#WeWood | Hashtag Content Collection & Response, Content Gallery on Website (Evergreen)

Before launching its hashtag campaign to collect UGC, WeWOOD, which sells natural wooden watches, populated the gallery on its website with sample images: clean, crisp photos that prominently featured their timepieces. By making its expectations clear, the brand collected similarly high-quality content, which they then paired with conversion units.



5

## Edmonton International Airport

“EIA Great Jetaway” | Hashtag Content Collection & Response and Content Gallery on Website (3 Months)

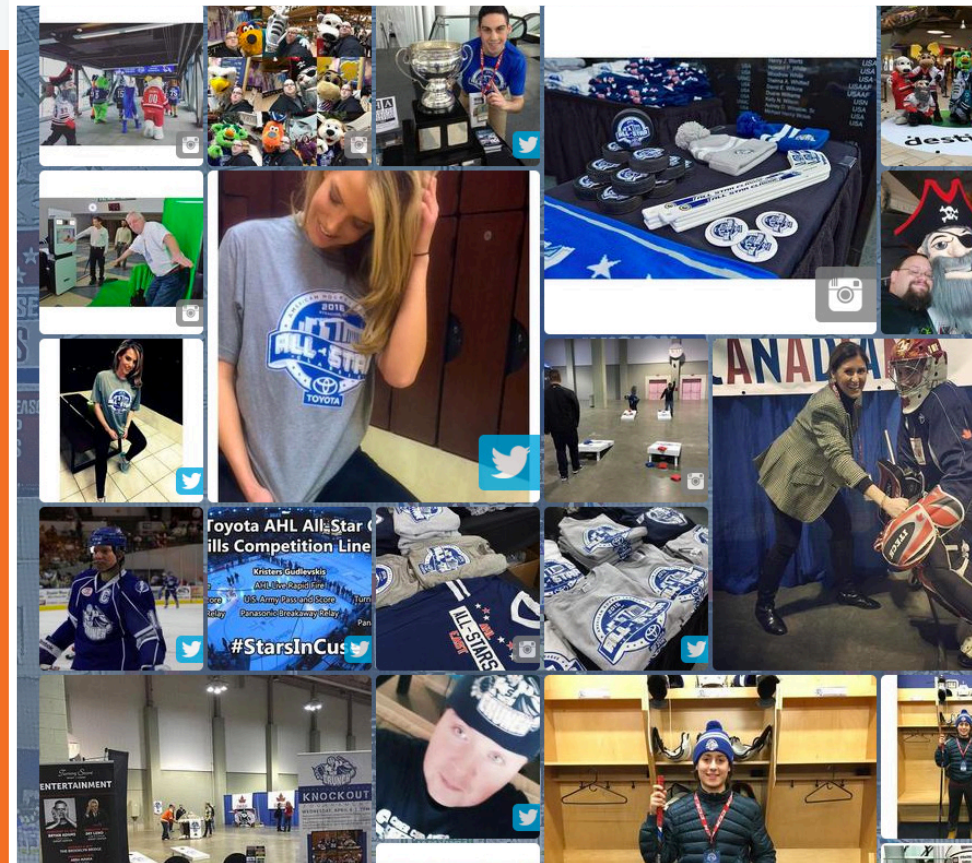
Instead of a traditional sweepstakes, EIA asked users to nominate someone who deserved a “great getaway.” During the submission process, entrants had to tag three friends, broadening the campaign’s reach. Of the 252 stories collected on Twitter and Instagram, the company ultimately chose David Maludzinski, a retired sergeant in the Royal Canadian Mounted Police who started studying Portuguese to combat his PTSD.

6

## Syracuse Crunch

#StarsInCuse | Hashtag Content Collection & Response and Content Gallery on Website (4 Months)

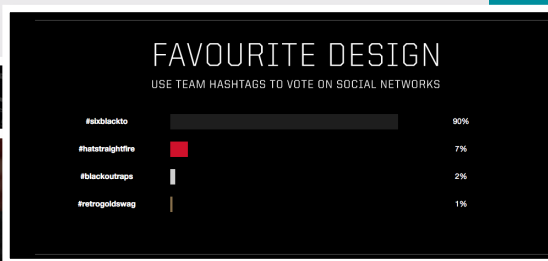
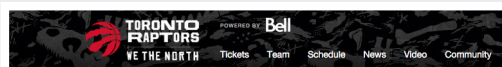
During its #StarsInCuse campaign, Syracuse Crunch, a minor league hockey team, offered fans a shot at the Jumbotron. By using the hashtag for their photos, they could see their pictures in a content gallery on the website, and a few entrants were then broadcast at the games – the ultimate goal for any sports fan.



