

Best of 2018

52 Weeks of Microexperiences

52 of the best microexperiences created using the Wyng platform - to inspire your 2019 digital and marketing goals.

America to me SHARE YOUR VOICE CONTEST

THE WINNER OF THE SHARE YOUR VOICE CONTEST AND A \$25,000 SCHOLARSHIP IS... WILLIAM WILSON!

Smithfield

AND SOMEONE SPECIAL VALENTINE'S DAY eCARD.

Because nothing says *I Love You* like Smithfield Bacon & Ham.

USE MILES

Go See The World.

Discover more than 1,000 destinations and experience endless possibilities. >

Lantau Peak (via Hong Kong)

SEE WHAT YOU CAN WIN!

UNITED WE CELEBRATE

KEEP AMERICA BEAUTIFUL KAB.ORG

Party with a purpose this summer.

For every photo shared, **ABSOLUT™ WILL DONATE \$1 TO KEEP AMERICA BEAUTIFUL** or a local charity*

#ABSOLUTAMERICA #PROMOTION

- 1** SELECT A CHARITY you'd like to support
- 2** UPLOAD A PHOTO showing how you party with a purpose
- 3** CUSTOMIZE & SHARE to do

Best of 2018

52 Weeks of Microexperiences

2018 was a hard year for marketers, especially when it came to their consumers' relationships with technology and their brands. From the spread of fake news, to calls for more transparency from major social network players, and the shuffle to respond to GDPR and data-privacy issues, marketers were working overtime to keep up the goodwill. While things weren't easy, the lessons learned in 2018 provided an important framework for 2019.

In 2019, we believe creating meaningful bonds will be essential for brand and agencies as more consumers strive to consume responsibly, from what they view to what they buy. For all we have gained from tech-driven engagement, brands will need to prioritise a more human-approach. Consumers are getting more and more honest across social platforms, and brands will need to do the same by kicking up the emotions, embracing what they value, and keeping things real and personal with their fans.

Agility will still be key across all industries in 2019, as consumers continue to look for personalized and timely offerings that suit micro moments throughout their day to day activities.

To help get 2019 off to the right start, we've compiled the best microexperiences of 2018 powered by Wyng. These microexperiences drove engagement, increased data acquisition and broke through the noise in 2018 to redefine what digital success, looks like today.

LIFE WTR Series 5 Art Beyond Borders

YOU COULD WIN BETTER-FOR-YOU GROCERIES FOR A YEAR

LIVE HEALTHY | SNAP A PIC | WIN CASH

URBAN DECAY

10 DAYS | 10 DEALS

LET'S CYBER (WEEK)

PICK YOUR PREP

SPERRY | PREP FOR ALL

FIRE UP YOUR FAN GAME

Clay Matthews Pro Linenbacker & Tailgate MVP

Walmart

NOW ON TOUR: THE #FIREDUPFANS TRUCK

Walmart

WE'RE HITTING UP WALMART STORES ACROSS THE COUNTRY.

Click a pin near you for info.

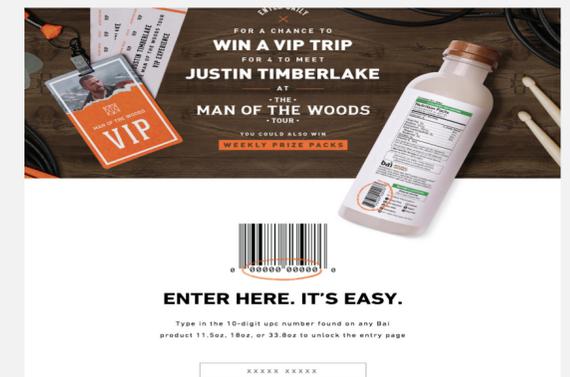
2018 The Year of the Microexperience

While 2018 was full of ups and downs, it did give us one important takeaway – the microexperience. Microexperiences are mobile-first digital experiences that brands create and deploy to engage consumers, drive conversions, and securely acquire first-party data at scale.

In 2018, more and more brands began to turn to microexperiences. Microexperiences are an essential part of the B2C MarTech stack as a result of three trends shaping marketing strategy in enterprises.

1. Digital Transformation

The digital landscape is constantly changing – evolving – and brands must meet consumers in the moment. Brand's are transforming their digital approaches in response to consumer demands for participatory and social experiences. With mobile as the dominant medium, brands are now on 24/7, fully accessible to consumers, providing socially driven digital experiences powered by turnkey technology solutions.



2. First Party Data

In the era of GDPR, brands are investing in direct, transparent interactions with consumers that yield first-party data – self-reported data freely shared by consumers, and data that comes from observing their direct engagement with the brand. Unlike other types of data, first-party data uncovers consumer motivations, affinities, preferences and intentions.



3. Budget Realignment

Marketing organizations are reallocating budgets, retooling systems, and evolving their operational models in order to improve business results, while increasing operational speed and reducing costs. They're eliminating costly, slow, custom development of one-off, digital experiences by investing in agile, reusable, configurable solutions – and equipping in-house and agency teams with those solutions.

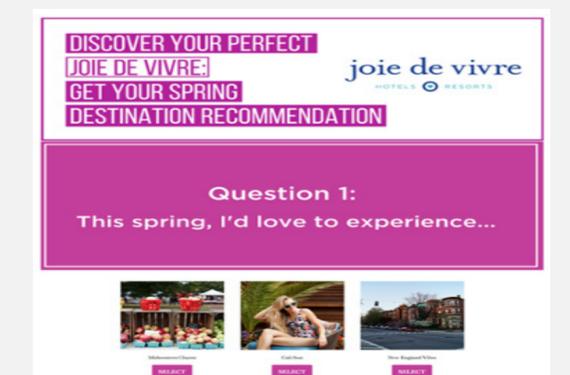
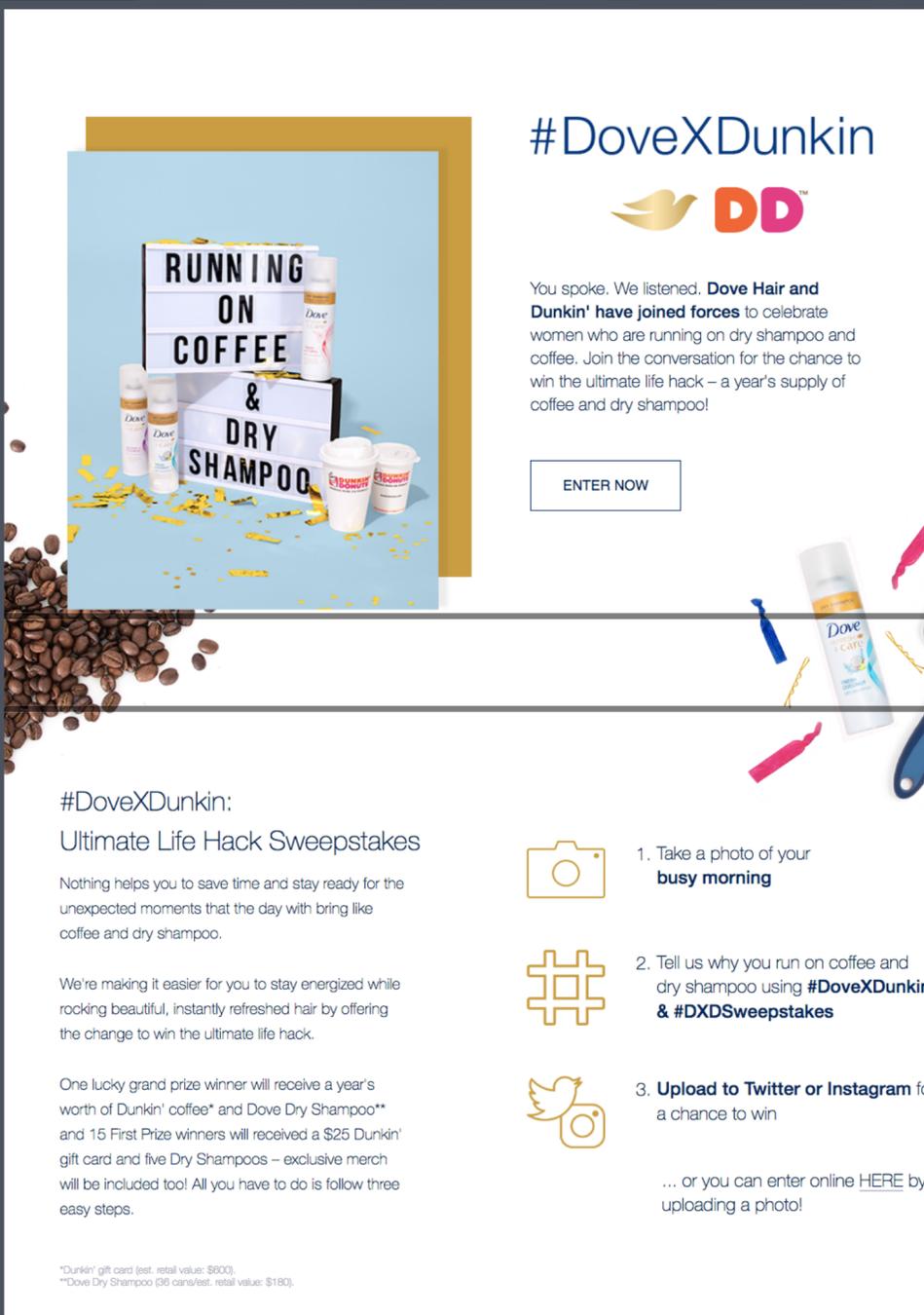


Table of Contents

Microexperiences

Timing

- New Year, New Goals January - March
- Fresh Starts April - June
- Sizzling Success July - September
- Year End Blitz October - December



#DoveXDunkin



You spoke. We listened. **Dove Hair and Dunkin' have joined forces** to celebrate women who are running on dry shampoo and coffee. Join the conversation for the chance to win the ultimate life hack – a year's supply of coffee and dry shampoo!

[ENTER NOW](#)

#DoveXDunkin:
Ultimate Life Hack Sweepstakes

Nothing helps you to save time and stay ready for the unexpected moments that the day with bring like coffee and dry shampoo.

We're making it easier for you to stay energized while rocking beautiful, instantly refreshed hair by offering the change to win the ultimate life hack.

One lucky grand prize winner will receive a year's worth of Dunkin' coffee* and Dove Dry Shampoo** and 15 First Prize winners will received a \$25 Dunkin' gift card and five Dry Shampoos – exclusive merch will be included too! All you have to do is follow three easy steps.

*Dunkin' gift card (est. retail value: \$600).
**Dove Dry Shampoo (36 cans/est. retail value: \$180).

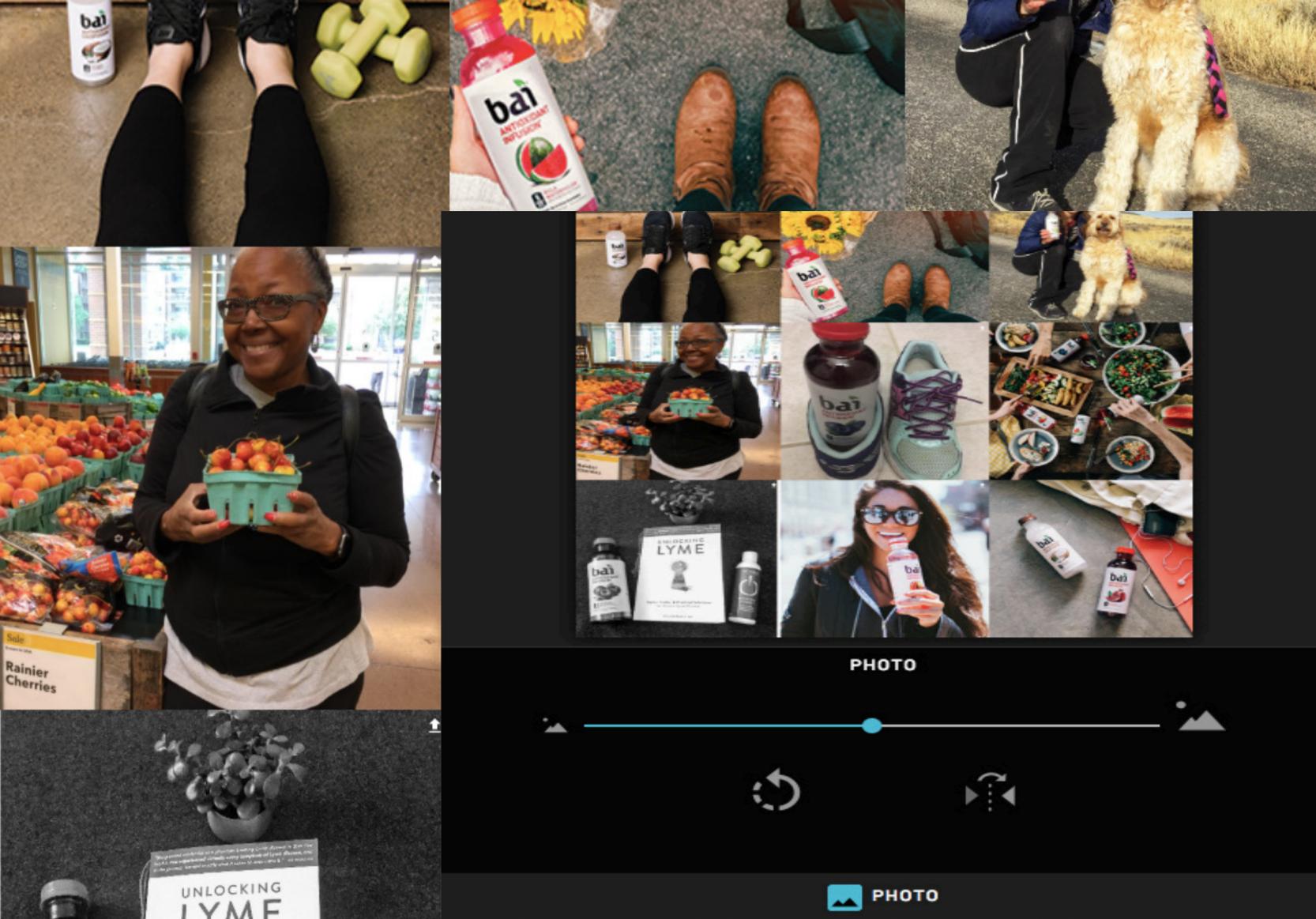
1. Take a photo of your **busy morning**
2. Tell us why you run on coffee and dry shampoo using **#DoveXDunkin & #DXDSweepstakes**
3. **Upload to Twitter or Instagram** for a chance to win

... or you can enter online [HERE](#) by uploading a photo!

***NEW YEAR
NEW GOALS***

Jan - March





**YOU COULD WIN
BETTER-FOR-YOU
GROCERIES FOR A YEAR**

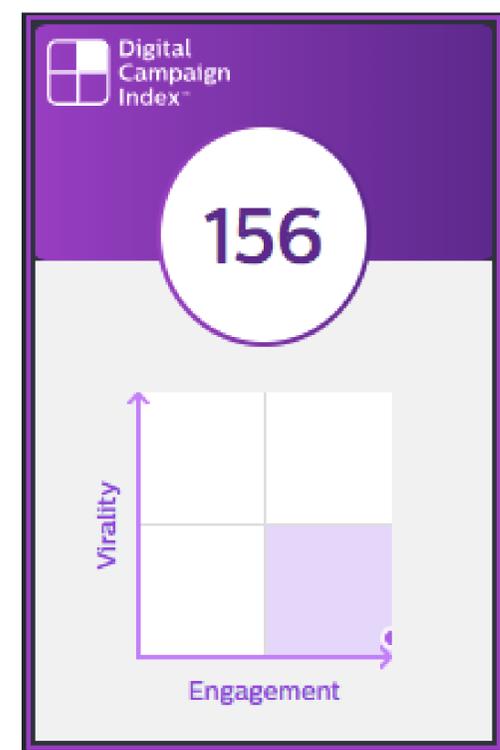
- LIVE HEALTHY
- SNAP A PIC
- WIN CASH

Take a picture of your new healthy habit for a chance to

Week 1

Bai Good Into Greatness New Year FlexGrid Photo Contest

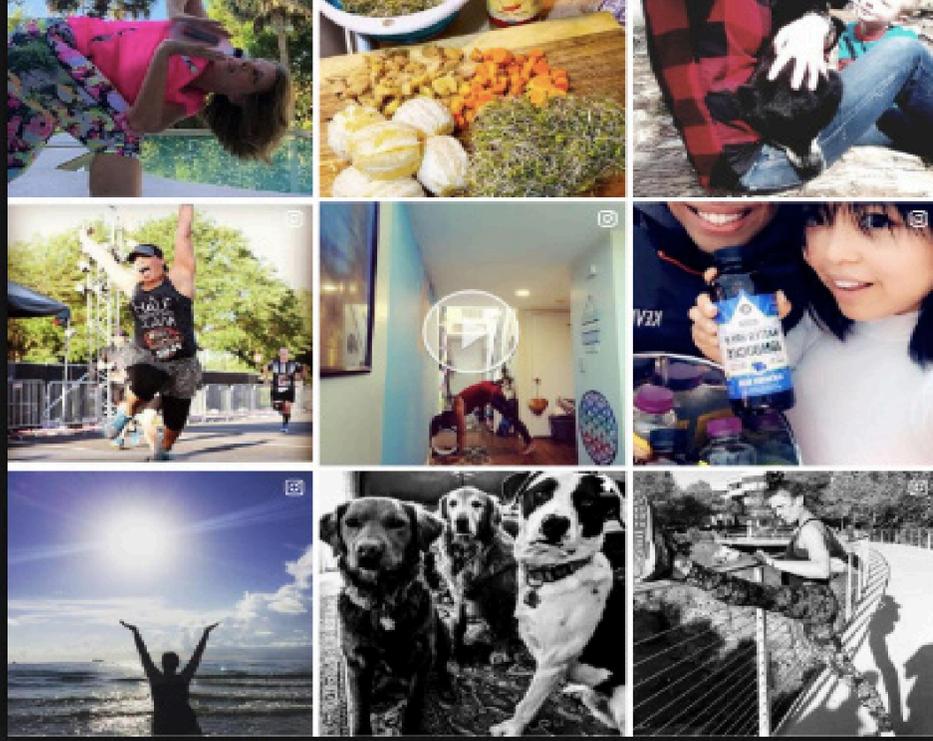
Concept: Launch an inspiring and timely new year social experience to showcase Bai's consumers new healthy habits in 2018.



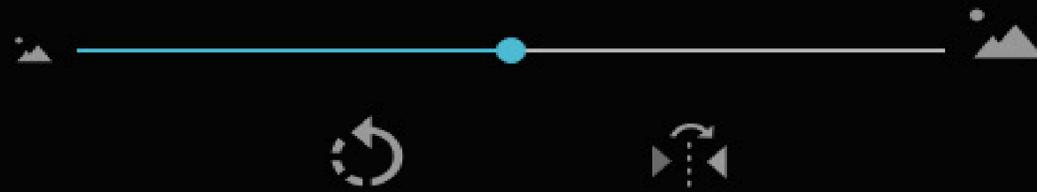
Objective: Drive traffic to Bai website and display consumer content featuring Bai products.

