



TOP
Media &
Entertainment
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 dive into the specifics of media and entertainment campaigns that

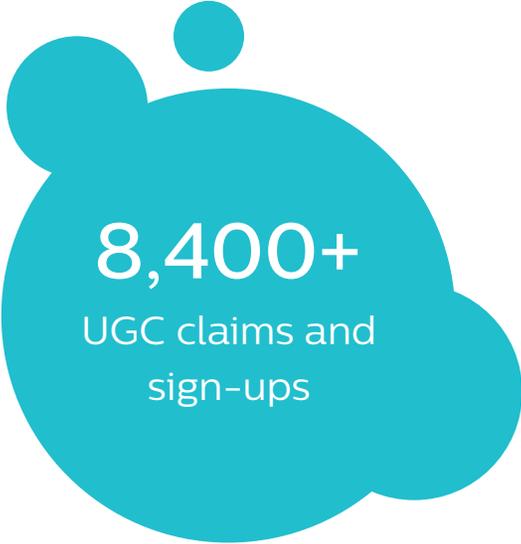
have accomplished these goals, in addition to explaining exactly how they did it. However, this list is by no means exhaustive. If you like what you see and want more ideas, [contact us](#) today.



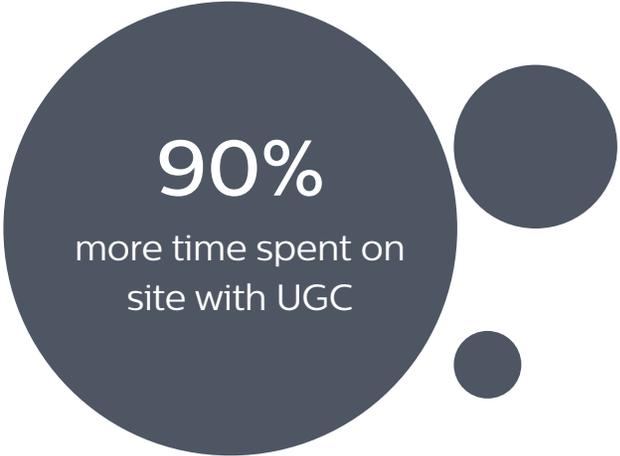
On average, Wyng's media and entertainment customers have seen:



35,000+
campaign visits
per month



8,400+
UGC claims and
sign-ups



90%
more time spent on
site with UGC

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.