# 7 Toronto Raptors

“Player Created Collection” | Hashtag Leaderboard (Evergreen)

The Toronto Raptors didn’t just involve fans in its latest campaign. First, they asked players to custom design a new basketball hat. Then, fans used the designated hashtag to vote for their favorite. The friendly competition inspired loyal participation, and the hat that won was guaranteed to be a fan favorite.



**Player Created COLLECTION**

**STREET STYLIN' TO THE MAX**

You know them on the court. Now steal their street style.

In the fall of 2015, we gave your Toronto Raptors a first-in-team-history challenge: Create the meanest, sleekest, style-forward hats that they could for YOU, the North Side.

In teams of 4, they put their design side to the test, producing 4 UNREAL limited edition looks channeling their T.O. vibes. Now, they're ready for you, and the competition's on to see who's hat you're taking home.

**BUY NOW**

<p>#RETROGOLDSWAG</p> <p>DESIGNED BY WRIGHT, BENNETT, VALANCIUNAS, LOWRY</p> <p>CHARITY: madd+</p>	<p>#SIXBLACKTO</p> <p>DESIGNED BY CABOCLLO, JOSEPH, CARROLL, ROSS</p> <p>CHARITY: CARROLL FAMILY FOUNDATION</p>	<p>#HATSTRAIGHTFIRE</p> <p>DESIGNED BY BIYOMBO, SCOLA, Nogueira, Patterson</p> <p>CHARITY: mise FOUNDATION</p>	<p>#BLACKOUTTRAPS</p> <p>DESIGNED BY POWELL, JOHNSON, DEROZAN</p> <p>CHARITY: mise FOUNDATION</p>
--	---	--	---



## ARE YOU DRIVER ENOUGH?

WELL, NOW'S THE TIME TO PROVE IT.

**WRITE A MANTRA**

140-character tale of what's not a selfie.

**SHARE A PHOTO**

Technically it's not a selfie if your car's in it.

**POST A VIDEO**

Sling mud, burn out, be creative (within the law of course).

Send your entry to @BFGoodrichTires using #BFGKEYS and #SWEEPS.



ENTER HERE WITH TWITTER



ENTER WITH INSTAGRAM

OR ENTER HERE

SEE WHAT THE COMPETITION IS UP TO

**@kkric1313**  
 @BFGoodrichtires I am driver enough because I love a road trip & driving way too fast for my own good. #BFGkeys #Sweeps  
 Sun Sep 27 2015 on twitter

# 8 BF Goodrich

“Are You Driver Enough?” | Hashtag Content Collection & Response (4 Weeks)

In 2015, BF Goodrich launched a competition to find which of its users was “driver enough.” To enter, fans could give the “epic 140-character tale of what makes you drive enough,” share a photo (“Technically, it’s not a selfie if your car’s in it”) or post a video (“Sling mud, burn out, be creative”). The ultimate prize was a trip to Gateway Canyon, CO, but all entrants could buy four new BF Goodrich tires and get a \$70 rebate after submission, an extra incentive that boosted participation.

# 9 TurboTax

## “Absolute Zero” | Photo & Video Contest (9 Months)

TurboTax recently launched its Absolute Zero campaign to promote the fact that customers can file their state and federal taxes for \$0. To spread awareness, the company asked customers to share a photo that “shows how much you want to pay to file taxes. Hint: It’s \$0.” Participants could enter every 24 hours in order to win the daily prize of a \$100 gift card, the weekly prize of a \$500 gift card, or the grand prize of \$5,000 cash.