Use Case: FlexGrid Gallery

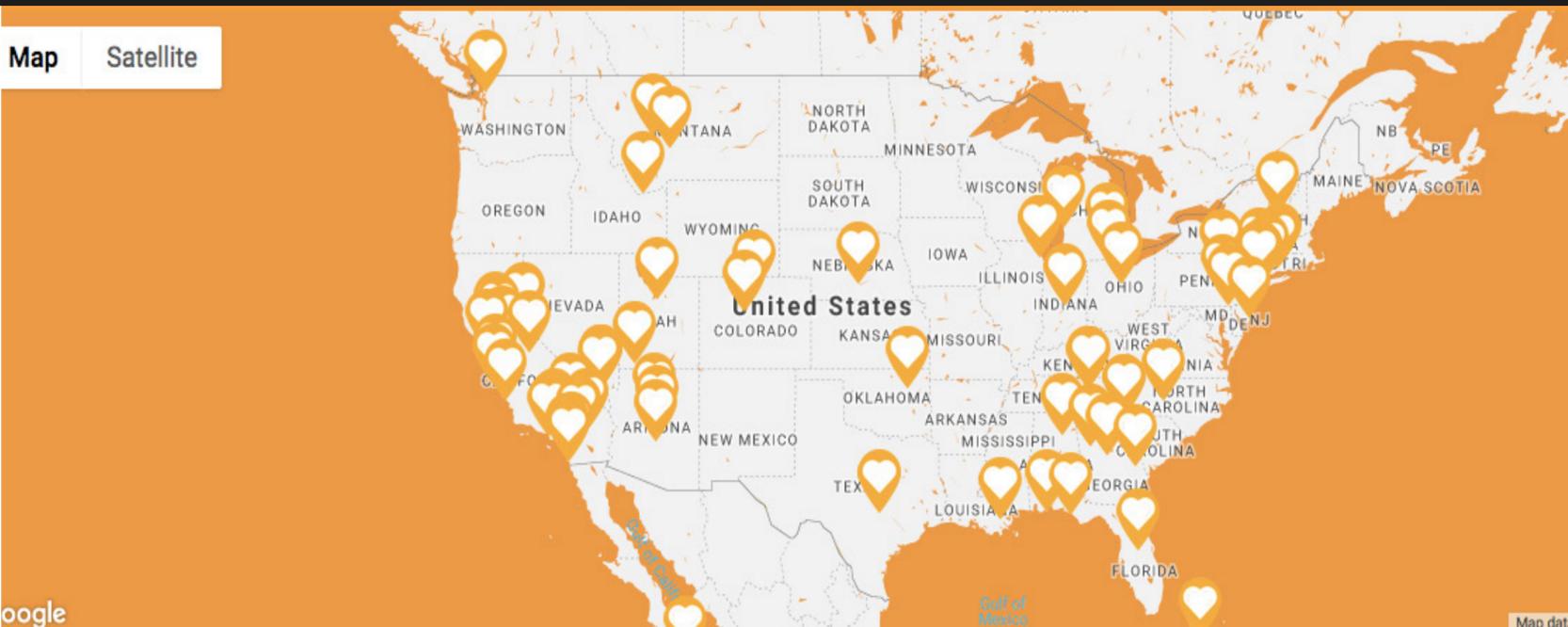
DCI Score: 156



PHOTO



PHOTO



Week 2

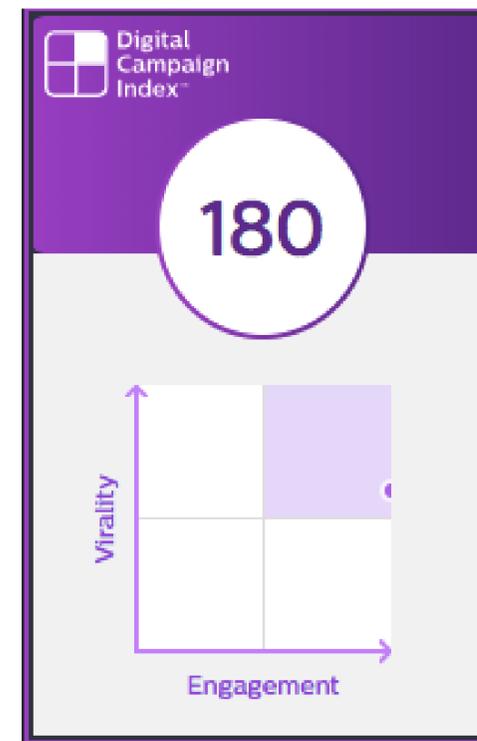
Alive Like You Video and Photo Contest

Concept: Sponsor a national contest to build a network of KeVita Alive Like You Ambassadors.

Objective: Drive brand loyalty and collect high-quality UGC that can be used in KeVita marketing and advertising.

Use Case: Social Map and Social Content Stream

DCI Score: 180





» **RELAX** «

Take a timeout anytime and anywhere you'd like

» **SNAP** «

Post a pic of your timeout on Instagram or Twitter with #konatimeoutsweeps

» **WIN** «

Each post is an entry to win a timeout in Hawaii with your gameday crew

SUBMISSIONS END FEBRUARY 6, 2018

First Name *

Last Name *

Email *

Opt-in *

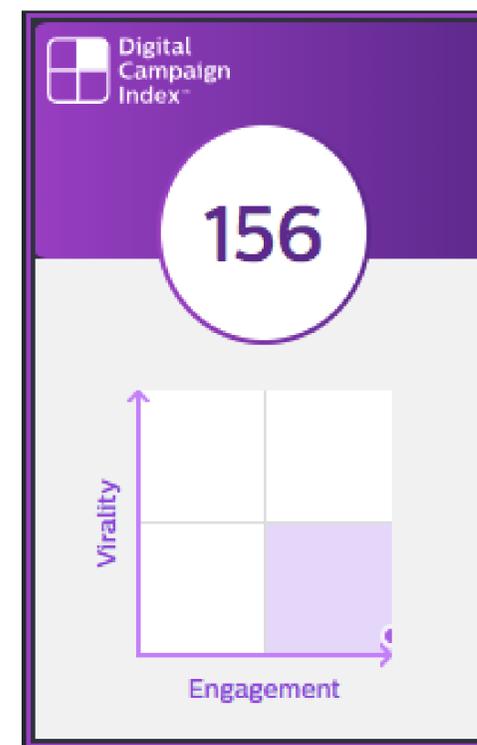
Submit

UPLOAD AN IMAGE

Week **3** Kona Brewing

Take a Timeout Hawaii Vacation Sweepstakes

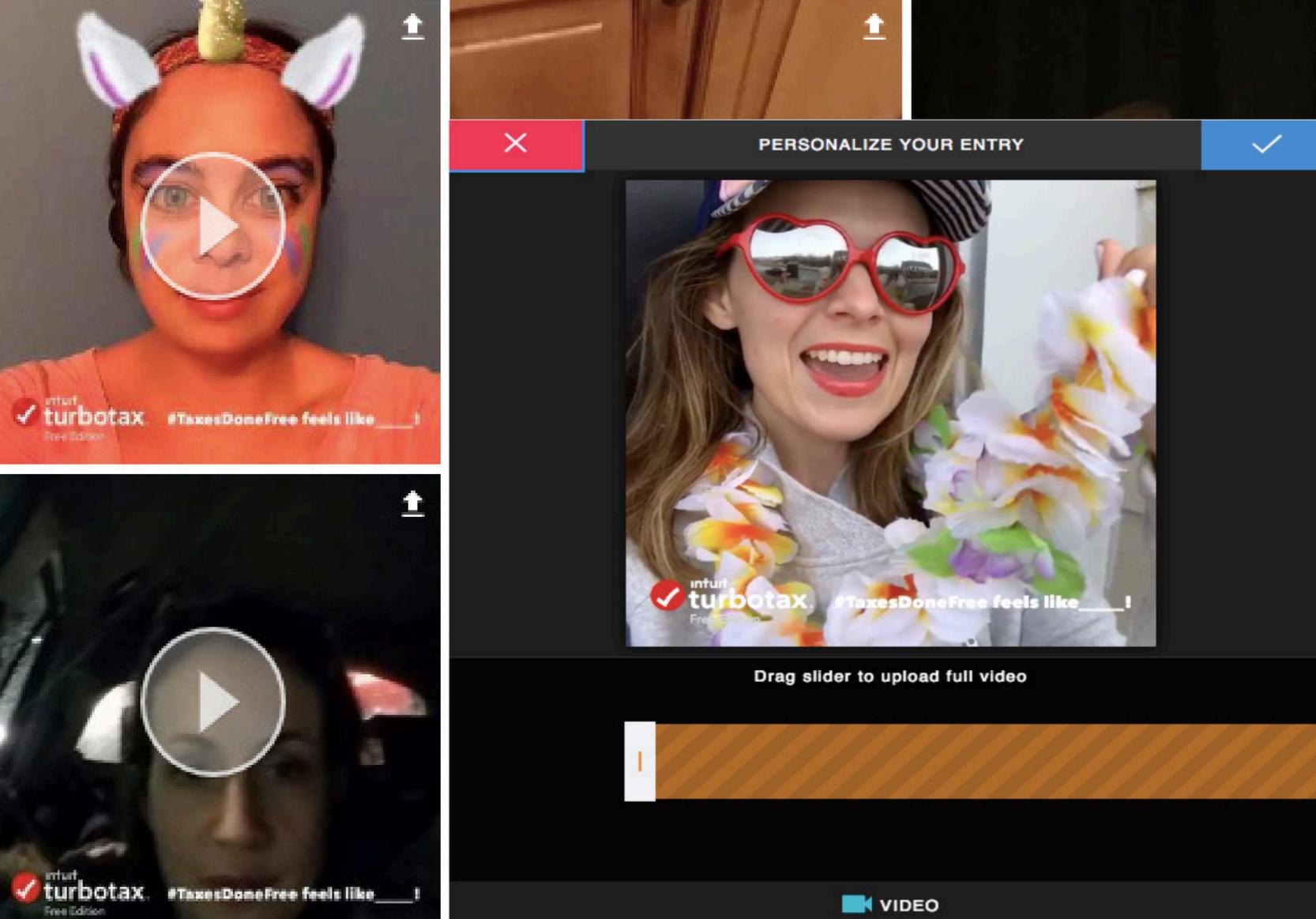
Concept: To help football fans destress ahead of the Super Bowl on February 4, Kona launched a timely football-themed photo sweepstakes.



Objective: Inspire fans to spread the word on social about Kona Brewing and drive email signups.

Use Case: Sign Up and Photo Lab

DCI Score: 156



Week 4

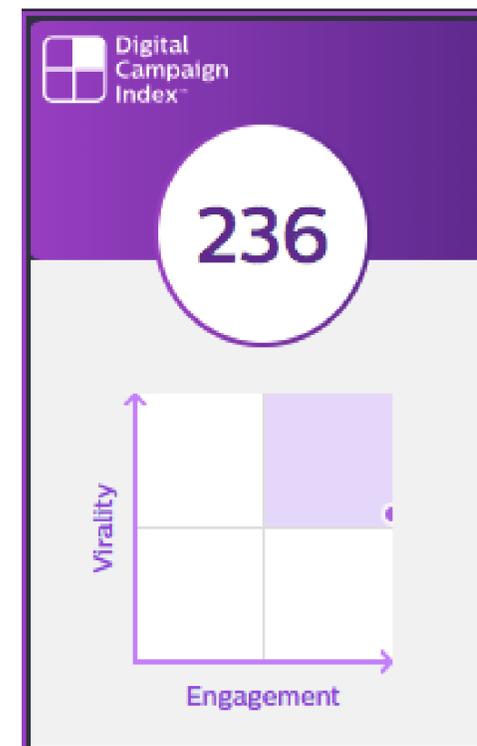
TurboTax #TaxesDoneFree Video Contest

Concept: Launch a one-of-a-kind video microexperience during tax season asking consumers to share how getting their #TaxesDoneFree made them feel.

Objective: Drive more viewership as consumers share their mobile-ready, short-form videos with friends and followers.

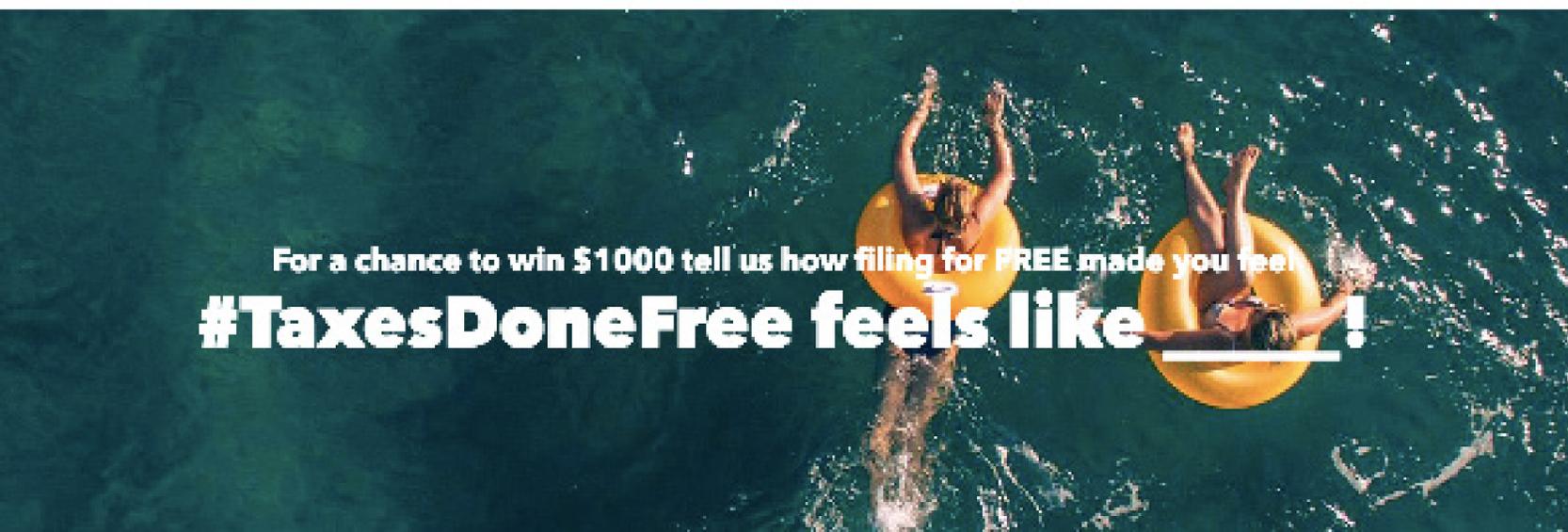
Use Case: Brand Video Filter

DCI Score: 236



intuit turboTax
Free Edition

Absolute zero
— GUARANTEED —
\$0 Fed \$0 State \$0 To File





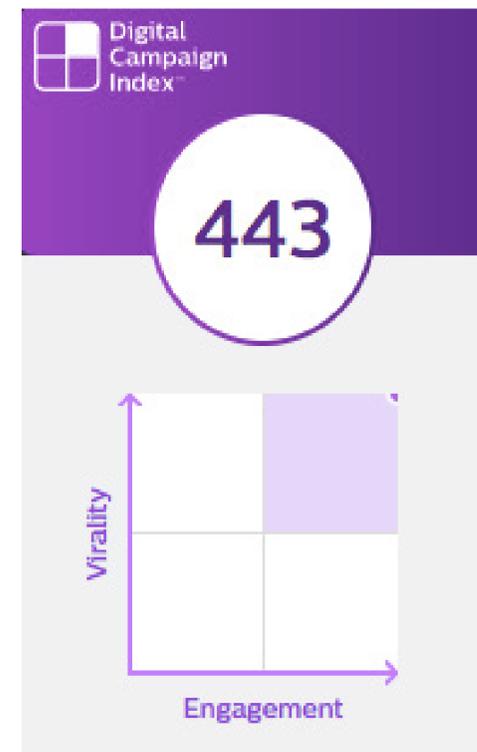
PHOTOS



Week 5

Azteca Tacos are for Valentines Giveaway

Concept: Azteca Foods kicked their 2018 plans into gear by creating #TacosforVday, an e-card promotion featuring a variety of co-branded, seasonal and colorful designs.



Objective: Leverage engaging and shareable content to increase email acquisitions and sign-ups.

Use Case: E-card Creator

DCI Score: 443

Smithfield

SEND SOMEONE SPECIAL
A VALENTINE'S DAY eCARD.

*Because nothing says I Love You
like Smithfield Bacon & Ham.*



Click 'Get Started', select an eCard, add your name and share it with your special someone.

GET STARTED



Week 6 Smithfield

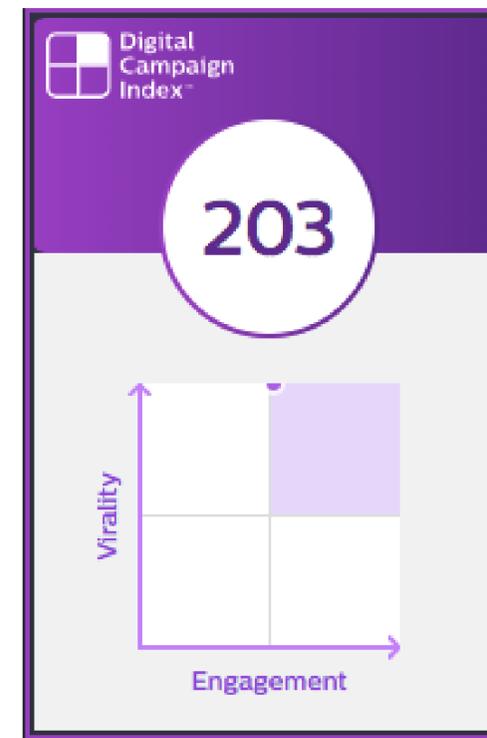
**Bacon and Ham
Valentine's Day
eCard Creator**

Concept: Create fun and shareable custom eCards to encourage Smithfield consumers to share a little love with someone special on Valentine's Day.

Objective: Promote the Smithfield brand and leverage brand identity for a social-first activation; elevate the voices of Smithfield's consumers to share their brand story through co-created content.

Use Case: Custom

DCI Score: 203





Week 7
Matrix *Homepage Product Personality Quiz*

Concept: Embed a hair personality quiz on Matrix's homepage to encourage visitors to learn more about their Socolor Cult and select products.

Objective: Collect first-party data via an interactive micro-quiz experience at point of purchase.