Billboard

#TouringConf | Event Promotion

Template

Auto Scroll Gallery

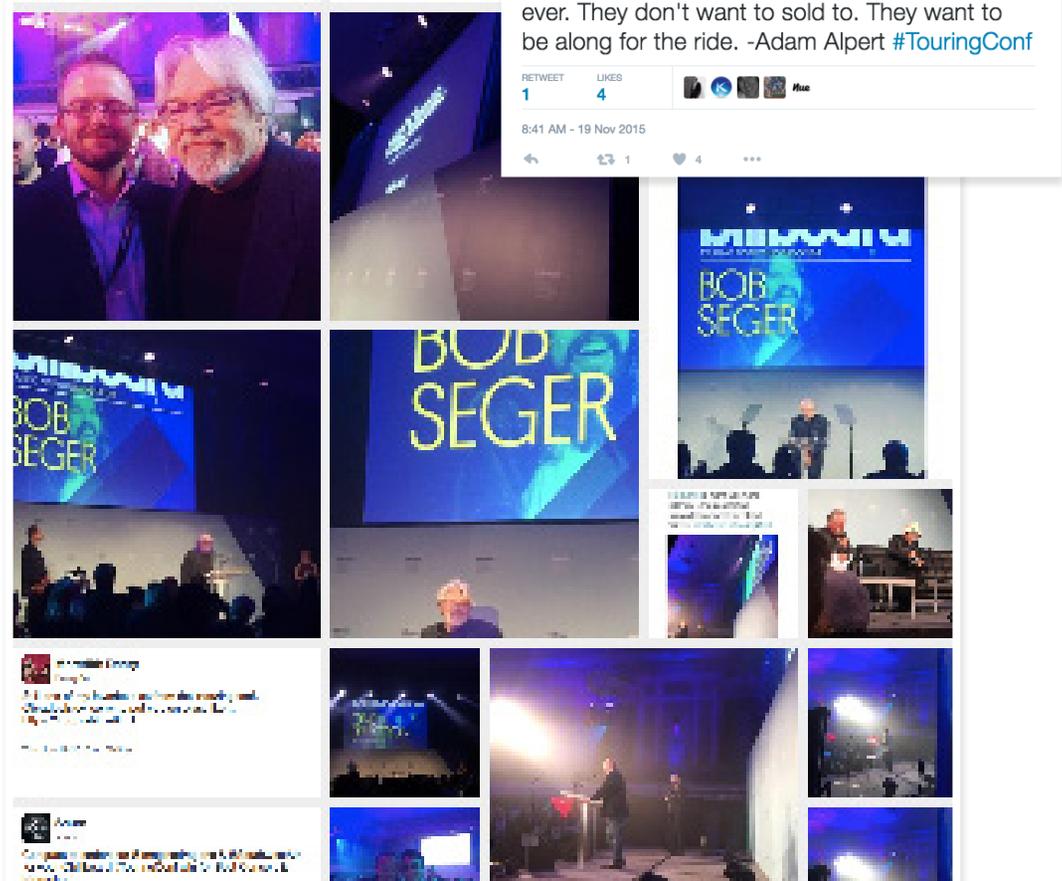
Length

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.



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.

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.

Saril @gimmeHutchence [Follow](#)
@SoundersFC biting my nails, starting at 00:30... Sending love and #GoodPlayoffKarma from Portugal. Let's go get that win!
Nov 07 2015 on Twitter

Gage Woodcock @gagewoodcock [Follow](#)
#GoodPlayoffKarma #GoSounders #SounderTillIDie
Sat Nov 07 2015 on Twitter

Colleen Allen @Colleen_Allen14 [Follow](#)
@SoundersFC: Donated to @mercycorps, my favorite nonprofit. #GoodPlayoffKarma twitter.com/soundersfc/sta...
Sat Nov 07 2015 on Twitter

Karl Picard @karlpicard [Follow](#)
When my daughter's U6 soccer coach moving, volunteered to take over coaching the team #goodplayoffkarma @SoundersFC
Nov 07 2015 on Twitter

FelixForever34™ @FelixForever34 [Follow](#)
I 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...
Sat Nov 07 2015 on Twitter

Tim Hamilton @muffintopmodel [Follow](#)
@the16thdoc #GoodPlayoffKarma
[Image of a pizza]

FelixForever34™ @FelixForever34 [Follow](#)
Will the Sounders beat FC Dallas? #Sounders #GoodPlayoffKarma
Sat Nov 07 2015 on Twitter

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.

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.

