

Top

RETAIL

Digital
Marketing
Campaigns



wyng

Here at Wyng, we've attracted over 250 million participants to our campaigns, and have found that it's more productive to focus on the ends—whether the brand is looking to promote, connect, inspire, or create—rather than the means. Throughout this eBook, we'll deep dive into the specifics of retail campaigns that have accomplished these

goals, in addition to explaining exactly how they did it. However, this list is by no means exhaustive. If you like what you see and want more ideas, [contact us](#) today.



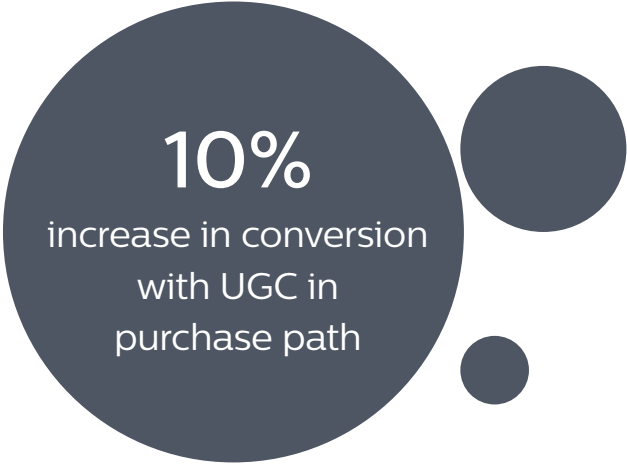
On average, Wyng's retail customers have seen:



26,500+
campaign visits
per month



5,400+
UGC claims and
sign-ups



10%
increase in conversion
with UGC in
purchase path

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

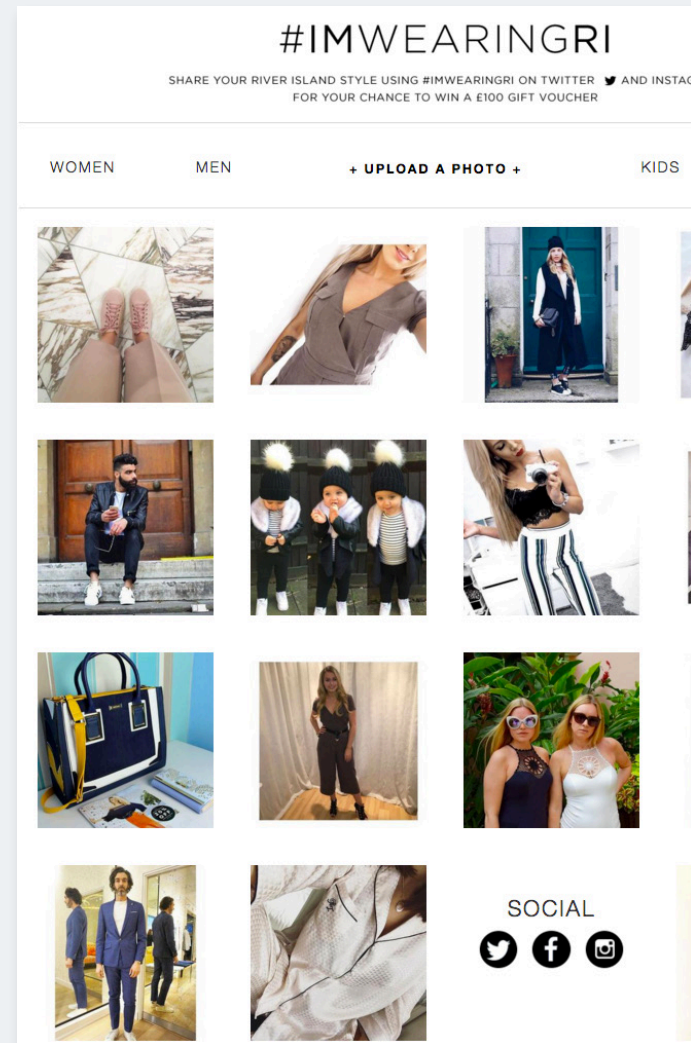
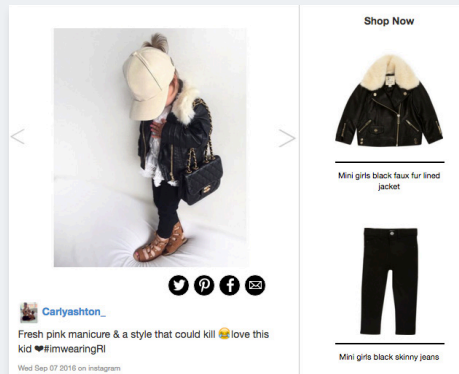
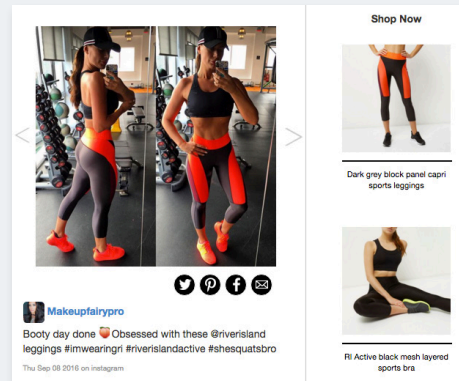
Hashtag Content Collection & Response, Content Gallery on Website

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.