Use Case:
Quiz

<p>DRY / DULL</p> <p>Dry / Dull</p> <p>SELECT</p>	<p>FLAT / FINE</p> <p>Flat / Fine</p> <p>SELECT</p>	<p>OILY</p> <p>Oily</p> <p>SELECT</p>	<p>CURLY</p> <p>Curly</p> <p>SELECT</p>
<p>COLOR PROTECTION</p> <p>Color Protected</p> <p>SELECT</p>	<p>DAMAGED</p> <p>Damaged</p> <p>SELECT</p>	<p>FRIZZ / UNMANAGABLE</p> <p>Frizzy</p> <p>SELECT</p>	<p>THINNING</p> <p>Thinning</p> <p>SELECT</p>

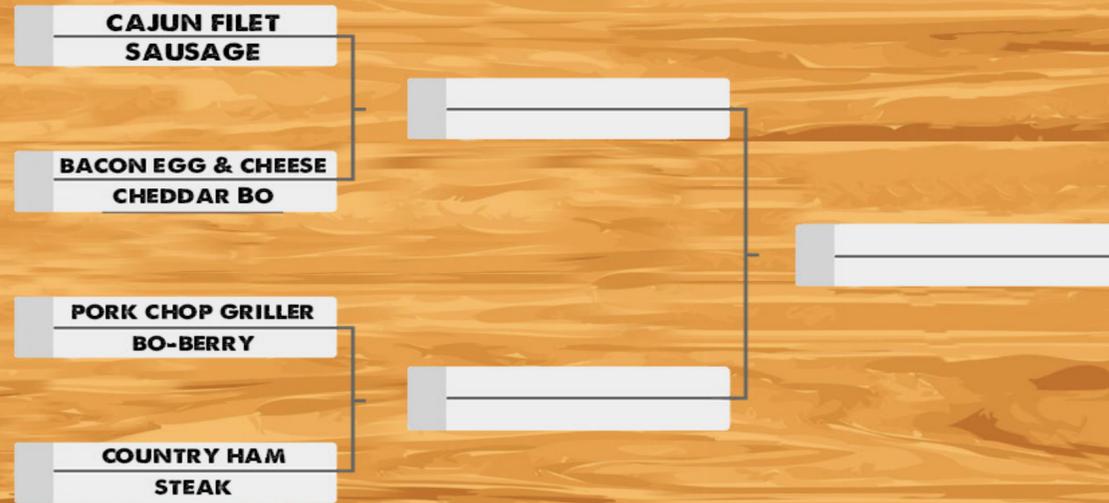
Bojangles' Biscuit Bracketology

PRESENTED BY



We love all of our delicious biscuits equally, but know you probably have a favorite. So show us which biscuit you think is the best in our single elimination Biscuit Bracketology tournament! Vote in each week's match-up for a chance to win an Xbox One X and a Bojangles' gift card. You'll be entered to win every time you vote! And while you're at it, grab a made-from-scratch buttermilk biscuit and Simply Orange® for breakfast, lunch, or dinner today.

Round One 3/12 - 3/17	Semi-Finals 3/18 - 3/24	Finals 3/25 - 4/2
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MATCHUP 1

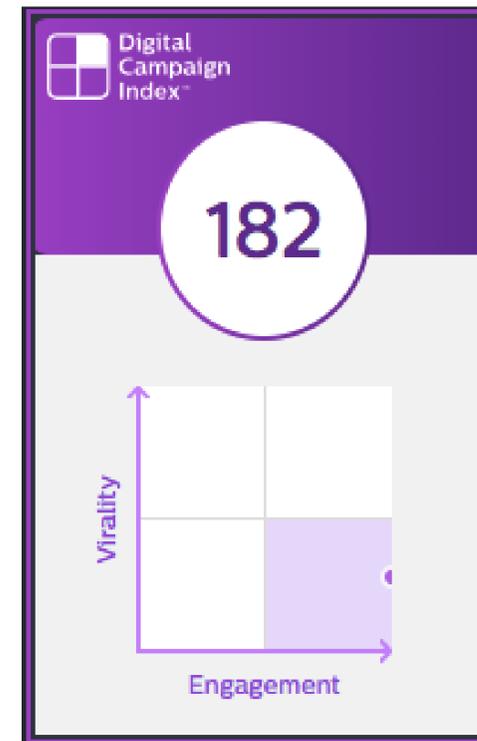


vs



Week 8 Bojangles' Biscuit Bracketology Tournament

Concept: Leverage interest in brackets during March Madness to have fans of Bojangles' participate in a brand-themed three round bracket sweepstakes.



Objective: Engage consumers during March Madness to drive engagement and brand affinity.

Use Case: Brackets

DCI Score: 182

EXPERIENCE THE SWEET TASTE OF VICTORY

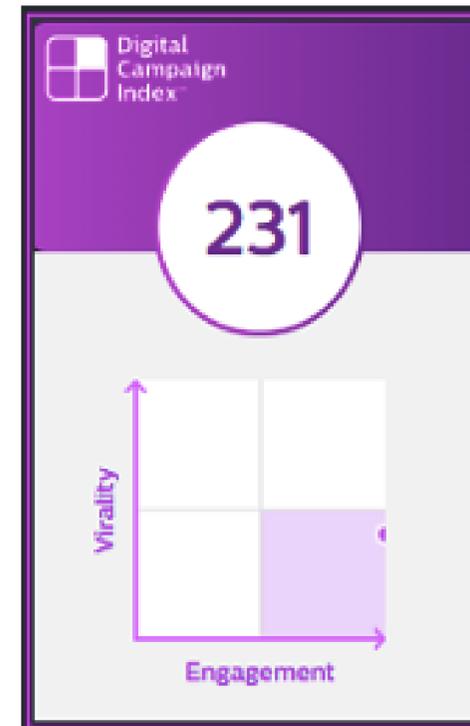


Follow @Reeses on Twitter for your chance to win great prizes including tickets to the 2019 NCAA Division 1 College Men's Basketball Tournament Championship Game.



Week 9 **Reese's** March Madness Sweepstakes

Concept: Leverage March Madness to have basketball fans participate in a Reese's themed microexperience sweepstakes to win March Madness tickets.



Objective: Engage consumers around the Reese's brand; grow Reese's email database.

Use Case: Sign Up

DCI Score: 231

L'ORÉAL
PARIS

WOMEN of WORTH

— Canadian Edition —

NOW ACCEPTING NOMINATIONS



DOWNLOAD FORM

Please fill in information below and attach completed Nomination Form

Miss Ms Mrs Mr

Name

Phone number

Street Address

Week **10**

L'Oréal Paris 2018 Women of Worth Program

Concept: Honor Canadian women who selflessly volunteer their time to serve and improve the lives of those in need.

Objective: Highlight the chosen honorees and encourage fans to vote and learn more about each individual.

Use Case:

Sign Up with Voting



Sai Dham Food Bank
SUBHRA MUKHERJEE

erjee co-founded Sai Dham Food Bank...
g a news report stating the shocking statistics...

READ MORE



ociation Vergers d'Afrique
CHANTAL BERNATCHEZ

rnatchez is devoted to strengthening entrepreneurship in underprivileged African countries...

READ MORE



Beads of Courage
TORIA PLOUFFE

uffe has been honored to witness the power and importance of how a simple bead can transform...

***FRESH
STARTS
April - June***



DISCOVER YOUR PERFECT

JOIE DE VIVRE:

GET YOUR SPRING

DESTINATION RECOMMENDATION



Question 1:

This spring, I'd love to experience...



Midwestern Charm



Cali Sun



New England Vibes

SELECT

SELECT

SELECT

Week **11**

Joie de Vivre *Perfect Spring Destination Promo Quiz*

Concept: Invite consumers to take a short quiz to reward them with a discounted rate and a list of personalized vacation spots.

Objective: Launch an interactive microexperience to acquire high-quality data and drive brand awareness and bookings.

Use Case:
Quiz



Week **12**

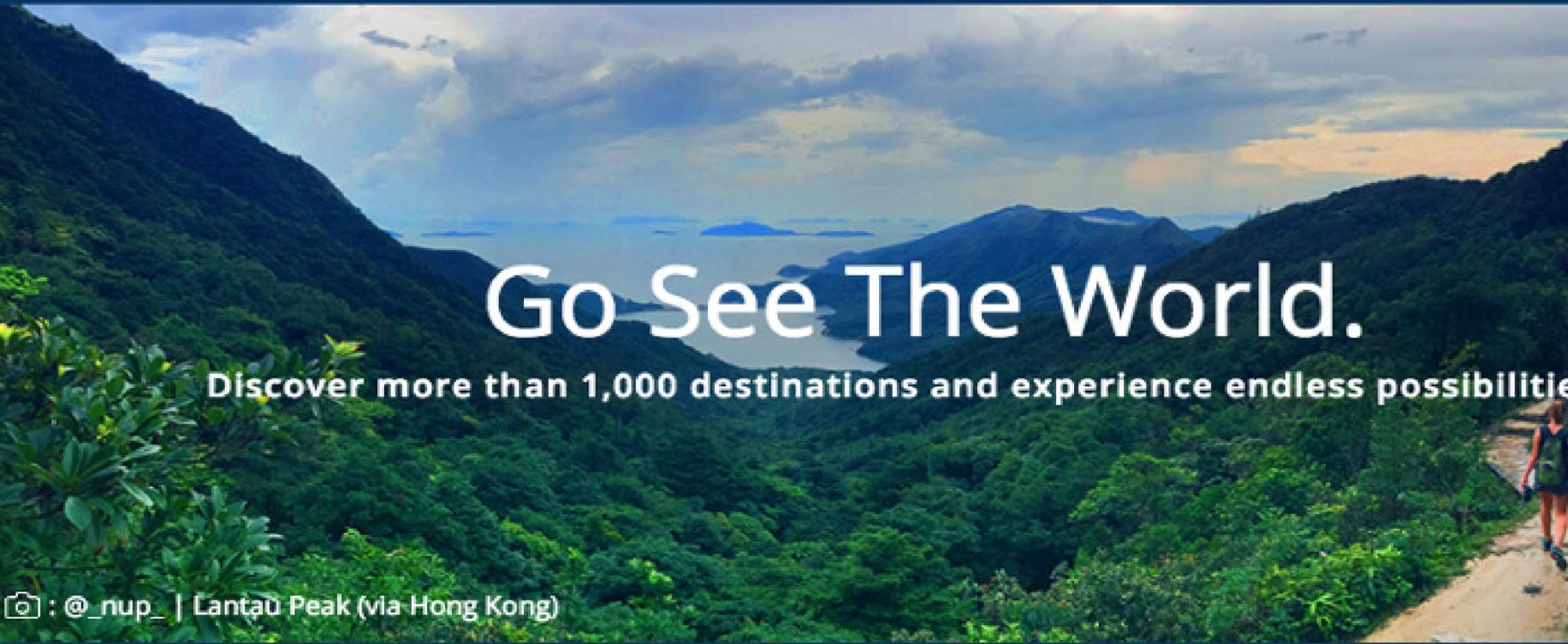
LIFEWTR Amazon Gift Card Sweepstakes

Concept: Launch a sweepstakes to celebrate the LIFEWTR Series 5 Art Beyond Borders bottles.

Objective: Engage consumers around the LIFEWTR brand; grow LIFEWTR's email database.

Use Case:
Sweepstakes

Series 5 Art Beyond Borders



Go See The World.

Discover more than 1,000 destinations and experience endless possibilities

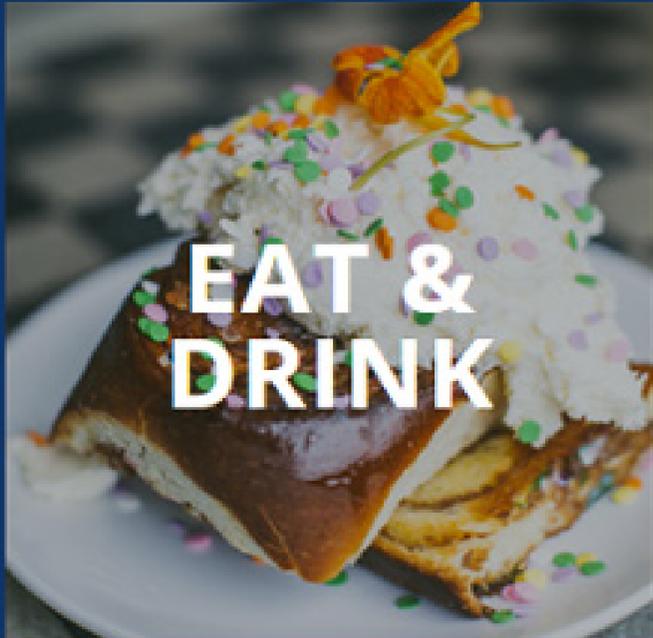
📷 : @_nup_ | Lantau Peak (via Hong Kong)



TRENDING TRAVEL



JAPAN



EAT &
DRINK



ISLANDS

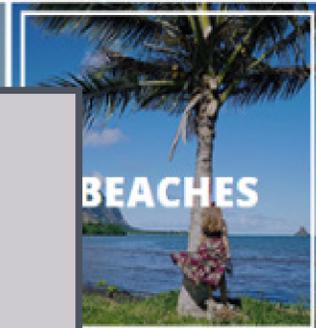
Week 13 Delta

#SkyMilesLife
Instagram Travel
Search Engine

Concept: Delta partnered with Wyng to launch a visually enticing, interactive travel engine centered around inspiration, adventure and discovery through the eyes of SkyMiles Members. Delta's #SkyMilesLife website is the first Instagram-fueled travel engine.

Objective: Drive exploration and discovery, encourage loyalty program sign ups and online ticket sales.

Use Case:
Custom



BEACHES



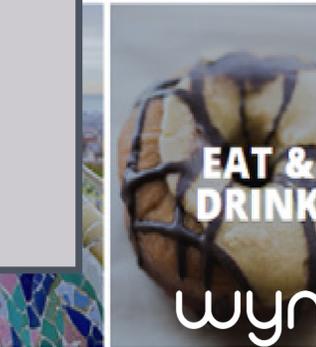
WESTERN
EUROPE

Types of Trips ▼

- Adventure
- Family
- Holiday
- Luxury
- Outdoors
- Romantic
- Tropical
- Winter Weather



CITY LIFE



EAT &
DRINK

WHAT WACKY TRAVELER CHARACTER ARE YOU?

SAGE



Week **14** **Frontier** No-**STRESS-tivus** Travel Season Quiz

Concept: To combat the stress of traveling, Frontier Airlines launched a quirky travel personality quiz.

The stressful holiday stuff can wait. Relax and travel, just pick the date. Cheap flights, short lines, and no crowds bring much cheer. Hooray, the No-STRESS-tivus season is here!

Pick a meal.



Avocado Toast



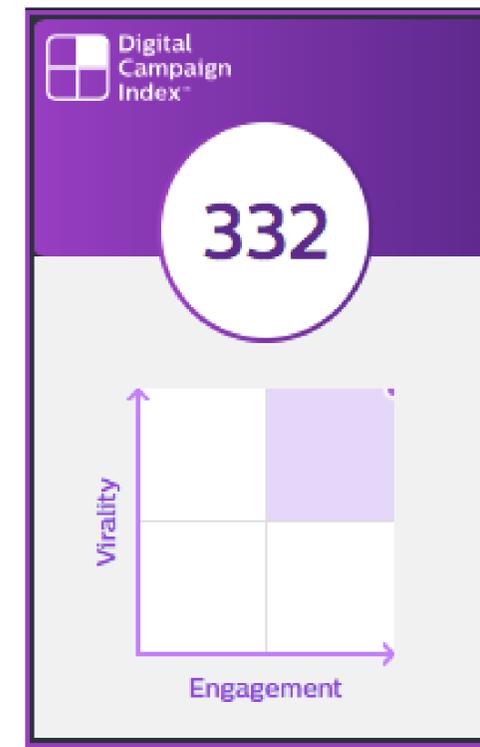
Burger



Prime Rib



Mac & Cheese



Objective: Collect first-party data, promote airfare offers and Frontier travel offerings.

Use Case: Quiz

DCI Score: 332



STICKERS



PHOTO

STICKERS

Bojangles
STACHE YO'SELF
MUSTACHE GENERATOR

Week 15

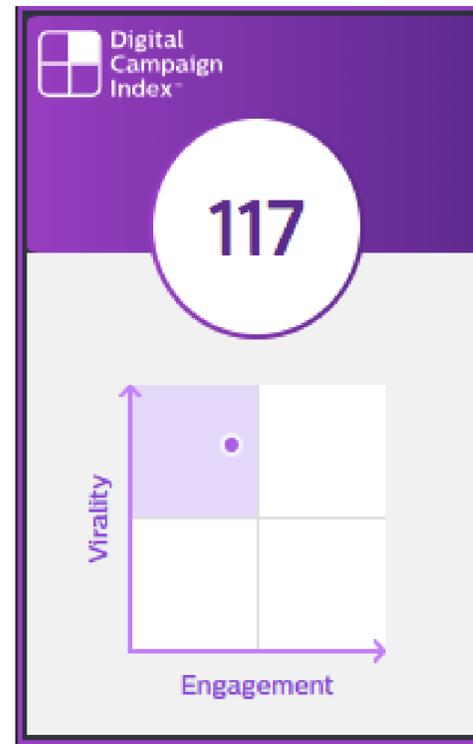
Bojangles Stache Yourself Photo Lab

Concept: To kick off racing season, Bojangles launched a humorous Photo Lab celebrating famed racer Derrike Cope's iconic mustache.

Objective: Drive traffic to Bojangles' website and grow brand visibility using consumer content featuring branded frames and stickers.

Use Case: Photo Lab

DCI Score: 117



Exclusively from our Family of Brands



Tell us how your *MOM WOWS* for a chance to *WOW HER BACK!*



Honor Your Mom

by sharing a story on how she WOWS you with everything she does. Whether it's something she taught you, a favorite memory, a challenge she overcame, (OR her famous lasagna!) we want to hear your #MomsWhoWOW story!

By sharing your story, you will be entered in our #MomsWhoWOW SWEEPSTAKES!

One random lucky winner + mom will win a trip to enjoy

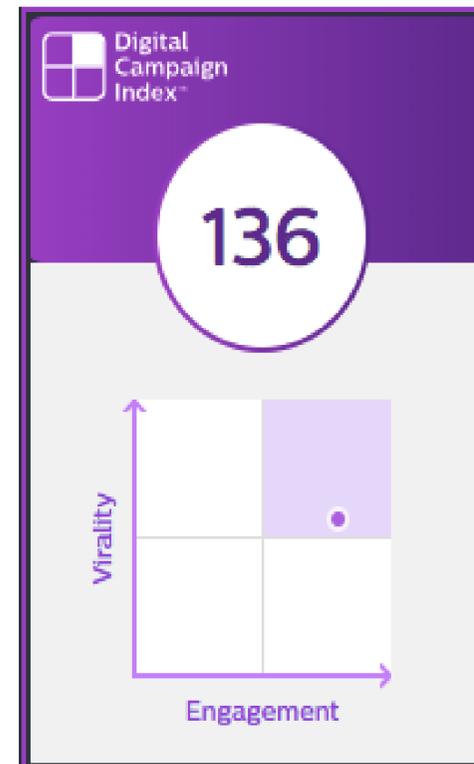
The Shades of Lavender
experience in Provence, France



Week 16

1-800 Flowers eCard Sweeps

Concept: Encourage consumers to share how their moms wow them via custom ecards for the chance to be entered into a Mother's Day vacation sweepstakes.