Philadelphia Tourism

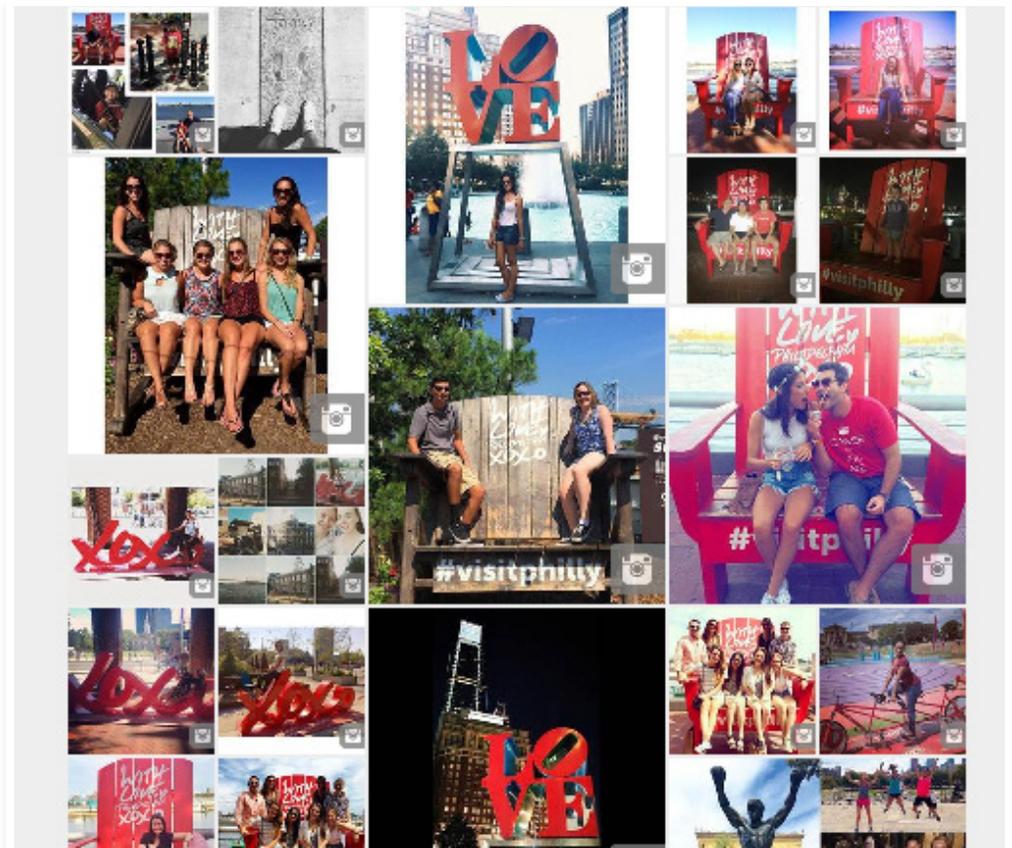
#VisitPhilly – Where To Go

Template

Pinmap

Length

1 Year



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.