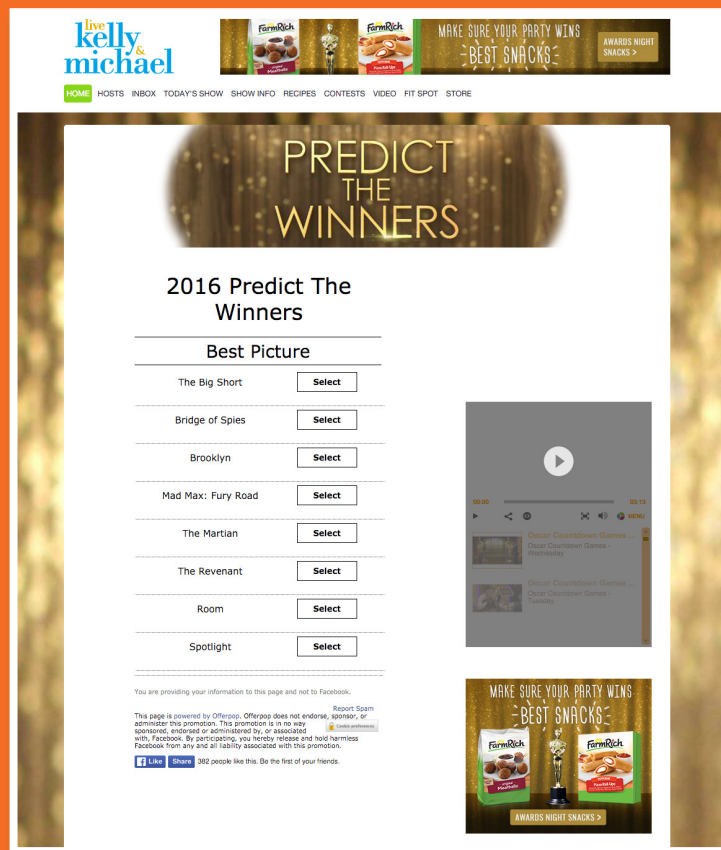
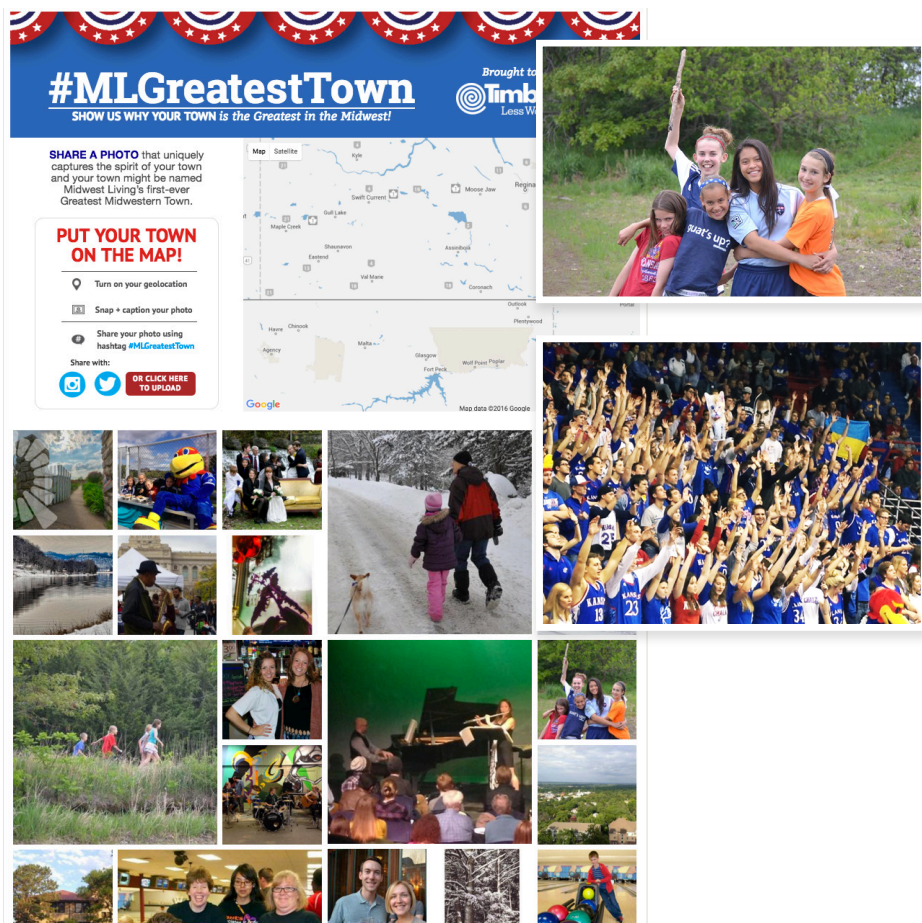
The screenshot shows the TurboTax website for the Absolute Zero contest. At the top, it says "Win \$5,000 this holiday season" and "Enter to win cash and gift cards every day in December." A large circular graphic features the text "Zero hidden costs Absolute zero \$0 Fed \$0 State \$0 To File 1040EZ/A". Below this, a "How to enter" section instructs users to "Upload a photo of yourself that shows how much you want to pay to file taxes. Hint: It's \$0. You can enter every day if you want to." A row of five example photos shows people using various props like donuts, a toilet paper roll, and a coffee cup to represent the number zero. An "Enter Now" button is prominently displayed at the bottom.