Objective: Connect on a personal level with consumers to drive participation and social sharing around Mother's Day.

Use Case: eCard Creator + Sweepstakes

DCI Score: 136

ENTER OUR
BOLD THINGS MOMS SAY
CONTEST



MOM K

In honor of Mother's Day, we're cel

Here!

- Submit a photo of you and somet
- Upload a photo of the mom in y

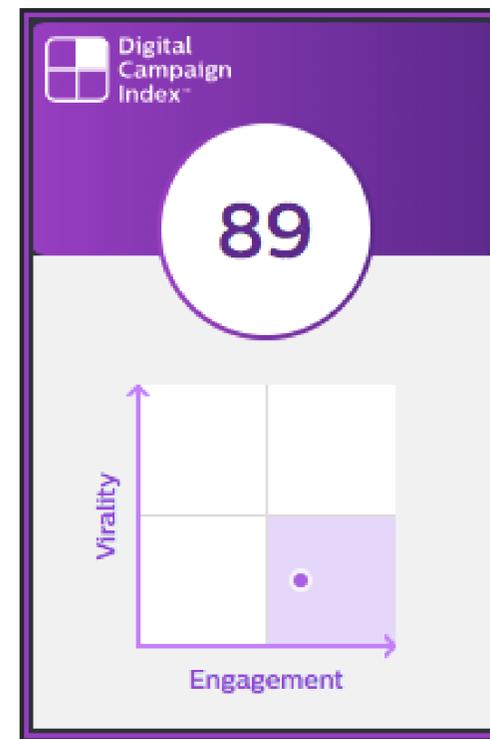
You'll automatically be entered f³ [Cyndi Burns](#)

"I love you no matter what." And actually meaning it.

Sun, 06 May 2018 03:14:42 GMT

Week **17**
Chico's Bold Things Moms Say Contest

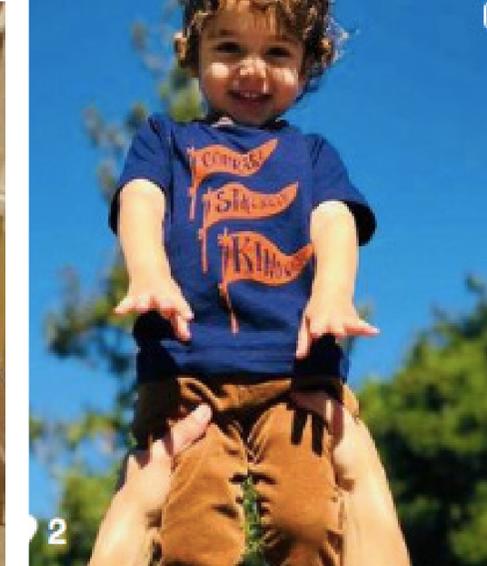
Concept: To celebrate moms and all the bold things they say, Chico's launched a photo lab contest in honor of Mother's Day.



Objective: Drive brand visibility during Mother's Day; elevate the voices and provide a platform for Chico's consumers.

Use Case: Photo Lab + Contest

DCI Score: 89



vote for your favorite toddler!

we've chosen 10 more finalists for our Smile Baby Smile Contest.

now it's your turn to choose the winner!

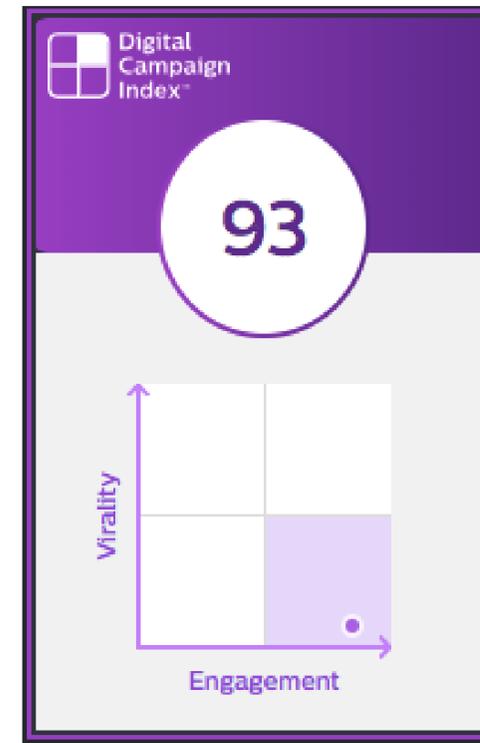
Week 18 Gymboree #SmileBabySmile Photo Contest

Concept: Host a digital contest to be a model for Gymboree and win a decade of Gymboree merchandise.

Objective: Collect first-party data via a micro-photo experience; drum up excitement for the Gymboree brand and products.

Use Case: Photo Contest

DCI Score: 93





essie

**national nail polish day
sweepstakes**

enter to win a trip to essie HQ
to create your own custom shade



celebrate national nail polish day with essie

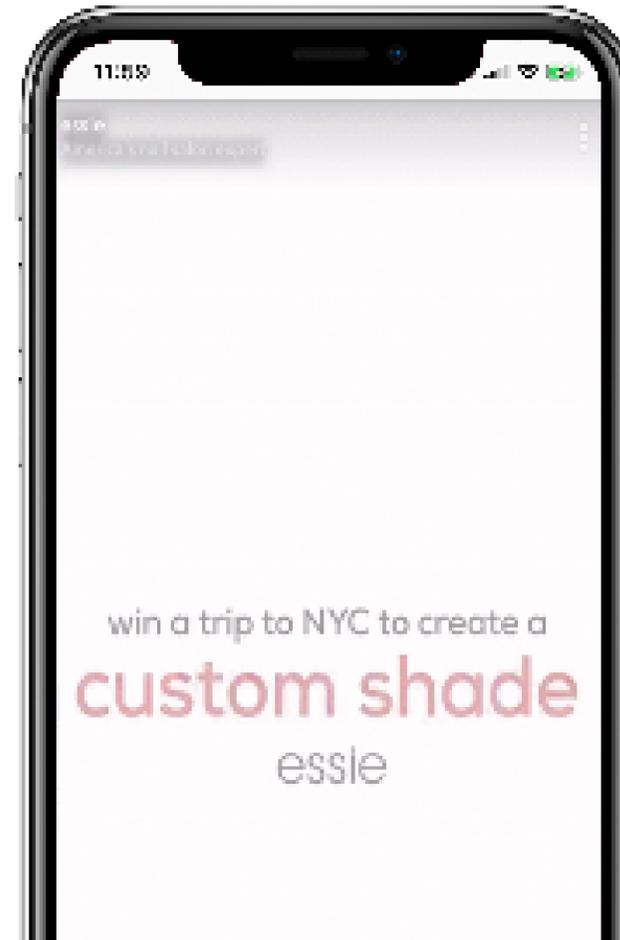
**essie national nail
polish day
sweepstakes**

register now for a chance to win a trip to
essie HQ in NYC to create your own custom
shade. two runner-ups will receive 100 essie
shades for a lifetime of manis.

**Week 19
essie**

**National Nail Polish
Day Snapchat
Sweeps**

Concept: To celebrate the 2nd annual National Nail Polish day on June 1st, essie launched a Snapchat Sweepstakes.



Objective: Leverage a sweepstakes to acquire new emails to increase their database; promote campaign using Snapchat ads.

Use Case: Sweepstakes

BAI PRESENTS A CHANCE TO
WIN 2 VIP TICKETS

TO

AUSTIN PARKS FOUNDATION PRESENTS
**AUSTIN CITY LIMITS
MUSIC FESTIVAL**

The stars at night, are big and bright, (and ready to make every stage lit) deep in the heart of Texas. Austin is bringing it's A-game this summer, and now you can enter to win 2 VIP tickets to Austin City Limits Music Festival, and a 3 month supply of Bai.

First Name *

Last Name *

BAI PRESENTS A CHANCE TO

WIN 2 VIP PASSES

Are you hip enough to hang with the country's tastiest trend setters? Catch up on all your culture and enter to win an epic weekend, with 2 VIP tickets to Bumbershoot Music Festival, and a 3 month supply of Bai.

First Name *

Last Name *

Email *

Street Address *

Week 20
BAI Summer Music
Festival Micro
Instant Win Promos

Concept: To celebrate the start of the summer music festival season, Bai launched a series of micro-festival experiences through Instant Win promos.

Objective: Leverage music festivals to elevate Bai brand, create buzz around digital microexperiences.

Use Case:
Instant Win

WHAT THE FLAVOR



MIX IN SOME MYSTERY WITH SPARKLING ICE®

Guess the Mystery Flavor for a chance to win over 450 fabulous prizes!

Submit your guess via the entry form below or guess on Twitter or Instagram using #WhatTheFlavorSweeps

Enter to win between May 15, 2018 and July 31st, 2018 PST. Enter up to once daily. All guesses have an equal chance of winning.

NO PURCHASE NECESSARY TO ENTER OR WIN.

You Could Win:

A Grand Prize Mystery Trip

(to a major music festival in California in April 2019 ... can you solve the Mystery?)

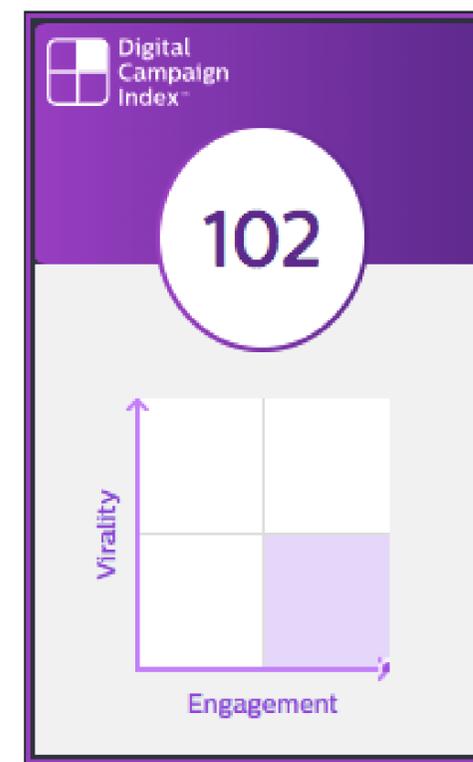
A Bose® sound system

Sonos® wireless speakers

A Year of FREE Spotify®

Week 21 Sparkling Ice What the Flavor Sweepstakes

Concept: Have fans share their best guesses at the mystery Sparkling Ice flavor via an embedded Facebook and hashtag sweepstakes.



Objective: Encourage fans to engage with Sparkling Ice across social media platforms; acquire new emails to build out their CRM database.

Use Case: Sweepstakes

DCI Score: 102

UNITED WE CELEBRATE



Party with a purpose this summer.

For every photo shared, **ABSOLUT® WILL DONATE \$1 TO KEEP AMERICA BEAUTIFUL** or a local charity*

#ABSOLUTAMERICA #PROMOTION



Week 22

Absolute United We Celebrate Fundraising Microexperience

Concept: Launch an age-gated Cause Marketing microexperience to support Keep America Beautiful (KAB), in celebration of the new limited edition Absolut® America bottle.

1

SELECT A CHARITY

you'd like to support

2

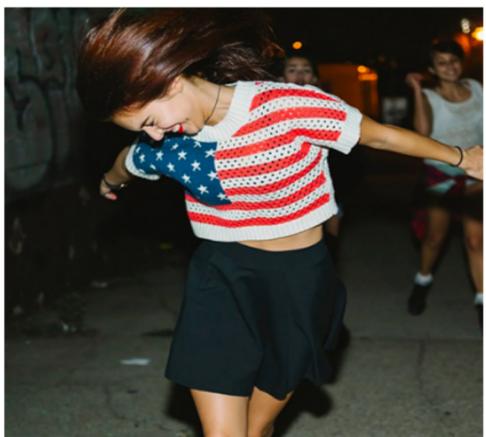
UPLOAD A PHOTO

showing how you party with a purpose

3

CUSTOMIZE & SUBMIT PHOTO

to donate



CLICK TO SELECT A CHARITY



WELCOME

Please enter your date of birth

01 03 1989 OK

You have to be over 21 to enter this site

Remember me

ABSOLUT.

Objective: Promote the new limited edition Absolut America bottle, raise funds for local charities across the United States.

Use Case: Cause Marketing + Interactive Visualizations

SUBMITTED YOUR PHOTO VIA SOCIAL?



PICK YOUR PREP

In our world, there's no wrong way to prep. Enter to win a \$500 Sperry shopping spree to prep for summer!

#SperryMyWay



Classic Prep: Ageless. Original. Tried and true. And feels forever fresh.

Modern Prep: Everyone appreciates a classic. But it's the unexpected that makes life interesting.

Prep with a Twist: You start with prep, but take it somewhere totally different. Because you can mess with a good thing.

PICK YOUR PREP



VS



VS



Classic Prep

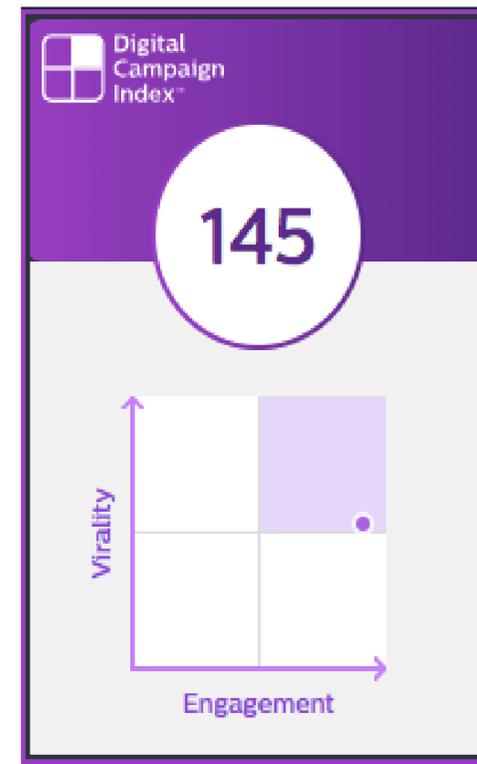
Modern Prep

Prep with a Twist

Week 23

Sperry Pick Your Prep Sweepstakes

Concept: Launch a timely, fan favorite sweepstakes to support the brand's "Prep For All" platform and encourage new email sign ups.



Objective: Acquire new emails to build out their CRM database; learn how the Sperry audience interprets prep style.

Use Case: Sweepstakes + Fan Favorites

DCI Score: 145

SIZZLING SUCCESS

July - Sept





Week 24

Walmart

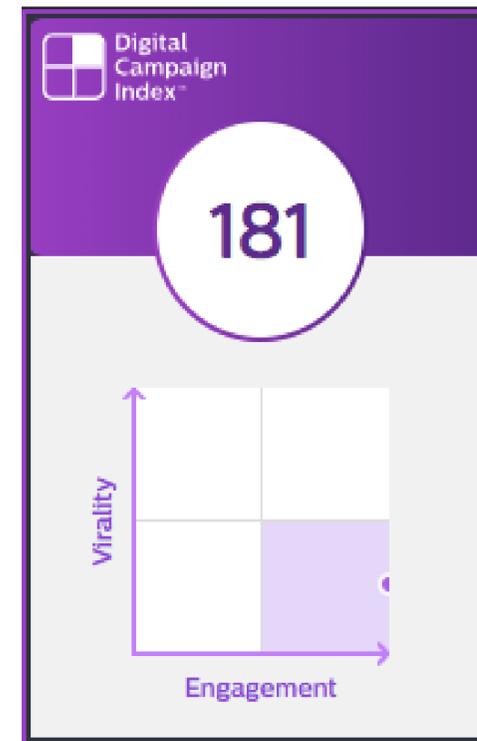
Upgrade Your Summer Sweepstakes by Fuel Partnerships

Concept: To promote Walmart’s retail brand partners, Fuel Partnerships launched an “Upgrade Your Summer” Sweepstakes featuring tips for summer entertaining.

Objective: Drive brand loyalty for Walmart’s CPG retail brand partners; encourage in-store sales and acquire new emails.

Use Case: Sweepstakes + Social Content Stream

DCI Score: 181



UPGRADE YOUR Summer!

ENTER FOR A CHANCE TO WIN **BACKYARD MAKEOVER & OTHER GREAT PRIZES**

CLICK THE TILES BELOW TO ENTER AND



Week **25**

Too Faced Summer Personality Quiz

Concept: To kick off summer, Too Faced launched an embedded personality quiz linked to shoppable products.

Objective: Promote new and existing products; collect first-party data through an interactive microexperience.

Use Case:
Sweepstakes



Lipstick

SELECT



Mascara

SELECT



Foundation

SELECT



Blush

SELECT



ENTER HERE. IT'S EASY.

Type in the 10-digit upc number found on any Bai product 11.5oz, 18oz, or 33.8oz to unlock the entry page

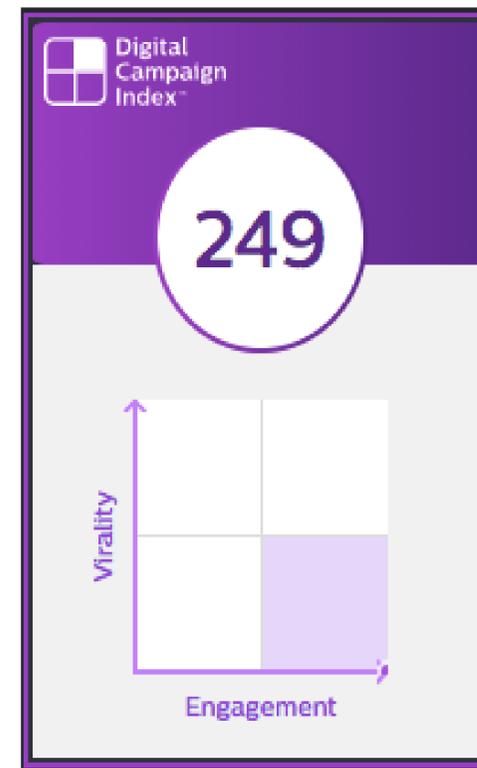
UNLOCK

[Don't have a product UPC Code? Click Here](#)

Week 26

BAI Man of the Woods Justin Timberlake Product Code Activation

Concept: Use the 10-digit upc number found on any Bai product to launch an online and in-store sweepstakes for a VIP experience to meet Justin Timberlake.