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 website campaign. The top navigation bar includes the Kidde logo, the RemoteLync brand name, and links for 'MONITOR BUY', 'CAMERA BUY', and 'FIRE SAFETY'. The main banner features a large photo of a black and white dog with the text '#LetYourDogBeADog' and 'SHOW US & WIN!'. Below the banner, there are two Kidde RemoteLync camera models and a testimonial: '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.' To the right of the banner is a grid of user-submitted photos showing dogs in various humorous and relatable situations, such as a dog with its tongue out, a dog wrapped in a blanket, a dog in a car's side mirror, a dog with a basketball, a dog in a blue shirt, and a dog sitting on a toilet. Each photo has a small yellow 'up' arrow icon in the bottom right corner.

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 customers 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.



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 and 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.

See what's been stitched...

Upload a photo Share This:

Rachel Jones @RachelJHere Follow
I have dropped off my patch for @WhiteStuffUK #wsareyouthready - that's raised £5 for @Hope_Support #Herefordshire :-)

Tue Mar 08 2016 on Twitter

Exeter Community Ini @ExeterCI Follow
ECI has helped over 1 2015. By entering the #competition you are work!

Mon Mar 07 2016 on Twitter

The Soup Dragon Says @thesoupdragon44 Follow
@WhiteStuffUK hope it goes well, with lots of lovely cake and raises lots of money for charity! #areyouthready

Mon Mar 07 2016 on Twitter

White Stuff Foundation registered charity no. 112174
Are You THREADY?
WIN A CRAFTING HOLIDAY FOR TWO IN ITALY!

START 28TH JAN Pick up a patch from your local White Stuff shop TODAY and get crafting. Submit your patch to your local White Stuff shop by the 10th March. FOR EVERY PATCH ENTERED WHITE STUFF WILL DONATE £5 TO YOUR LOCAL SHOP'S CHARITY

10TH MARCH Join us in your local shop for tea, cake and judging.

WIN The winner from each shop will receive a £50 White Stuff voucher and will be in for a chance to win a crafting holiday in Italy. Every patch will become part of a

Seen something a friend might like? It's good to share... f t s

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 the monthly winner, encouraging playful competition and generating an adorable content gallery on their website.