# 10 Midwest Living

## “MLGreatestTown” | Pinmap Gallery (4 Months)

Capitalizing on the feeling of hometown pride, Midwest Living launched its “Greatest Town” campaign in the summer of 2016. To enter, consumers had to turn on their geolocation, snap and caption a photo, and share it using the #MLGreatestTown tag. In the end, Traverse City, MI, the “cherry capital of the world,” earned the trophy, which Midwest Living celebrated with food trucks, Frisbees, and a silent disco.



# 11 Live with Kelly & Michael

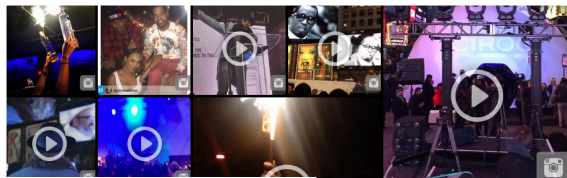
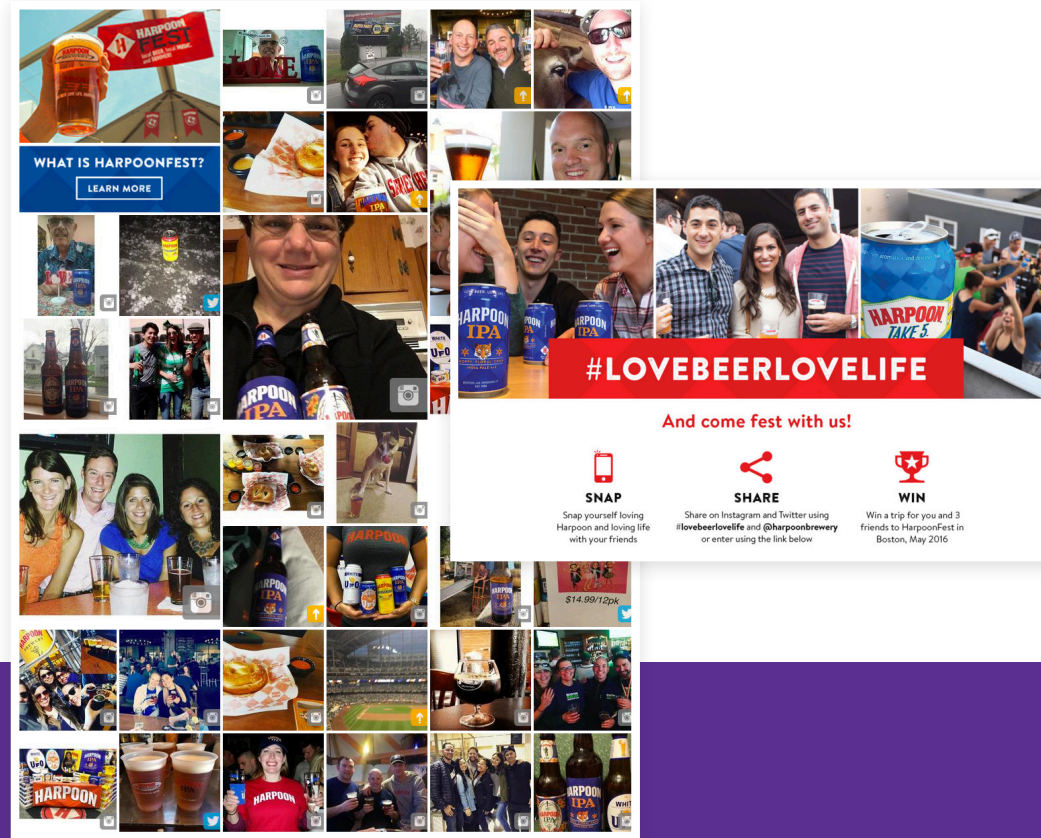
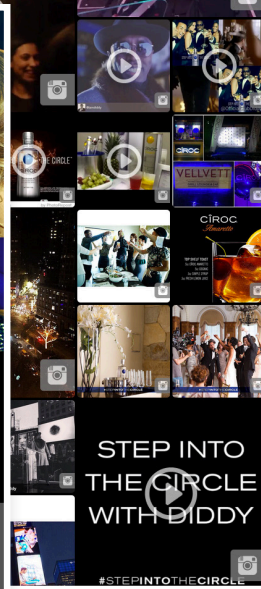
## “Predict the Winners” | Quiz (6 Weeks)