Objective: Drive in-store purchases of bai products and engagement, leverage digital/social to activate consumers and capture first-party data.

Use Case: Sweepstakes + In-Store Activation

DCI Score: 249

Kretschmar
SEE IT
LIVE
SWEEPSTAKES

**SORRY, THIS SWEEPSTAKES HAS ENDED.
POTENTIAL WINNERS WILL BE NOTIFIED ON
OR AROUND OCTOBER 30TH**

Winners will have 3 days to claim their prize.
Scroll down to check out our See It Live Playlist
and photo gallery.

Make sure to follow us on Facebook, Twitter and
Instagram for all the latest happenings at Kretschmar.

[Official Rules](#)

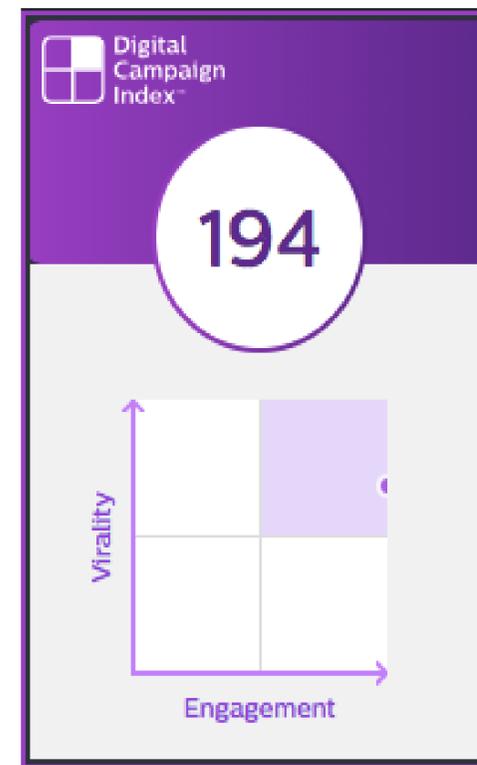
Week **27**
Kretschmar See It Live
Sweepstakes

Concept: Encourage brand engagement through a triple touchpoint sweepstakes leveraging sign-up forms, Spotify, and Photo Hashtag submissions.

Objective: Acquire new opt-in contacts/ emails, create a deeper relationship and lasting impression with fans.

Use Case: Sweepstakes, Suggest a Song with Spotify, Social Content Stream

DCI Score: 194





#NutThinsContest

YOU COULD
WIN A **\$1,000**
SHOPPING SPREE

STEP 1

Find Nut-Thins®
in store



STEP 2

Take a selfie with
Nut-Thins® on the shelf



STEP 3

Post it using
#NutThinsContest
or upload below



Blue Diamond's Nut-Thins Contest has ended.

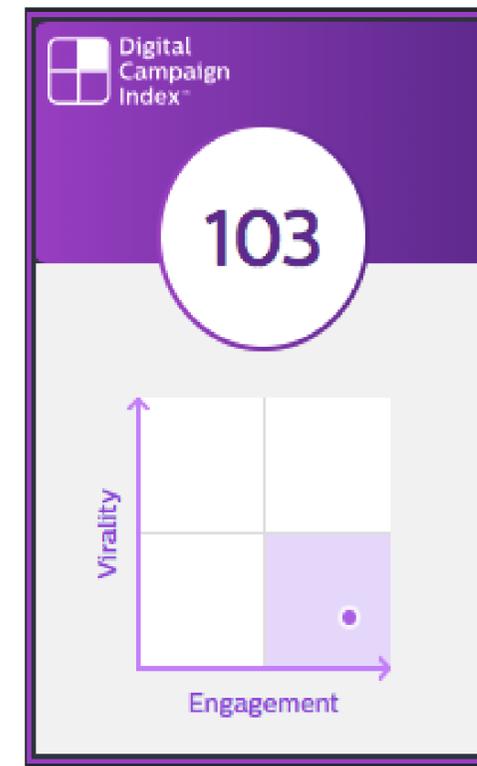
Stay tuned for more exciting programs in the future.
Thank you for participating!



Week 28

Blue Diamond Nut-Thins In-Store Selfie Contest Highlights Retail Partnerships

Concept: To increase in-store visibility, Nut-Thins launched an in-store selfie contest, where consumers have the chance to win big by uploading a photo of themselves with Nut-Thins products.



Objective: Drive in-store purchases and strengthen retail partnerships with in-store activation.

Use Case: Contest + In-Store Activation

DCI Score: 103



**CLICK TODAY'S DATE BELOW TO
SEE WHAT YOU CAN WIN!**



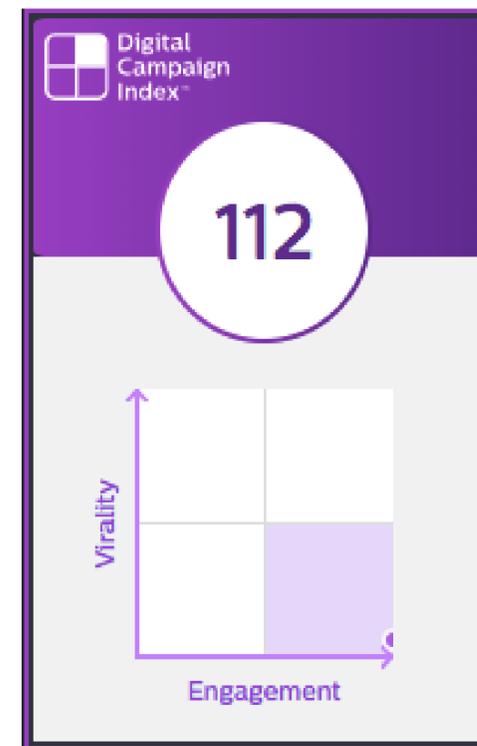
Week **29** **Jarritos** Photo Hashtag Birthday Giveaway

Concept: To celebrate their birthday Jarritos launched a birthday countdown photo hashtag giveaway to see how Jarritos fans will be celebrating.

Objective: Drive traffic to Jarritos' website and display consumer content featuring Jarritos products. Increase social engagement and activate fan base online.

Use Case: Hashtag Contest + Countdown Calendar

DCI Score: 112





Stoke your team pride with videos, recipes and more. Share your pics with **#FIREDUPFANS** all season long.



Week 30

Walmart

Dr Pepper and Kingsford Team Up for #FiredUpFans Tour

Concept: Walmart, along with their CPG brand partners, Dr Pepper and Kingsford, traveled across country for the #FiredUpFans Truck Tour to stoke team pride.

Objective: Drive brand loyalty for Walmart's CPG retail brand partners; encourage in-store sales and acquire new emails.

Use Case:
Social Map + Content Gallery

NOW ON TOUR:

THE #FIREDUPFANS TRUCK



WE'RE HITTING UP WALMART STORES ACROSS THE COUNTRY.

Click a pin near you for info.





It's our birthday, but we're surprising you with **thousands of dollars** in prizes, from your fave tech toys to handy gift cards. Enter your email below for a chance to win *instantly!*

Email *

I would like to receive marketing messages from Evite.

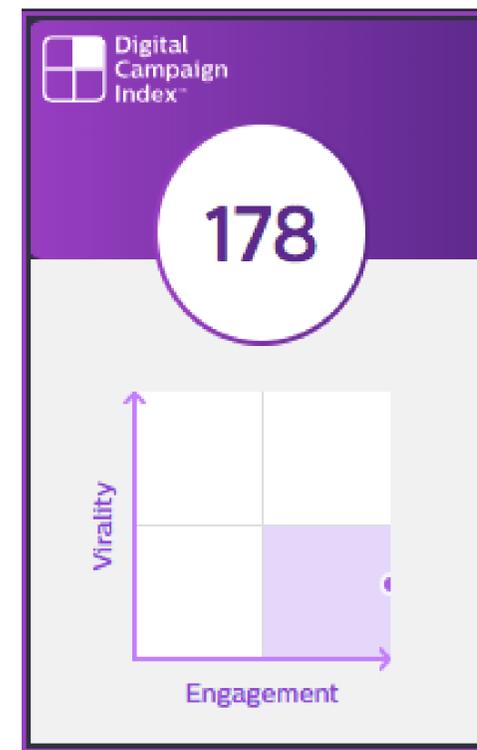
I agree to the [Official Rules](#). *

*Limit one (1) entry per person per day. See Official Rules for details.

Submit

Week 31 evite *Suprise Instant Win Sweepstakes*

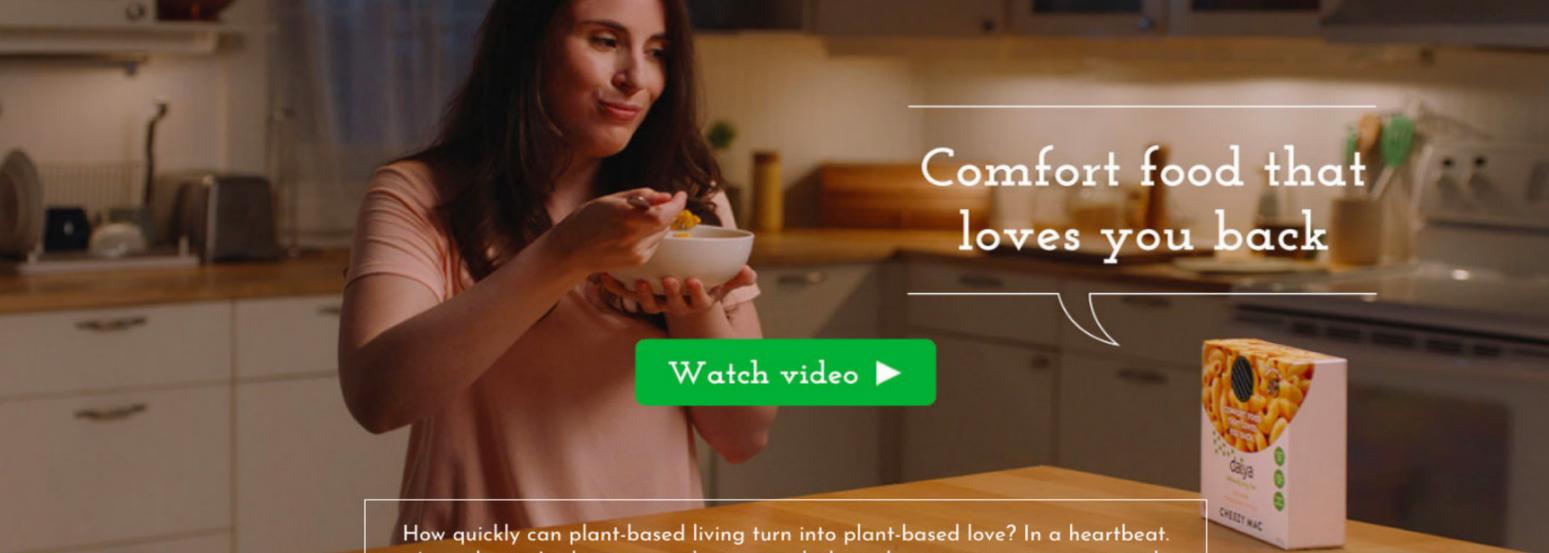
Concept: To celebrate their birthday, the evite's team launched a quick-and-easy instant win microexperience to reward their fans.



Objective: Reward brand loyalists; collect a wide range of self-reported and observed first party data via a sweepstakes.

Use Case: Instant Win

DCI Score: 178

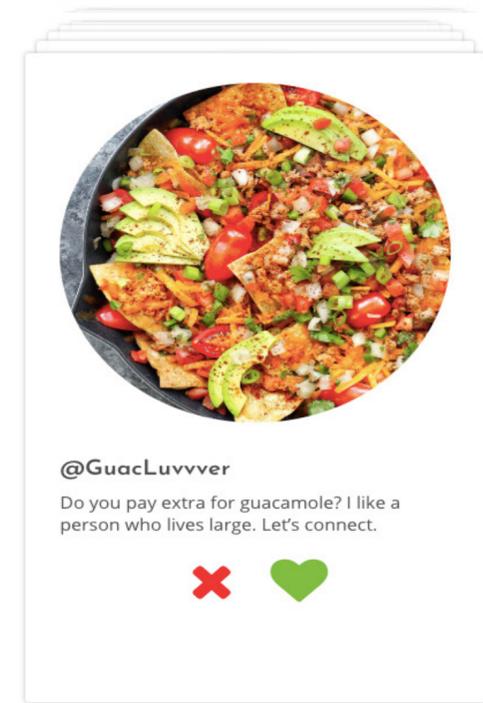


Comfort food that loves you back

Watch video ▶

How quickly can plant-based living turn into plant-based love? In a heartbeat. At a glance. In the time it takes to watch this video, enter our giveaway and swipe your way to one perfect match after another. Welcome to Daiya. Enjoy your favorites without regret – no dairy, no gluten, no soy. Immerse yourself in love.

Find true love. Swipe right to love it, swipe left to leave it.



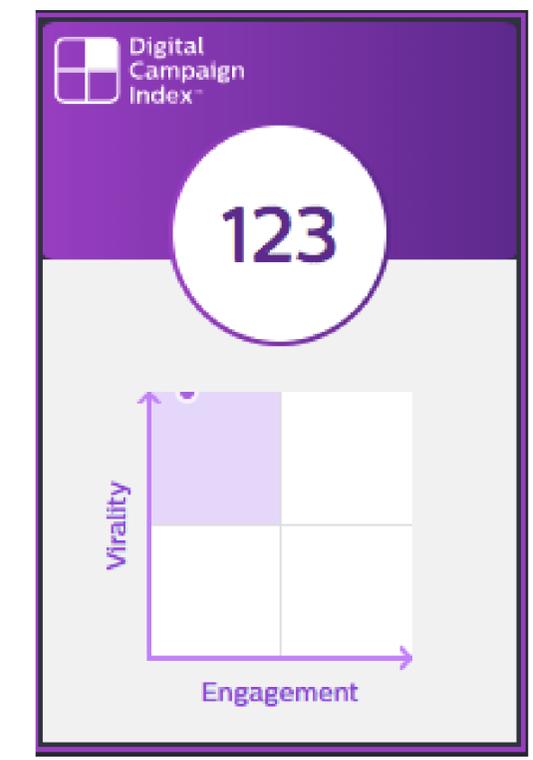
Week 32 Daiya Loves You Back Shareable Video Sweepstakes

Concept: For Daiya's latest campaign they've created a heart and stomach-warming video that they are encouraging their fans to share for a chance to win one of 150 Boxes of Love.

Objective: Increase awareness of Daiya's comfort food product line, acquire new emails, and increase engagement on their "Loves You Back" video.

Use Case: Photo Lab + Contest

DCI Score: 123



Love it, share it, win it

Share the video and enter your email address for a chance to win one of 150 Boxes of Love. Three people will also win a year's worth of Daiya!



FAMILY MEALS PLEDGE

..... Promotion



Sign the Family Meals Pledge

.....

Do you know the average family only spends 12 minutes together at the table during mealtime?

Research shows that family meals can greatly benefit the health and wellbeing of our children.

That's why we're calling on families from across America to commit to spending an additional 'dozen' minutes around the table while enjoying nutritious meals together.



Healthy For Good™



Eggland's Best is a proud national supporter of the American

Week 33

Eggland's Best

Family Meals Pledge Instant Win Promo for Good

Concept: Eggland's Best encouraged families to sign its pledge for the chance to win big to spend more time together.

Objective: Boost awareness for National Family Meals Month, drive engagement and positive consumer sentiment.

Use Case:
Promotion + Instant Win



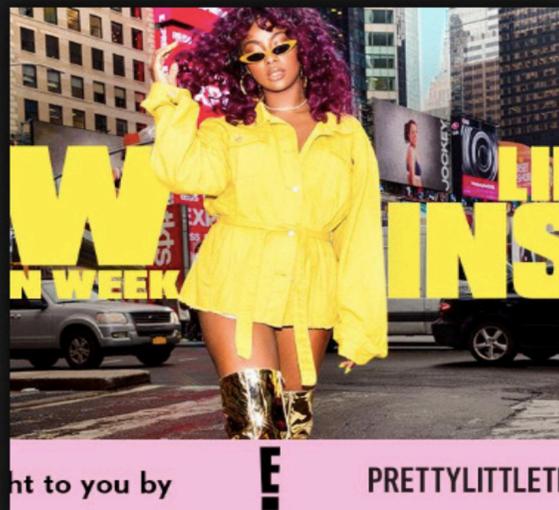
Brought to you by



PRETTYLITTLETHING.COM

UPLOAD AN IMAGE

PERSONALIZE YOUR ENTRY



Brought to you by



PRETTYLITTLETHING.COM

PHOTO

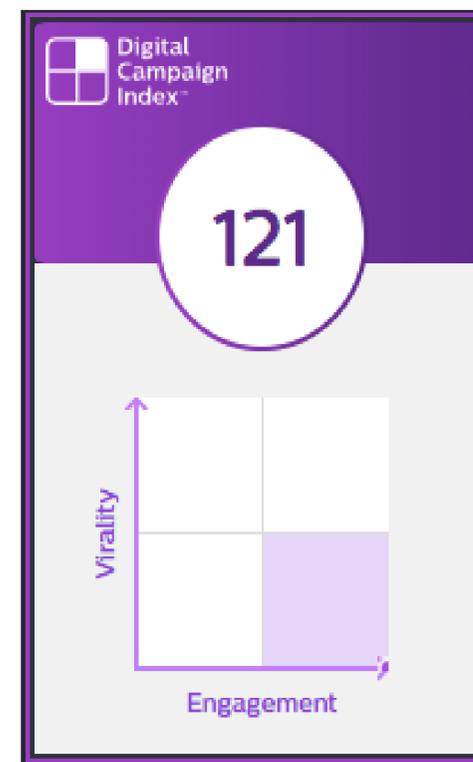


PHOTO

Week 34

E! x PrettyLittleThings New York Fashion Week Photo Lab Experience

Concept: Have aspiring insta-fashion stars share their personal style looks for the chance to work with E! as an InstaStyle Girl during NYFW.



Objective: Encourage consumers to engage and share their best personal style looks.