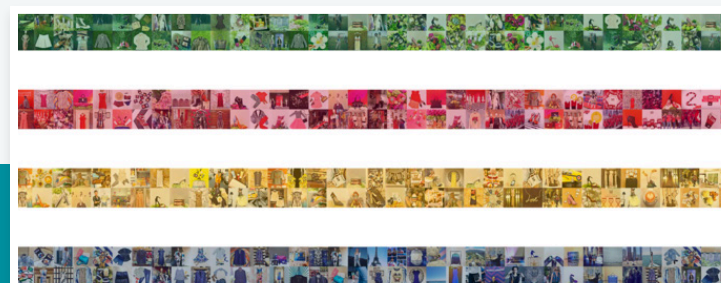
@LoveFabKids

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

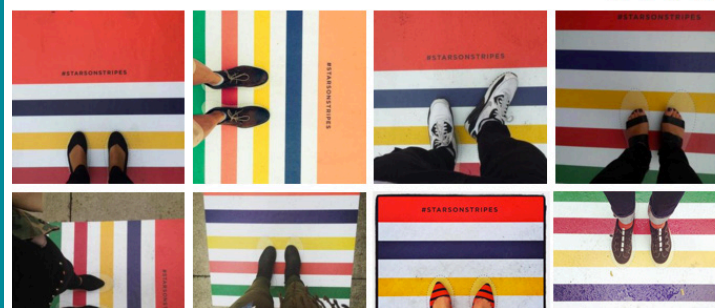
#StarsOnStripes

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

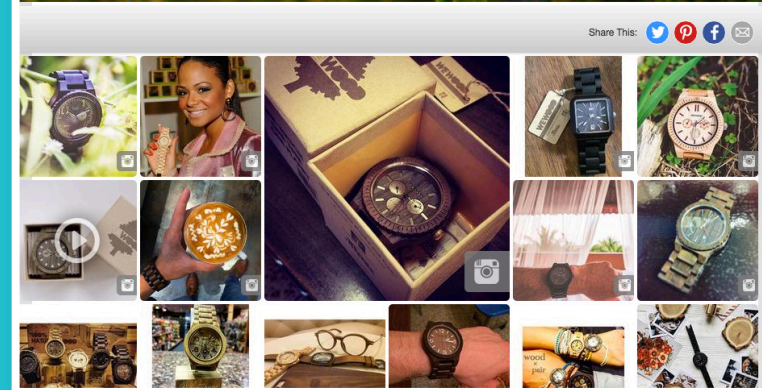
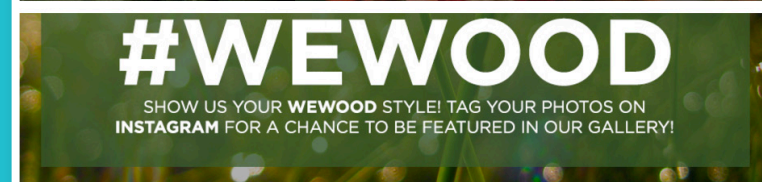
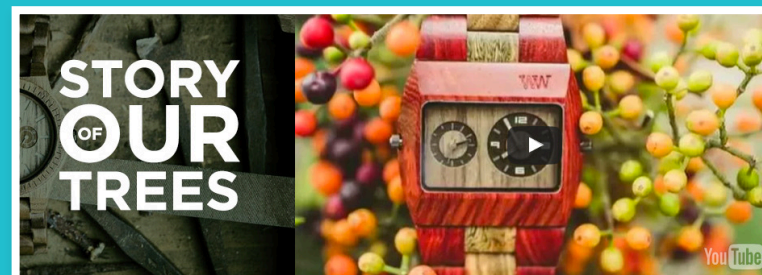
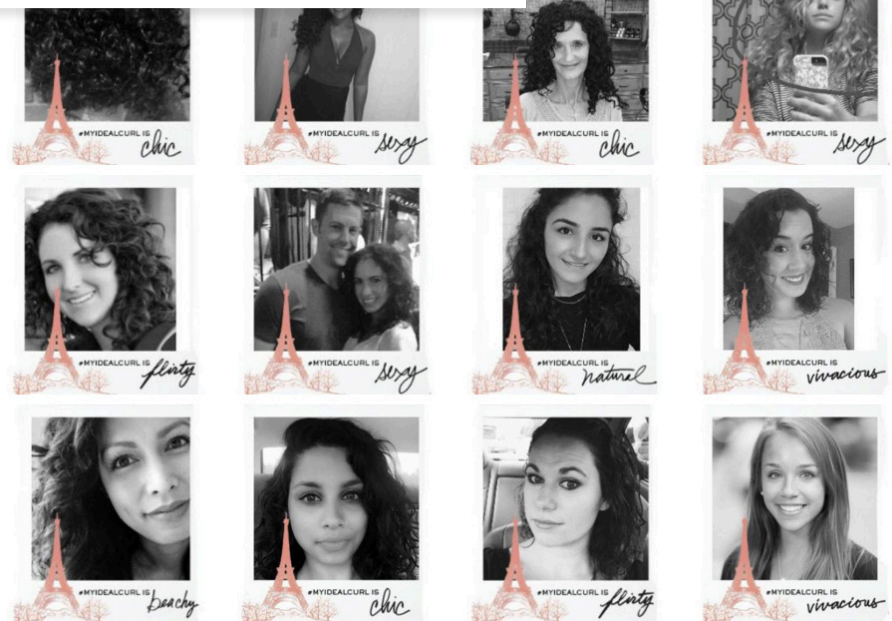
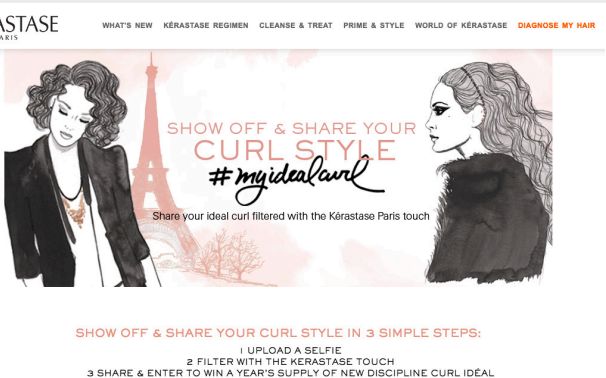
"Stars on Stripes" | Hashtag Content Collection & Response and Content Gallery on Website (1 Year)

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 We Wood

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

Before launching its hashtag campaign to collect UGC, We Wood, 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.



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.

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