A month and a half before the Academy Awards, this daytime talk show asked its viewers to predict the winners in all 24 categories. The awards ceremony was already popular with Kelly and Michael’s target audience, so the tie-in only increased their relevance. The day after the Oscars aired, the hosts announced that Barbara Brooks had won the grand prize: a trip to Buccaneer in St. Croix.

# 12 Harpoon Brewery

## #LoveBeerLoveLife | Content Gallery (2 Days)

Every May in Boston, Harpoon hosts HarpoonFest, a two-day celebration that includes a brewery tour, keg bowl for charity, live music, and tons of beer. In 2016, the company invited fans to share how they #LoveBeerLoveLife for a chance to win four tickets to the event. Instead of forcing their product into the campaign, Harpoon instead focused on the good vibes associated with HarpoonFest.

# 13 Ciroc

## “Step Into The Circle” | Photo & Video Contest (Two Weeks)

Ciroc wanted to emphasize that it's part of a luxurious lifestyle, so it invited customers to “step into the circle.” Using a photo of P. Diddy and his model friends as an example, the brand asked consumers to submit a picture of their crew enjoying a night out using the hashtags #StepIntoTheCircle and #CirocContest. The best seven photos were awarded an unforgettable New Year's Eve party.

14

## Microsoft Office

“Choose The View From Your Office” | *Faceoff*  
(4 months)

Rather than building a social media campaign around its new software, Microsoft Office asked its consumers whether they'd prefer to have a view of a beach or mountains from their office. Each representative image featured a laptop showing a Microsoft program, which was displayed every time a person voted, indirectly creating hype for Microsoft Office.

If you could choose the view from your office, which would it be?

Vote, just root for your favorite office away from the office by clicking the button beneath the appropriate image. The side with the most votes wins!