Use Case: Photo Lab

DCI Score: 121



MCM オンラインストア 10月下旬公開 COMING SOON

最新コレクションから人気の定番アイテムまで
MCMの全商品が見つかる公式サイト(JP.MCMWorldwide.com)で、
いよいよオンラインショッピングが可能に。

全オーダー 通常配送無料 (日本国内に限り)

ニュースレターへのご登録で、オンラインストアの最新情報をお届けします。

ご住所をご登録になった方には、MCMからのご案内状を郵便でもお届けいたします。

「*」マークの付いた項目は入力必須です。

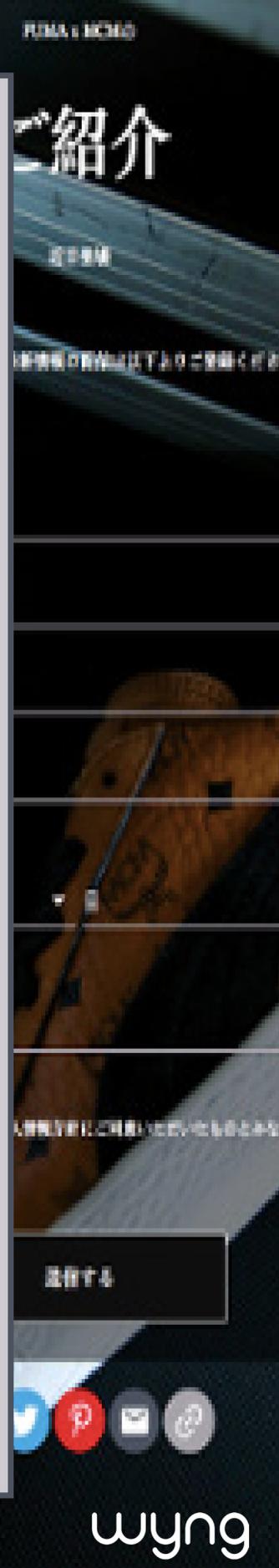
Week **35**

MCM *Multilingual Launch* x Puma *Teaser Promotion*

Concept: Launch a sign up form in over 8 different languages as a teaser for the upcoming MCM and PUMA collaboration.

Objective: Leverage drag-and-drop language capabilities to support a global, multilingual product launch microexperience. Encourage email sign ups.

Use Case:
Multilingual Sign Up



10 WINNERS
EVERY DAY



FIND OUT
INSTANTLY
IF YOU WIN

10 GA
CHAG

Week 36
L'Oréal Paris Xfiber Instant Win
Bilingual Contest

Concept: To kick off the launch of the new xFiber masacara, L'Oreal Paris created a bilingual instant win contest.

Objective: Drum up excitment for xFiber masacara; engage consumers in English and French.

Use Case:
Instant Win + Bilingual Sweepstakes

First Name *

Last Name *

Email *

Date of birth *

Month ▼	Day ▼	Year ▼
---------	-------	--------

Address *

Apt., Unit

City *

Postal Code *

Here's how it works:

STEP 1

Print these posters and hand them out to your students to fill out, answering the sentence, "I am more than..."

STEP 2

Take a photo or video with your poster and upload it to Instagram or Twitter with #IAmMore, tagging @WeAreTeachers. You can also upload it directly below.

STEP 3

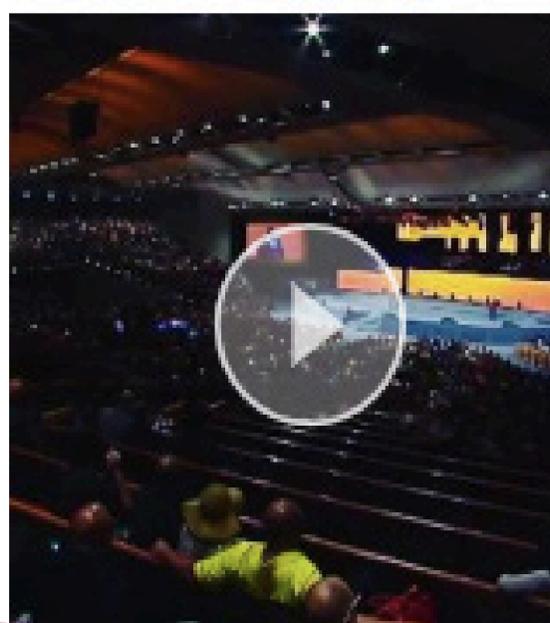
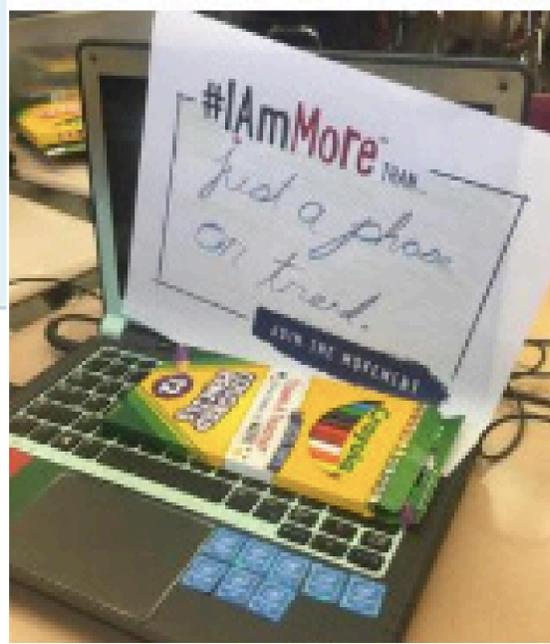
Cross your fingers & hang tight. We'll announce monthly winners. Don't forget—you can enter an unlimited number of times for the \$1,000 grand prize!

UPLOAD AN IMAGE

UPLOAD A VIDEO

[View Rules](#)

See how others are getting involved!
#IAmMore Gallery



Week 37

Voyager Sopris

#IAmMore Direct Upload Video and Photo Contest

Concept: Award one lucky educator \$1,000 and 25 runners-up gift packs for their classrooms, and encourage students and educators to get involved with the #IAmMore movement.

Objective: Promote the #IAmMore movement that aims to engage educators and students to believe literacy is possible and give struggling readers confidence.

Use Case:

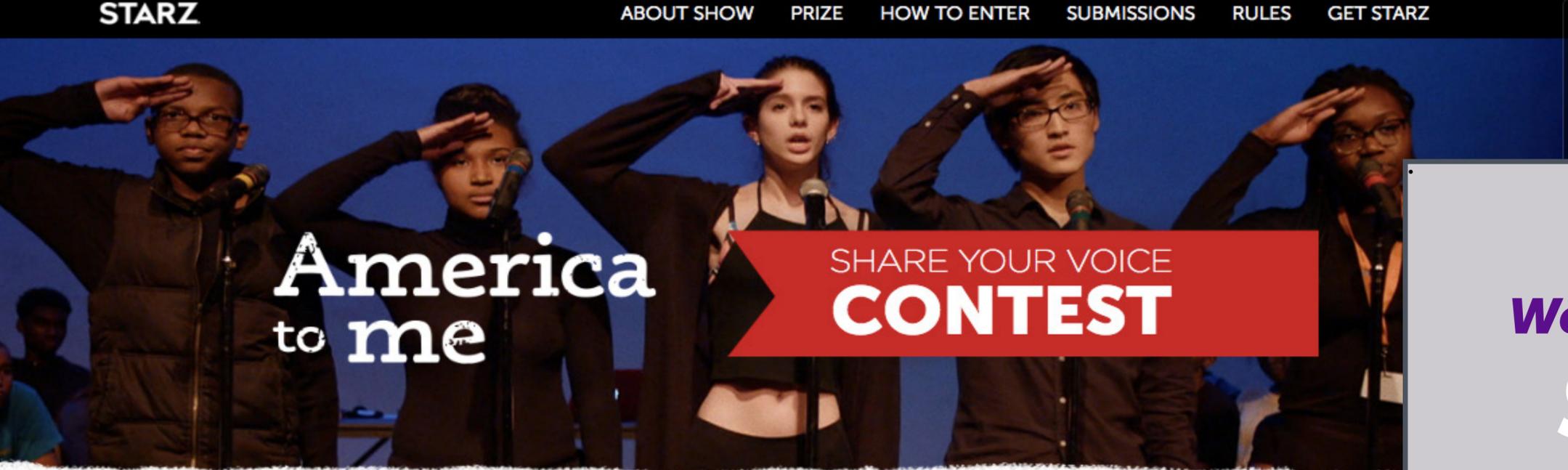
Photo and Video Lab

YEAR END

BLITZ

Oct - Dec





America
to me

SHARE YOUR VOICE
CONTEST

Week 38
Starz America to Me
Spoken Word Poetry
Video Contest

**THE WINNER OF THE SHARE YOUR VOICE CONTEST
AND A \$25,000 SCHOLARSHIP IS...
WILLIAM WILSON!**

CONGRATULATIONS WILLIAM WILSON!

[Read contest rules](#)



Concept: Launch an interactive video microexperience tied to the new documentary series, "America to Me," on Starz that encourages students to share their spoken word poetry.

Objective: Create a deeper relationship and lasting impression with the shows fans.

Use Case:

Brand Video Filter

Choose the answer (one) that better describes your feel

Sometimes it is dry and I don't feel comfortable



Whenever I use an acne product it get's red, irritated



Oily, I can't control the shine



It gets shiny in the T zone



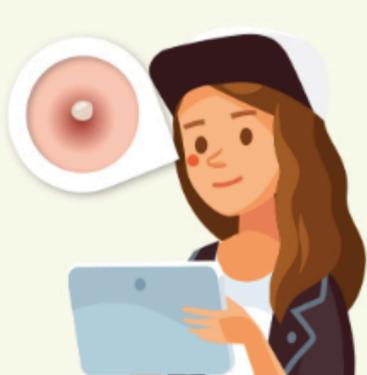
Normal (not dry, sometimes a little oily at the end of the day)



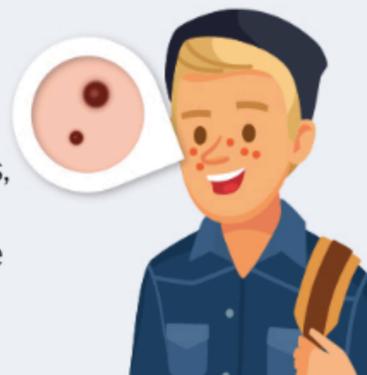
How does your skin look?

Choose multiple answers

My skin looks good but I do have occasional breakouts



I have blackheads, especially on my nose



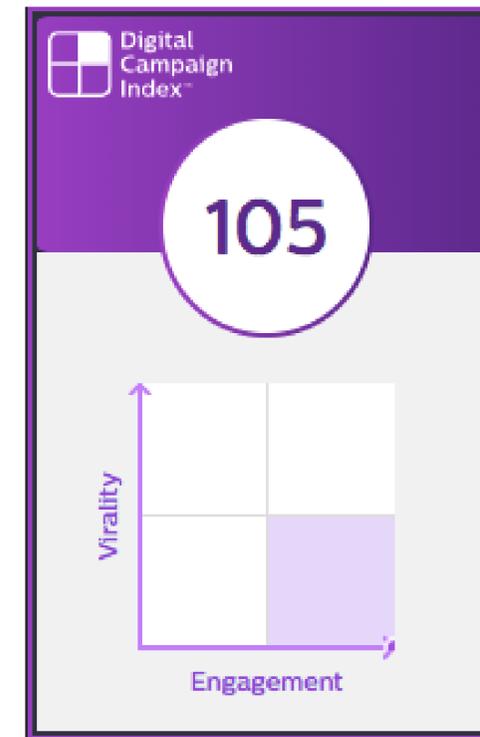
I have acne all over my face



NEXT >

Week 39 Acne Free Homepage Acne Embedded Quiz

Concept: Acne Free launched an interactive quiz on their product homepage during back to school to promote healthy tips and key products.



Objective: Collect first-party data, leverage quiz to promote products at point-of-purchase.

Use Case: Quiz

DCI Score: 105

#DoveXDunkin



You spoke. We listened. **Dove Hair and Dunkin' have joined forces** to celebrate women who are running on dry shampoo and coffee. Join the conversation for the chance to win the ultimate life hack – a year's supply of coffee and dry shampoo!

ENTER NOW



#DoveXDunkin: Ultimate Life Hack Sweepstakes

Nothing helps you to save time and stay ready for the unexpected moments that the day will bring like coffee and dry shampoo.

We're making it easier for you to stay energized while rocking beautiful, instantly refreshed hair by offering the chance to win the ultimate life hack.



1. Take a photo of your **busy morning**



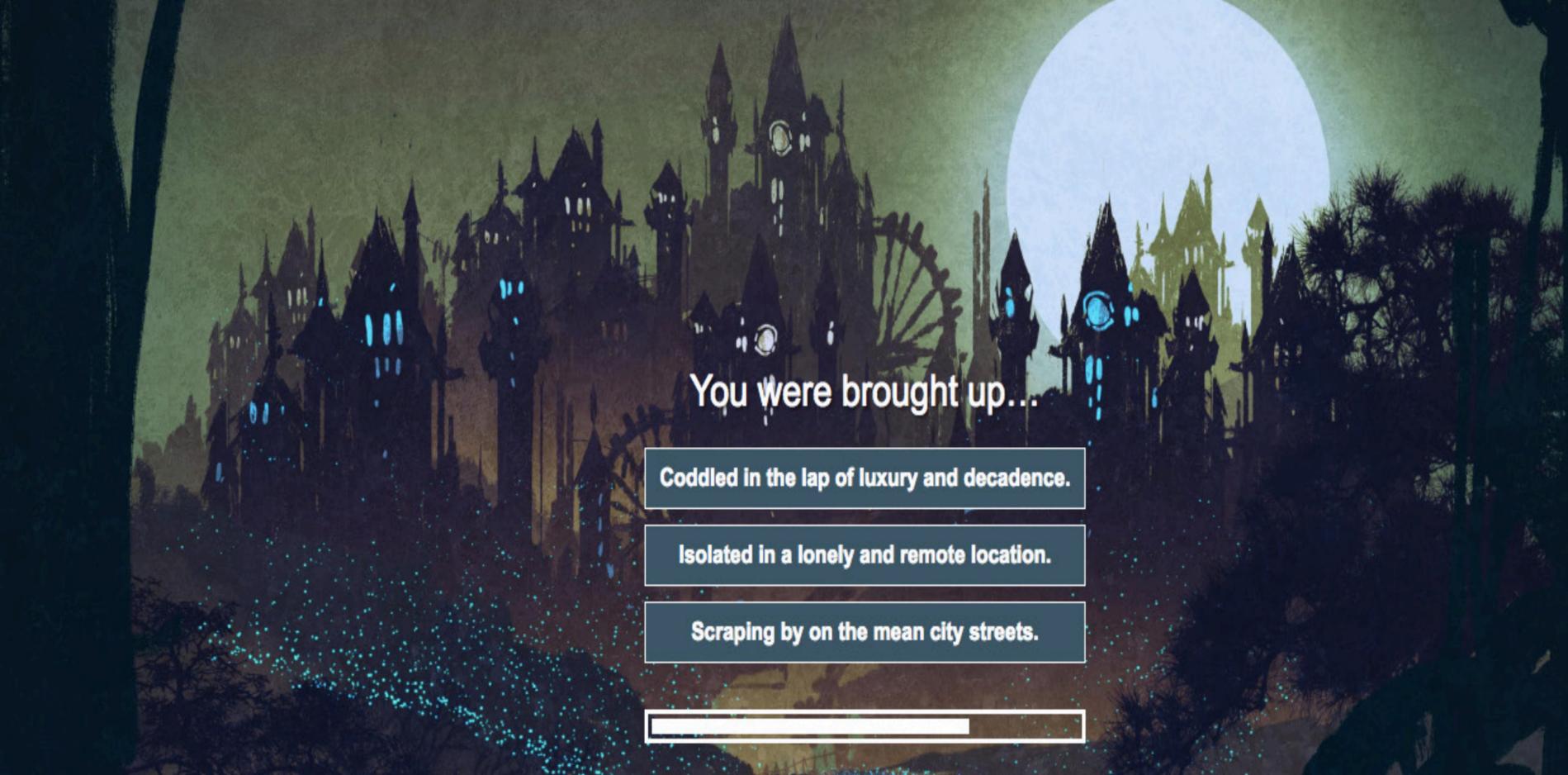
2. Tell us why you run on coffee and dry shampoo using **#DoveXDunkin & #DXDSweepstakes**

Week **40** Dove x Dunkin' *Ultimate Life Hack Sweepstakes*

Concept: Create a hashtag photo and videosweepstakes to capture and highlight the busy morning moments and celebrate the women who are running on dry shampoo and coffee.

Objective: Showcase Dove Hair and Dunkin' joining forces, create a deeper relationship and lasting impression with fans of both brands.

Use Case:
UGC Content Stream

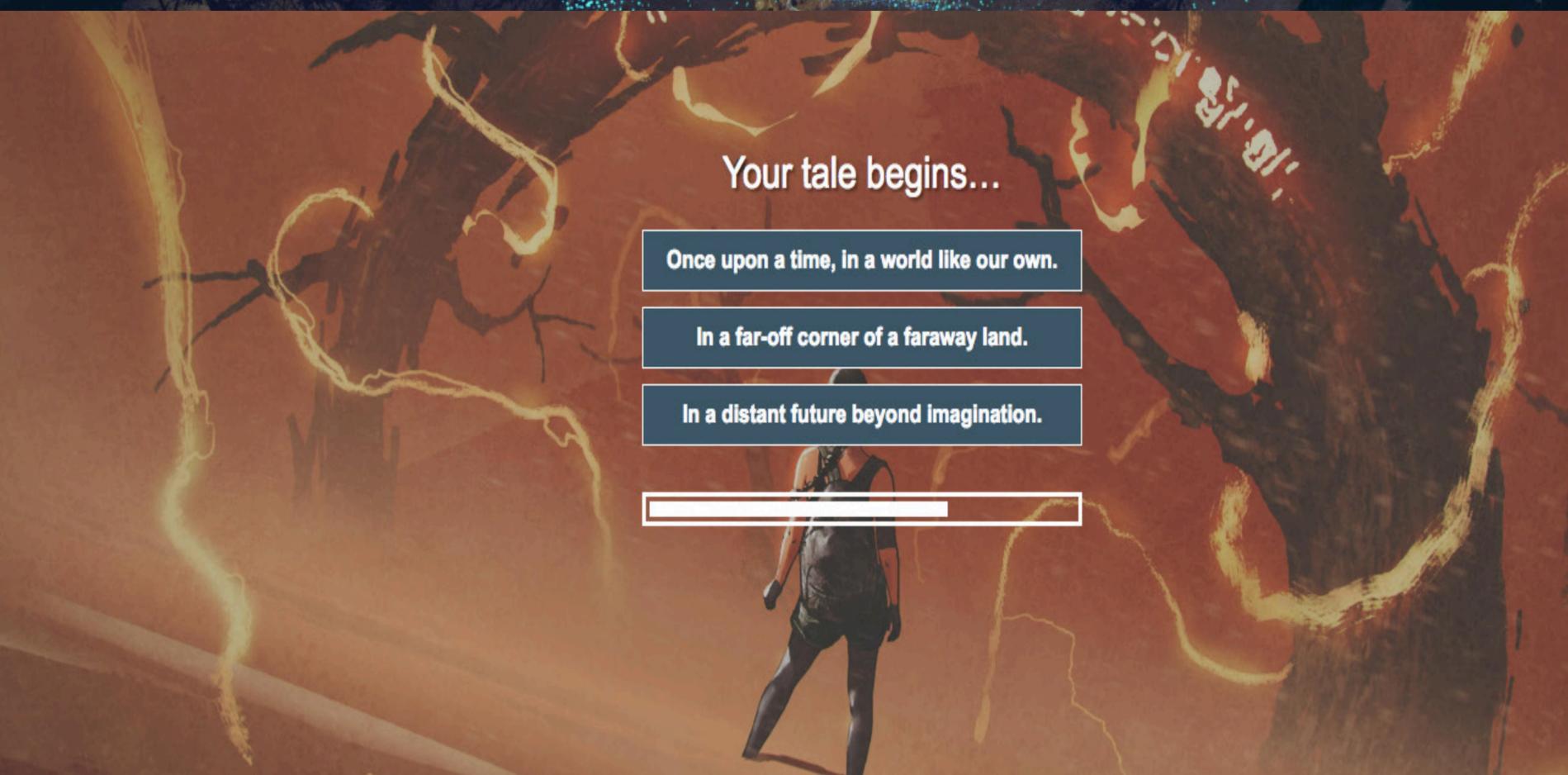


You were brought up...