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

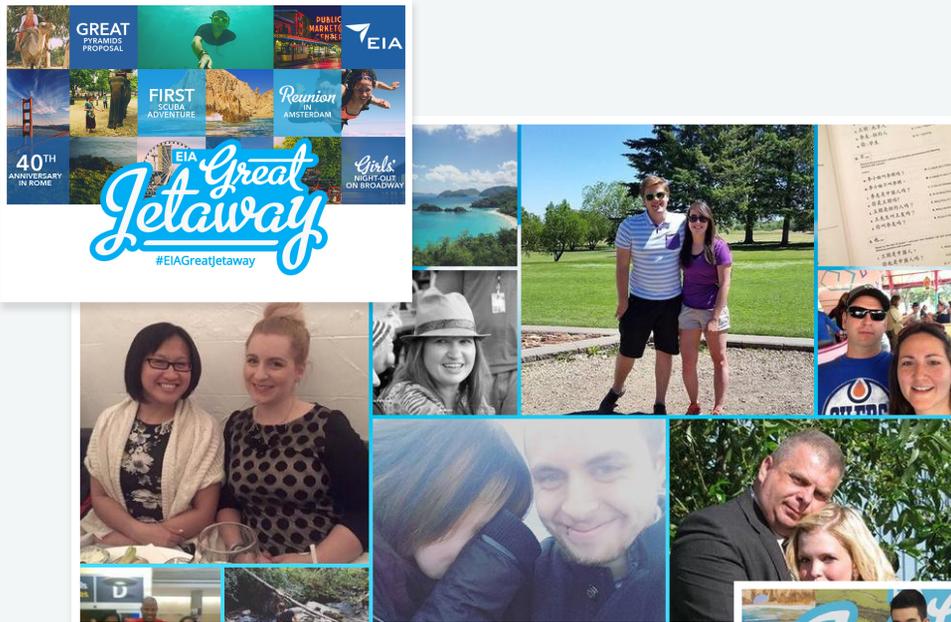
BC'S SKI IT TO BELIEVE IT CONTEST

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

Appendix



1

Edmonton International Airport

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

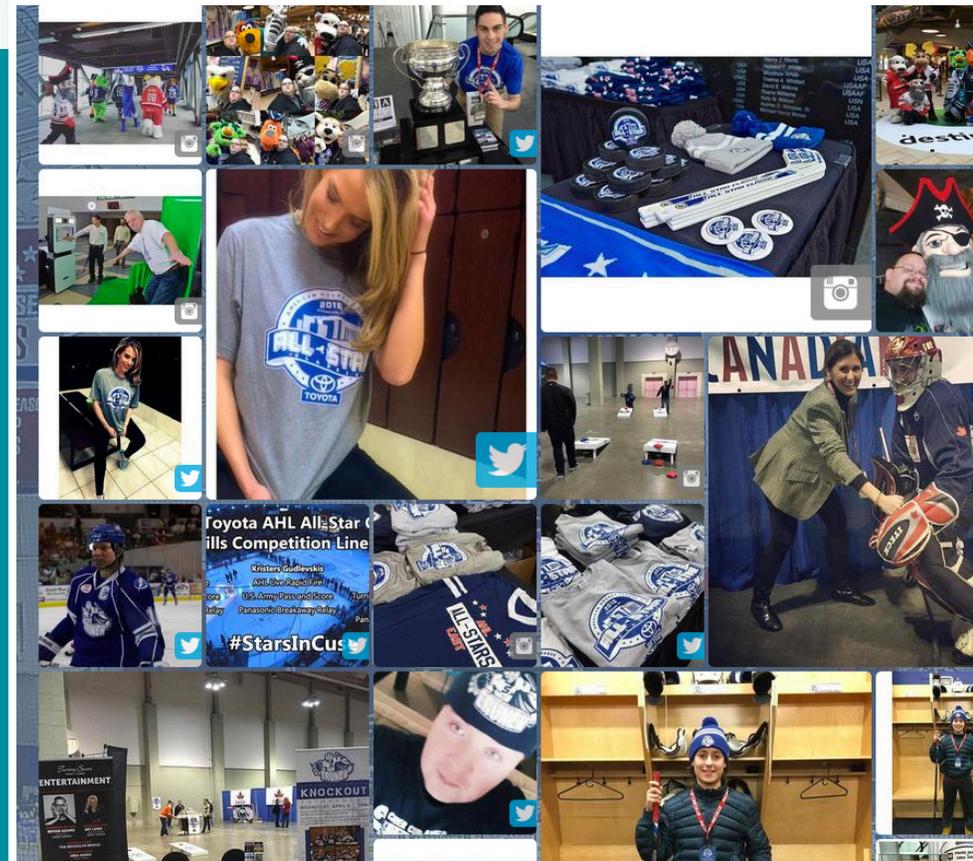
Instead of a traditional sweepstakes, EIA asked users to nominate someone who deserved a “great getaway.” During the submission process, entrants had to tag three friends, broadening the campaign’s reach. Of the 252 stories collected on Twitter and Instagram, the company ultimately chose David Maludzinski,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

2

Syracuse Crunch

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

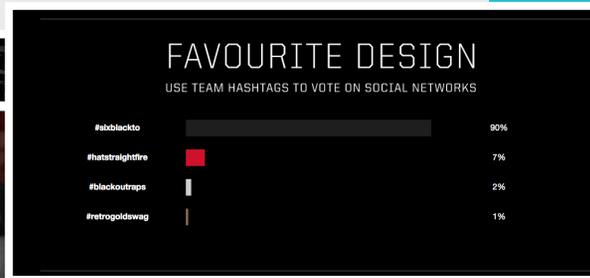
During its #StarsInCuse campaign, Syracuse Crunch, a minor league hockey team, offered fans a shot at the Jumbotron. By using the hashtag for their photos, they could see their pictures in a content gallery on the website, and a few entrants were then broadcast at the games – the ultimate goal for any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



3 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.