Time left  
X days  
X hours  
X minutes  
X seconds

the Beach  
50%  
Vote

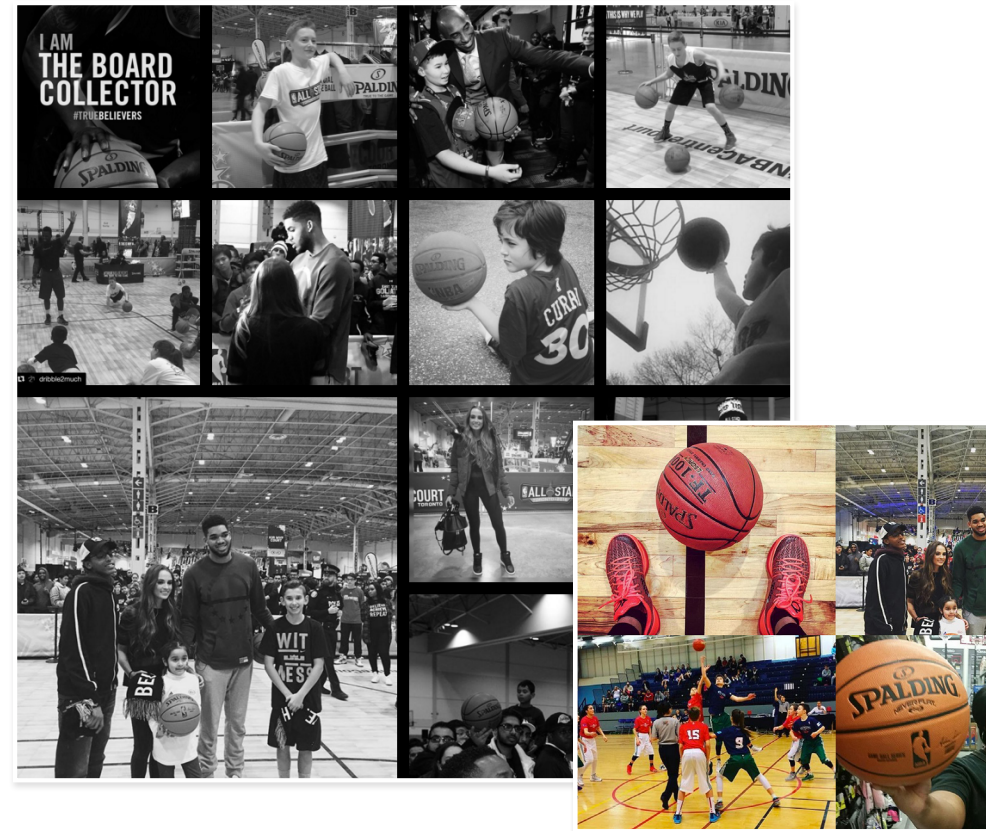
the Mountains  
50%  
Vote

Add a comment  
214 Comments

Add a comment  
109 Comments

Add a comment...

Add a comment...



15

## Spalding

#TrueBelievers | *Hashtag Content Collection & Response and Content Gallery on Website*  
(Evergreen)