Coddled in the lap of luxury and decadence.

Isolated in a lonely and remote location.

Scraping by on the mean city streets.



Your tale begins...

Once upon a time, in a world like our own.

In a far-off corner of a faraway land.

In a distant future beyond imagination.

Week 41

Harlequin TEEN

How I Hero
Choose Your
Journey Trivia Quiz

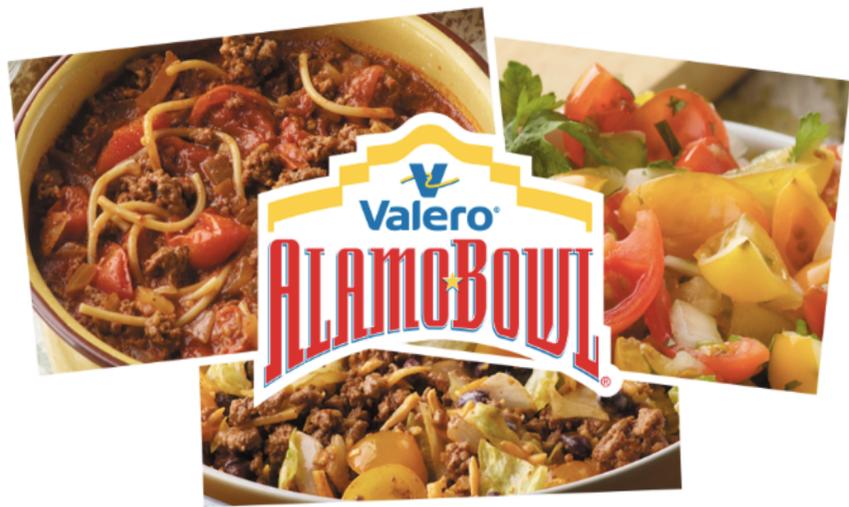
Concept: Harlequin TEEN invited fans of their young adult fiction to create their own stories using an interactive trivia quiz that allowed them to choose their own heroic adventure.

Objective: Grow consumers/audience, drive brand affinity around Harlequin TEEN's fiction offerings and increase traffic to their Amazon product page.

Use Case:
Trivia Quiz



Create a game-day recipe with our Bowl Builder for your chance to WIN



The Valero Alamo Bowl® Prize Package Includes:

- TWO (2) lower-level tickets
- Flight and travel accommodations
- Post-game passes to celebrate on-field with the winning team

See [full rules](#) for official details.

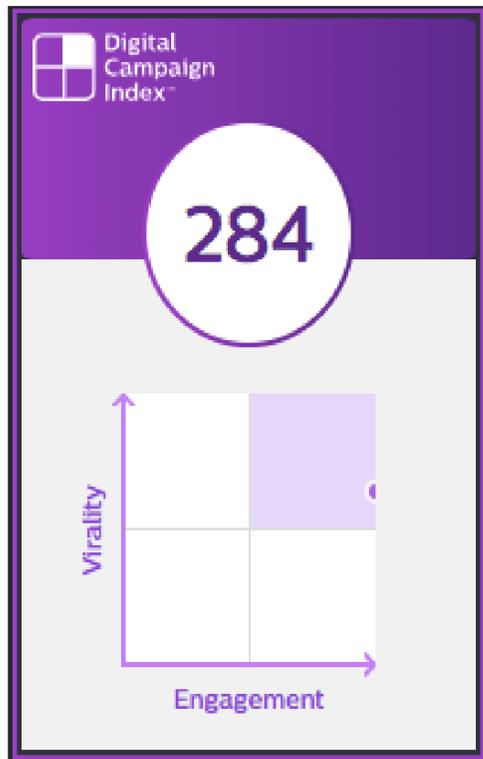
START THE CRUSH THE BOWL GAME BELOW!

FIRST DOWN

What's your favorite NatureSweet® Tomato?
(Select one)

Week **42**
NatureSweet Crush the Bowl Social Game

Concept: Pit NatureSweet products against each other in a Bowl Builder game to build the ultimate fan faves recipe.



Objective: Drive brand engagement and sign-ups through a sweepstakes driven by a social fan faves .game.

Use Case: Fan Faves + Quiz Sweepstakes

DCI Score: 284



13 Nights in Mystery Manor!

Help Scooby and the gang unlock all the Spooktacular Surprises!
Search a room every day for a new trick or treat!

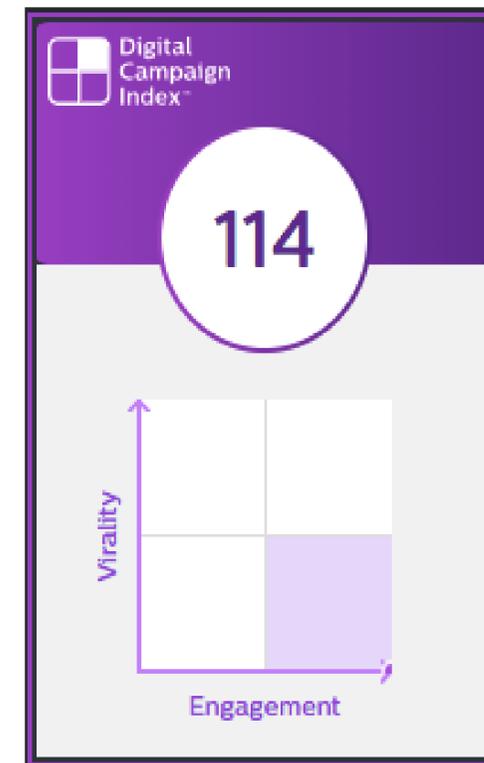
For more, check out Boomerang.com, The Home of Scooby-Doo!



Week 43

Boomerang Scooby Doo "Scoobtober" Video Countdown Calendar

Concept: To celebrate Halloween, Boomerang created a 13 nights in mystery manor countdown to promote Scooby-Doo and reward fans with a series of spooky surprises.



Objective: Drive traffic to website and reward loyal Boomerang and Scooby-Doo fans with exclusive content and rewards game.

Use Case: Countdown Calendar

DCI Score: 114



AMERICAN HORROR STORY

AMERICAN HORROR STORY SWEEPSTAKES LAUNCHES

August 24 — 1 minute read

Fans can win an opportunity to be part of an exclusive *AHS* experience.

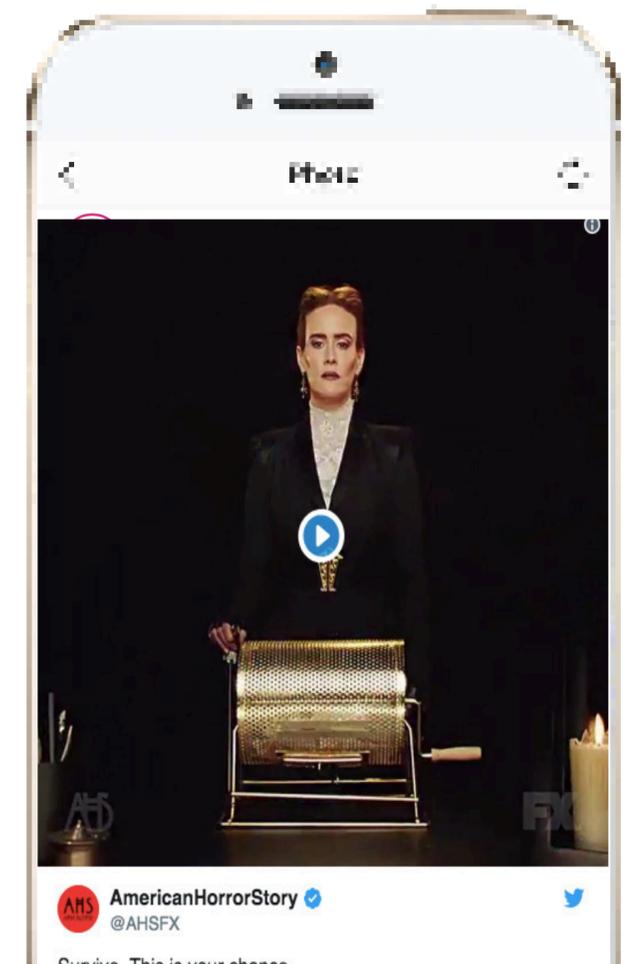
Week 44

FX American Horror Story Ephemeral Experience Sweepstakes

Concept: The FX team launched an ephemeral social experience driving consumers to a sweepstakes for the opportunity to attend an exclusive AHS event.

Objective: Drive retargetable traffic. Launch a buzzworthy social experience to tease AHS content.

Use Case: Sweepstakes





Week 45 Libby's Cansgiving Sticker and Frame Photo Giveaway

Concept: Launch a Cause Marketing program to support Meals on Wheels America, and reward consumers with Libby's can goods during Thanksgiving.

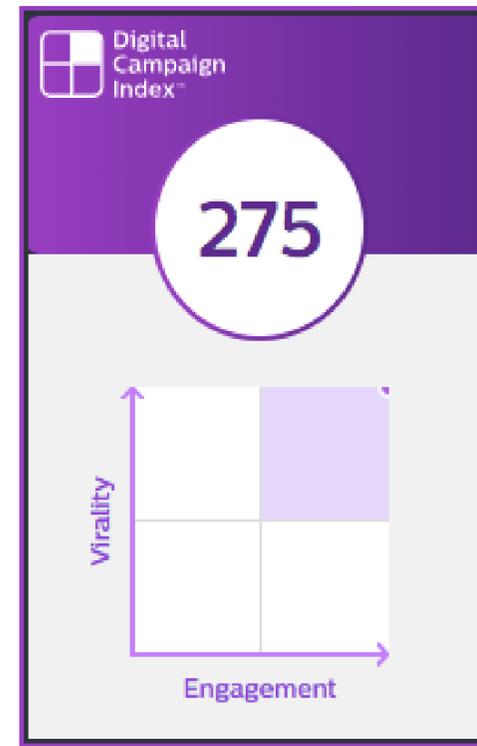
STICKERS



PHOTO

STICKERS

FRAMES



Objective: Promote Libby's fruit and vegetable products, and encourage fan participation to raise support and awareness for the Meals on Wheels program.

Use Case: Photo Lab

DCI Score: 275

10 DAYS 10 DEALS

CYBER (WEEK)

Sign up for our emails and be the first to get deals, new UD product drops, and learn all our secrets. We know you want to.

Email *

Yes, please sign me up for email and special offers. By joining, I agree to the privacy policy, and understand that cookies and technologies are used for personalized advertising. *

SIGN ME UP

[Privacy Policy](#)

NOV 22

SORRY,
YOU MISSED OUT TODAY.
COME BACK TOMORROW!



NOV 23

SORRY,
YOU MISSED OUT TODAY.
COME BACK TOMORROW!



NOV 24

SORRY,
YOU MISSED OUT TODAY.
COME BACK TOMORROW!



NOV 25

SORRY,
YOU MISSED OUT TODAY.
COME BACK TOMORROW!



NOV 26

SORRY,
YOU MISSED OUT TODAY.
COME BACK TOMORROW!



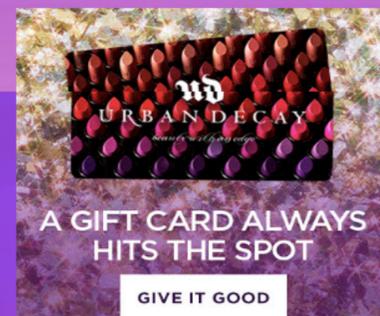
NOV 27

SORRY,
YOU MISSED OUT TODAY.
COME BACK TOMORROW!



NOV 28

SORRY,
YOU MISSED OUT TODAY.
COME BACK TOMORROW!



NOV 29

SORRY,
YOU MISSED OUT TODAY.
COME BACK TOMORROW!

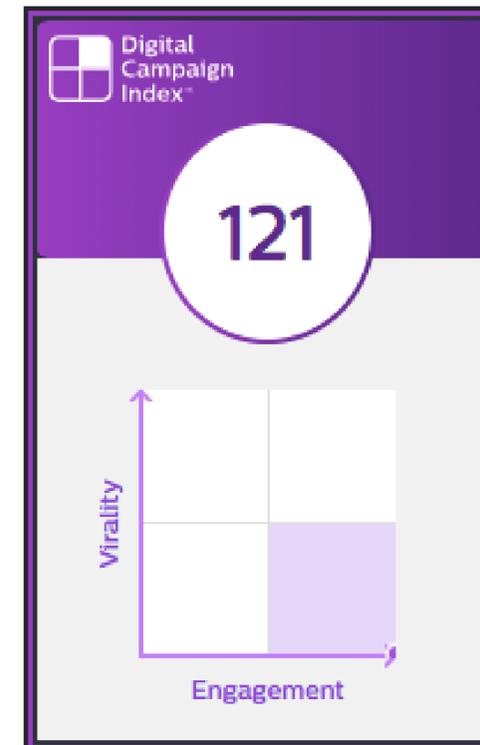


Week 46

Urban Decay

Cyber Week Countdown Calendar

Concept: To get ahead of their competitors, Urban Decay, launched a full Cyber Week ahead of Cyber Monday.



Objective: Extend the Cyber Monday increase in mobile and online shopping; highlight products and increase email acquisitions.

Use Case: Countdown Calendar

DCI Score: 121

According to Salesforce, on 'Black Friday' last week, 68% of ecommerce traffic and 51% of orders were on mobile



Week 47

Applegate Bacon Spirits Bright Holiday Quiz

Concept: The Applegate team got a jump start on the holiday season with a quiz sweepstakes, promoting their products and special discounts.

Pick your favorite Applegate bacon...



Applegate Naturals® No Sugar Bacon

SELECT



Applegate Naturals® Thick Cut Bacon

SELECT



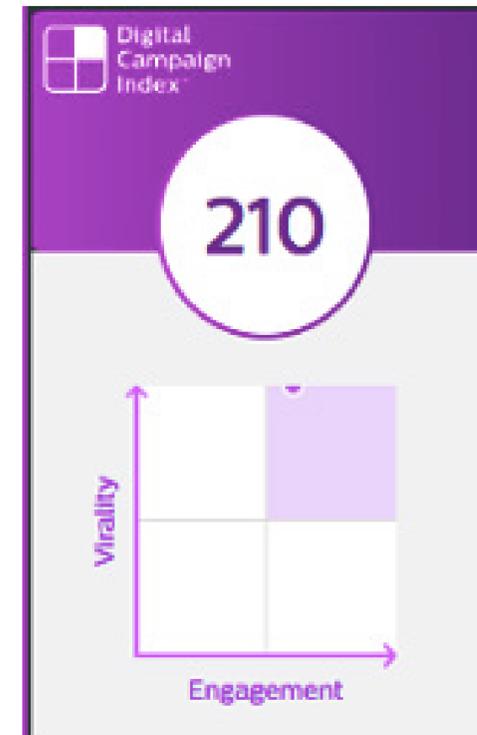
Applegate Naturals® Turkey Bacon

SELECT



Applegate Naturals® Sunday Bacon®

SELECT



Objective: Highlight retail partnership with Whole Foods; acquire new emails via an interactive sweepstakes format program.

Use Case: Quiz

DCI Score: 210



#SEASONEDCELEBRATIONS SWEEPSTAKES

CHECK OUT
OUR



DRAWING 3
JANUARY

\$500 CIRCULON
SHOPPING SPREE

WINNER ANNOUNCEMENT ON
01 - 28 - 19

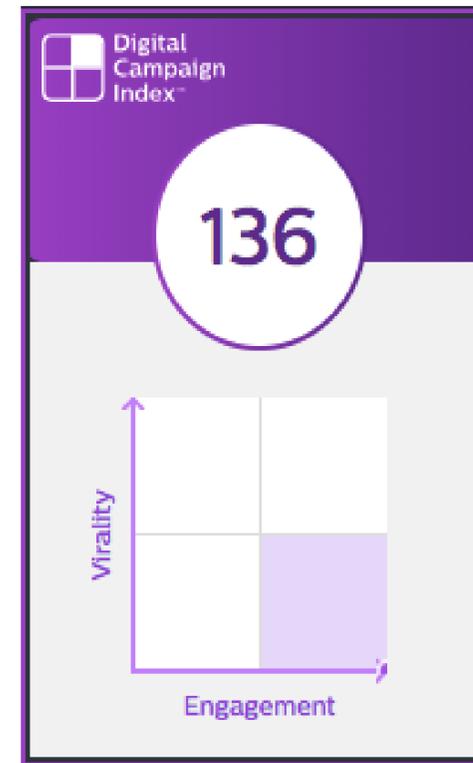
DRAWING 4
FEBRUARY

\$500 CIRCULON



Week **48** #SeasonedCelebrations
Circulon Countdown Calendar
Sweepstakes

Concept: Host a digital sweepstakes to reward consumers and fans during the holidays with prizes and exclusive content.



Objective: Increase consumer engagement and drive repeat website visits and conversions during the holiday shopping season.