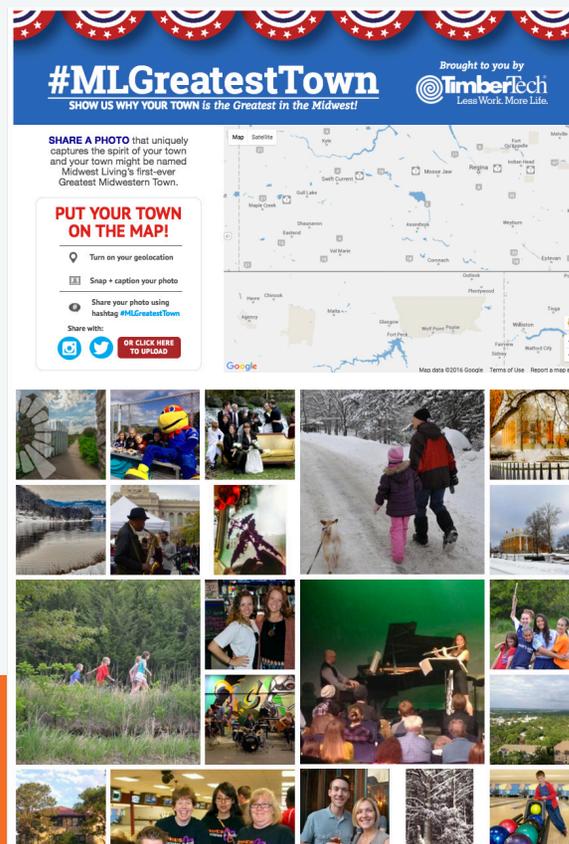
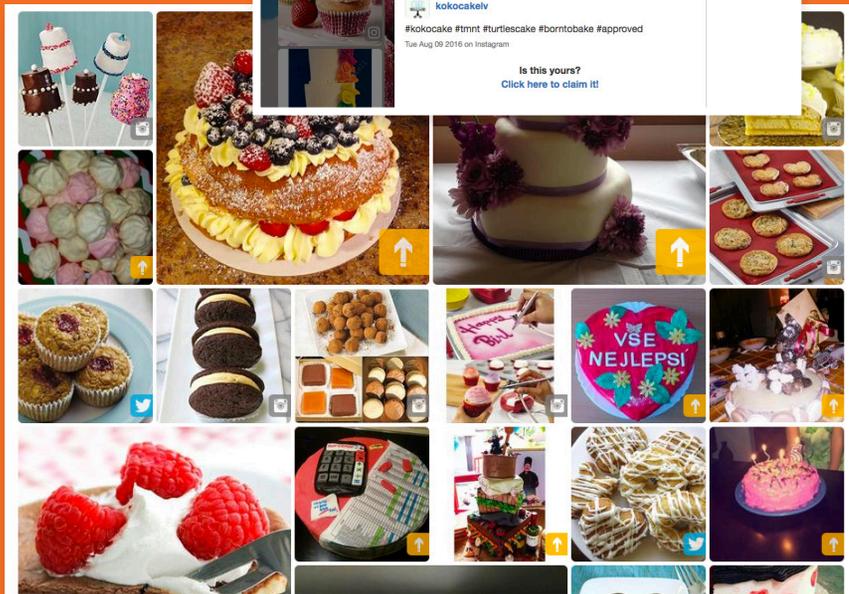
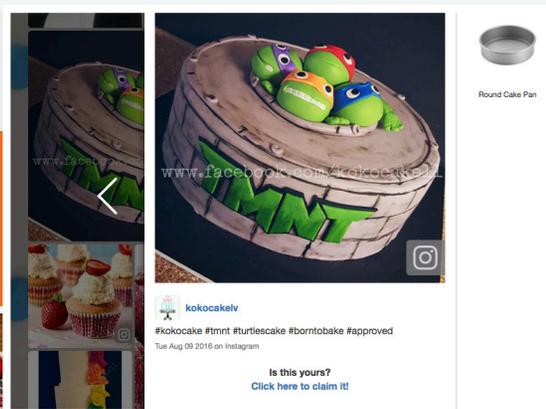
4 Live with Kelly & Michael

“Predict the Winners” | Quiz (6 Weeks)

A month and a half beforehand, this daytime talk show asked its viewers to predict the winners in all 24 categories of the Academy Awards. 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.

5 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, users 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.