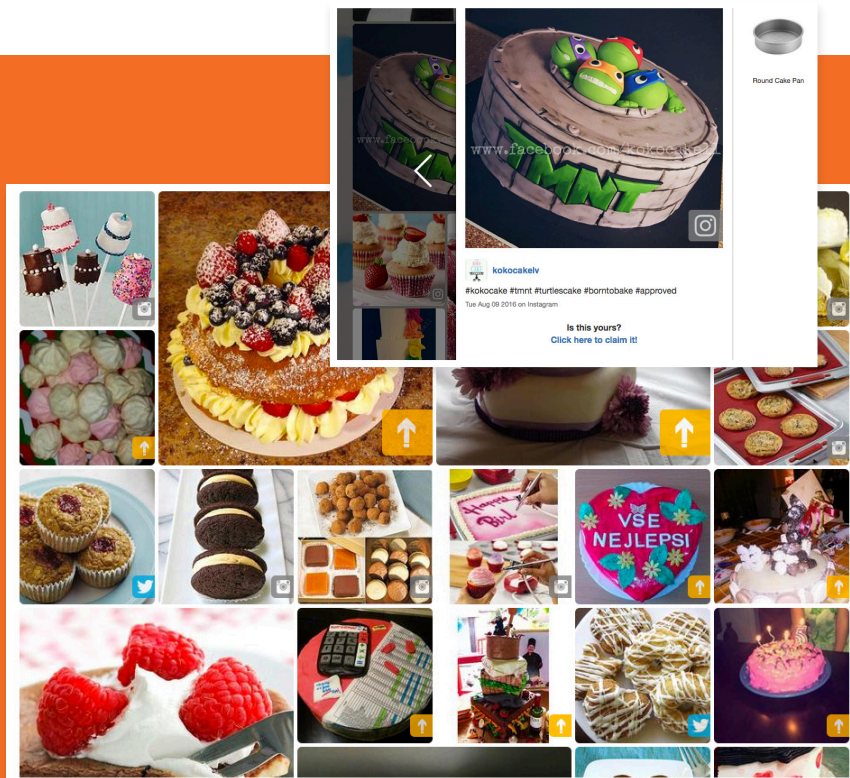
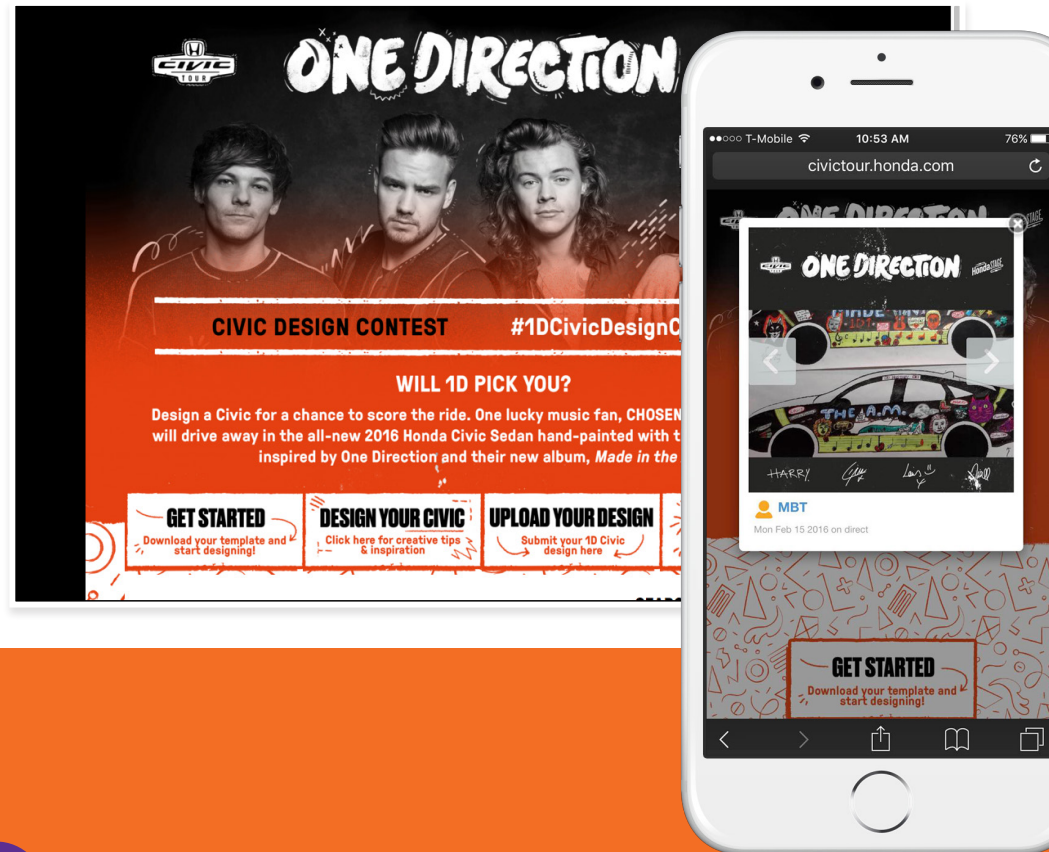
Instead of encouraging fans to take pictures with its products, Spalding invited athletes to snap a photo of themselves in action and explain how they stay “true to the game.” The photos were then filtered to black and white (an on-brand aesthetic) and featured on the website. By focusing on a quality that’s important to athletes—grit—the company reinforced its legitimacy as a sporting goods company.

16

## Honda Civic

#1DCivicDesignContest | Photo & Video Contest  
(1 Year)

Ingenuously coincident with One Direction's new album, Honda Civic's #1DCivicDesignContest challenged consumers to custom design their own car. The winner, chosen by the British boy band, earned a real-life version of their digital creation, raising the stakes for the design process and capitalizing on One Direction's soaring popularity (their 2014 tour was the highest-grossing of the year).



17

## Cake Boss

"BornToBake" | Hashtag Content Collection & Response  
and Content Gallery on Website (Evergreen)

When it launched the #BornToBake tag, Cake Book capitalized on two activities that their target demographic already loves: baking and sharing their creations on Instagram. Approved images, like a cake of the Teenage Mutant Ninja Turtles peeking their heads out of a manhole cover, appear on the website along with conversion units (a round cake pan). The gallery, then, serves both as monument to consumers' creativity and inspiration for others.





Wyng is a marketing platform for brands and agencies to build and run campaigns that drive participation and elevate consumer influence. We powered the first Super Bowl hashtag commercial in 2011. Since then, we've continued to evolve our platform to align with shifts in consumer behavior through a robust library of campaign templates. We help brands create communities, what we call tribes, bound by affinity and connection. Wyng is headquartered in New York City.

©2018 Wyng, Inc.

**wyng.com** | 646.380.4609

55 West 21<sup>st</sup> Street , 3<sup>rd</sup> Floor

New York, NY 10010