Use Case: Countdown Calendar + Sweepstakes

DCI Score: 136

12 DAYS OF LL STYLE

Transform your space with #LL Style! Check back to this calendar every other day to unlock a new flooring style. Plus, enter our 12 Days of Style Sweepstakes for a chance to **win \$2,500 in FREE FLOORING!**



DISTRESSED DISTINCTION

Check back every other day for a chance to **win the 12 Days of Style Flooring Sweepstakes!**



CLASSIC COMFORT



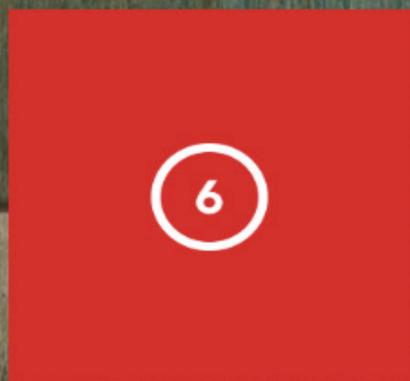
CHARISMATIC COLORS



VIBRANT EXOTICS



LIGHTEN UP

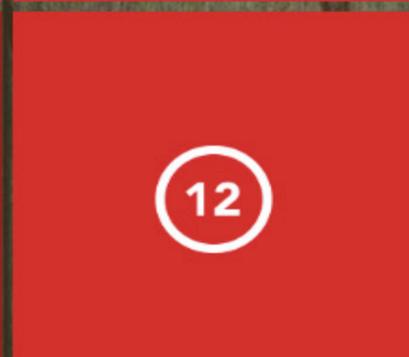
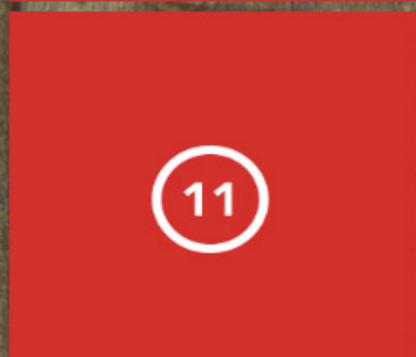
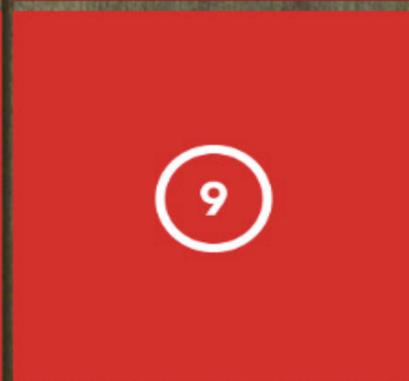
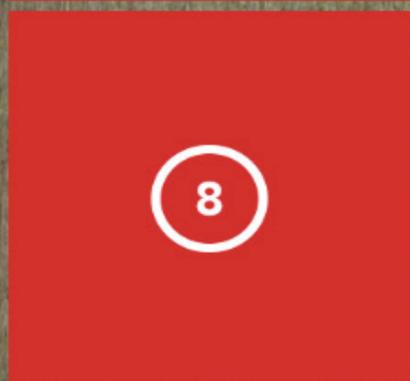


Give the gift that will floor them!

Click here for a Lumber Liquidators gift card!



For more inspiration, click here for your **FREE** Lumber Liquidators flooring catalog and trends guide.

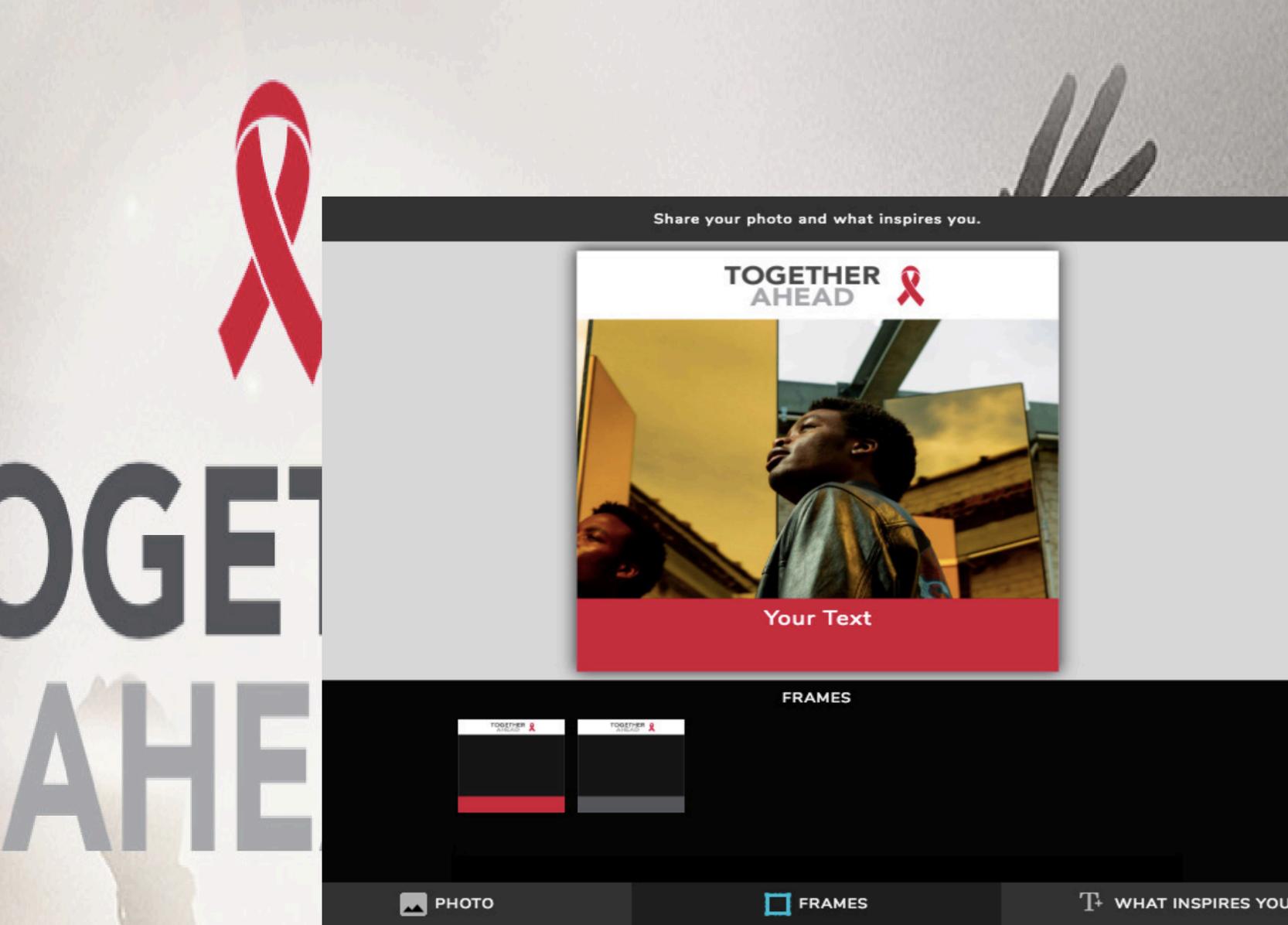


Week 49 Lumber Liquidators 12 Days of LL Countdown Calendar

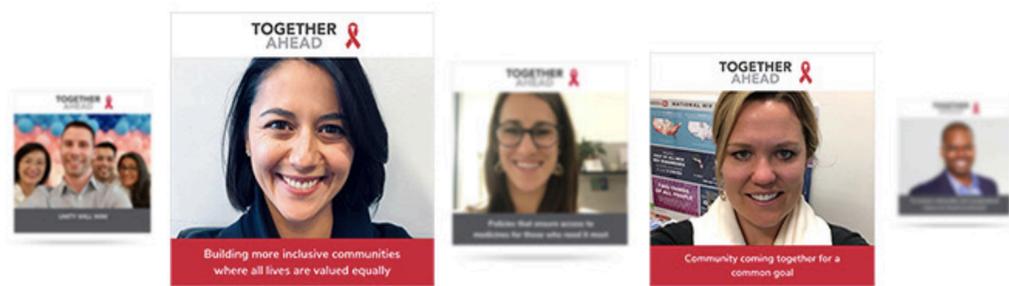
Concept: To showcase all of their new and existing flooring options, Lumber Liquidators launched a stylish 12 days of LL countdown calendar.

Objective: Offer relevant promotions to encourage purchase; highlight key products and holiday offerings.

Use Case:
Countdown Calendar



WHAT INSPIRES YOU?



1. UPLOAD
your photo

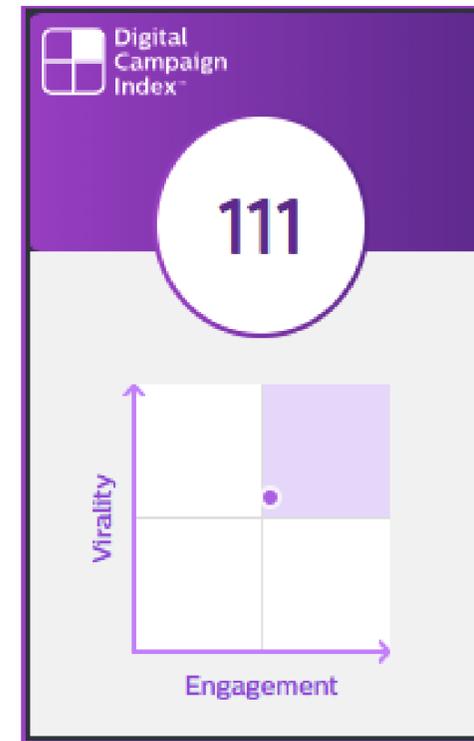
2. TELL US
what inspires you to end the HIV

3. SHARE
to inspire others with

Week 50

Gilead Together Ahead December HIV Awareness Month Program

Concept: To spread awareness and combat the stigma around HIV, Gilead launched a co-created content photo campaign to inspire others to share messages of change.



Objective: Inspire others to share and foster ongoing innovation, address stigma around HIV/AIDs during HIV/AIDs Awareness Month in December.

Use Case: Auto-Frame and Photo Lab

DCI Score: 111

Lash

COUTURE

TRIPLE PUSH-UP COLLECTION

Enter to Win!

Follow @kissproducts on Instagram

Show us your lashes & tell us how they make you feel!



Week 51

Kiss Lash Photo Lab Giveaway

1. TAKE A PIC

Upload a black & white photo of yourself.

2. ADD A FRAME

Add the Triple Push-Up frame to your pic.

3. HOW YOU FEEL

In just 3 words - tell us how your lashes make you feel.

4. SUBMIT & SHARE

Share with friends #WinTriplePushUpLashes

1 lucky winner will receive the entire Triple Push-Up Lash Collection PLUS, a \$350 Agent Provocateur Gift Card!

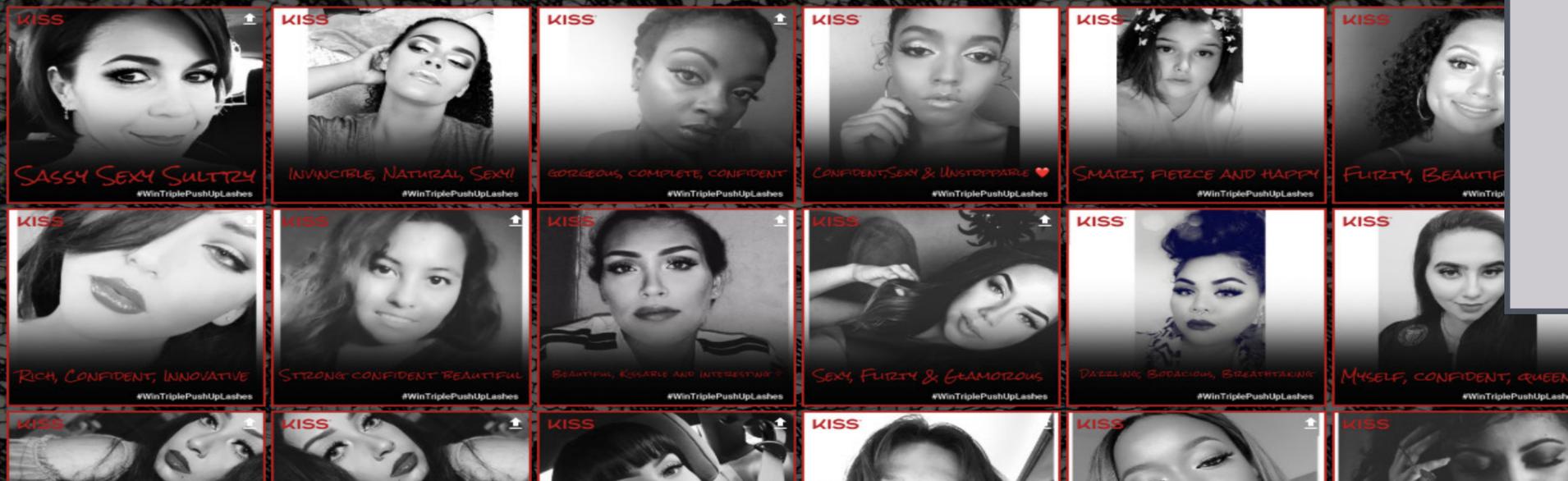
2 additional winners will win the entire Triple Push-Up Lash Collection

Upload Photo and Enter

Concept: To generate buzz for Kiss' Triple Push-Up Lashes they launched a UGC Photo Lab giveaway to get fans sharing how their lashes make them feel.

Objective: Drive engagement and brand affinity by encouraging consumers to upload and personalize content.

Use Case:
Photo Lab





Show us your \$119 idea

#MyWalmartIdea

UPLOAD NOW

Upload a picture every day for a chance to win a \$119 Walmart.com gift card

2 winners chosen every day. Ends 12/31/17. See rules for details.

2 winners chosen every day

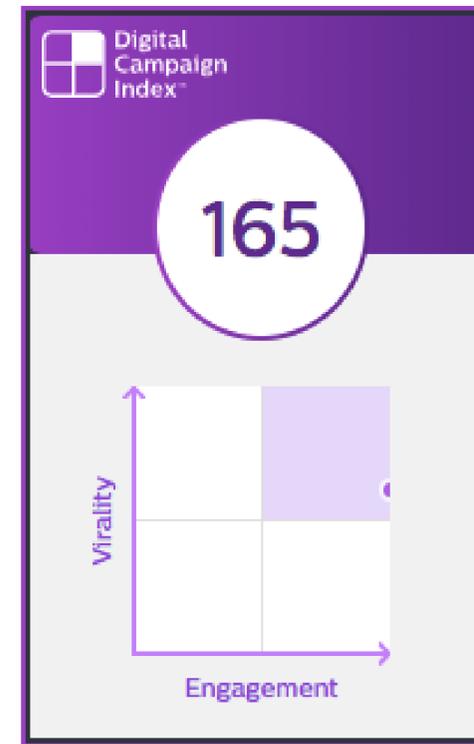
Free 2-Day Shipping
No Membership Fee!



Week 52

Walmart Free 2-Day Shipping Awareness Instant Win Sweepstakes

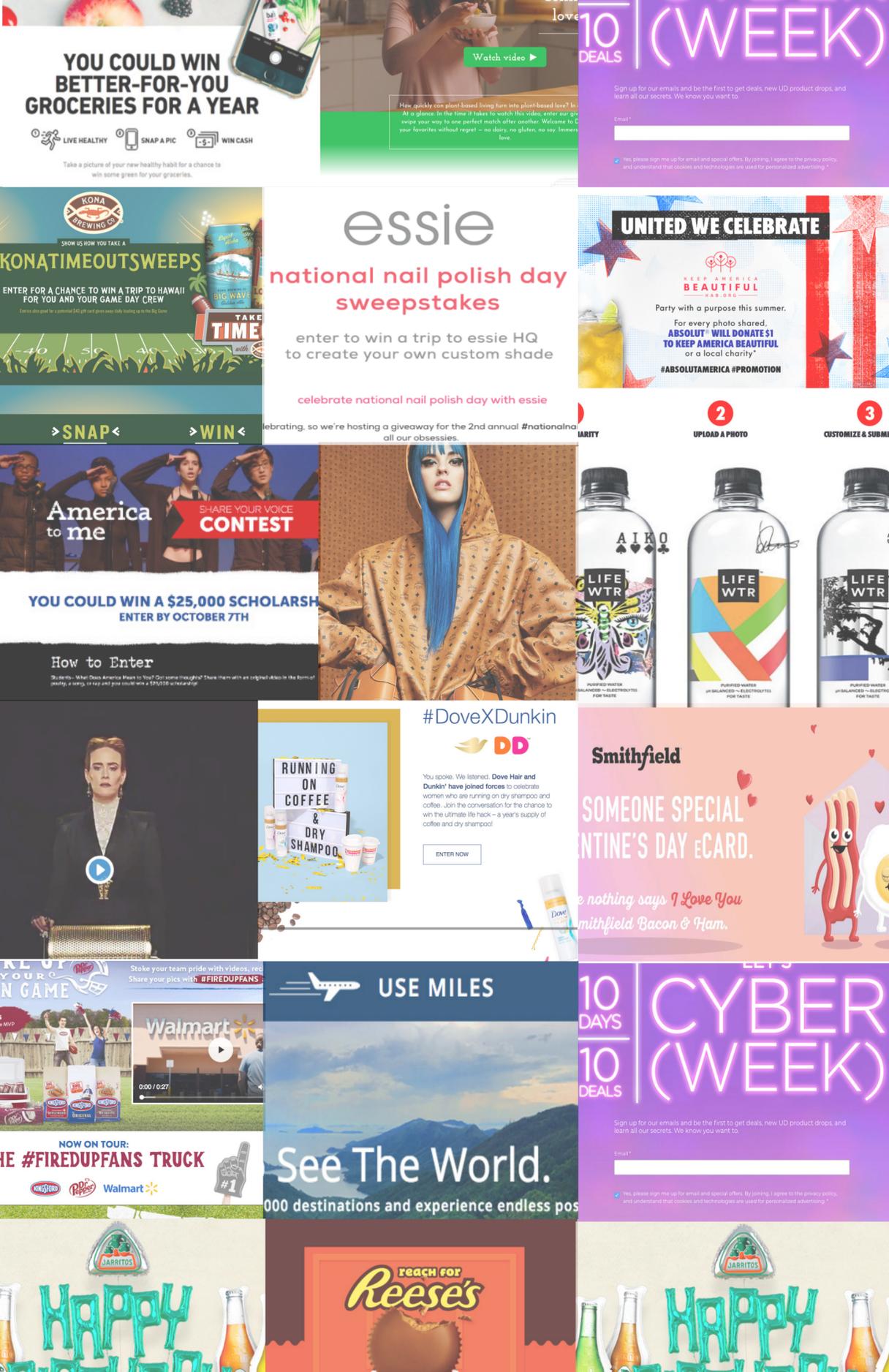
Concept: Launch a digital campaign in conjunction with Walmart's \$119 advertising and digital awareness campaign to highlight Walmart's new 2-day free shipping offer.



Objective: Leverage social and interactive engagement via a sweepstakes microexperience to bolster traditional advertising spend.

Use Case: Instant Win + UGC Sweepstakes

DCI Score: 165



About Wyng

Wyng Microexperience Platform enables brands and agencies to create mobile-first digital experiences for their marketing campaigns and promotions, to engage consumers, drive conversions, and securely acquire first-party data at scale. Our culture is rooted in technology and marketing, spanning diverse disciplines and decades of experience across mar-tech, ad-tech, CX, UX, data, and core mobile and web technologies. In 2011, Wyng powered the first ever hashtag campaign in connection with a Super Bowl ad, and continues to evolve its platform to align with shifts in consumer behavior. We believe great products are defined by intelligent architecture and a passion for innovation. Wyng is headquartered in New York City's NoMad neighborhood.

To learn more, visit wyng.com.

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