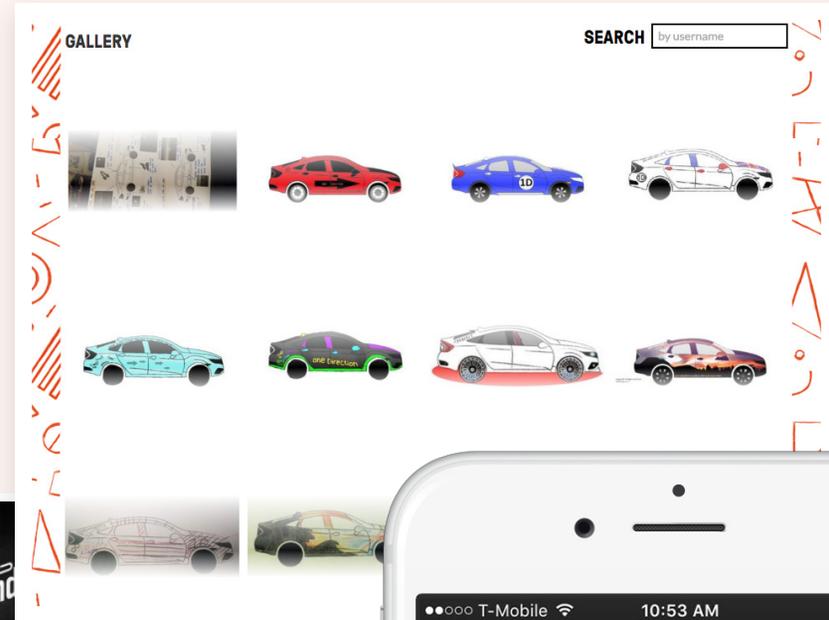
6 Cake Boss “BornToBake” | Hashtag Content Collection & Response and Content Gallery on Website (Evergreen)

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.

7 Honda Civic

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

Ingeniously 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).

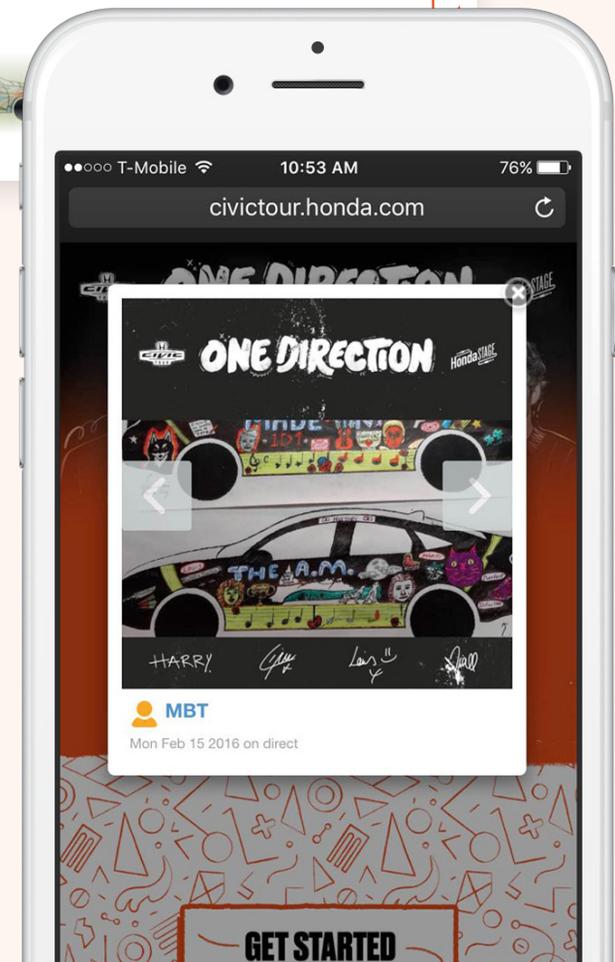


CIVIC DESIGN CONTEST #1DCivicDesignContest

WILL 1D PICK YOU?

Design a Civic for a chance to score the ride. One lucky music fan, CHOSEN BY ONE DIRECTION, will drive away in the all-new 2016 Honda Civic Sedan hand-painted with their own 1D design, inspired by One Direction and their new album, *Made in the A.M.*

GET STARTED Download your template and start designing!	DESIGN YOUR CIVIC Click here for creative tips & inspiration	UPLOAD YOUR DESIGN Submit your 1D Civic design here	THE GRAND PRIZE Details on how to win your Civic creation
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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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