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# 2018 FALL AND HOLIDAY CAMPAIGN LOOKBOOK

*18 tips and examples to help your brand or agency make magic this holiday season*



# Gift Yourself with Marketing Inspiration

From dusting off your favorite oversized sweater to the return of the Pumpkin Spice Latte, fall is quickly on the way and not far behind, winter.

Fall and winter can be a stressful time for marketers and advertisers, with what feels like a constant stream of holidays and major shopping moments to close out the year.

Consumers will be shopping! And they'll be doing it online and via mobile. Like 2017, this year is shaping up to promise more mobile and on-line shopping. In Q4 2017, mobile drove all of the growth in both traffic and orders, so if you aren't already taking a mobile-first approach, now is the time to start.

With digital and mobile playing a key role this holiday shopping season, we've put together some useful tips and examples to help you connect with your customers and stand out for the all the right reasons during the Q4 shopping season.

40%

Year-over-year growth for mobile sales in Q4 2017

\$31.8B

In mobile online sales for Q4 2017



# Close out the Year on a High Note

From promotions to Facebook Chatbots, we've been working hard all year long to prepare our customers with the most innovative library of interactive social and digital experiences to engage consumers and increase conversions during Q4.

According to the NRF, as much as 30% of annual sales for retailers takes place during the holiday season (November - December), so smart decisions made early can have huge payoffs for brands and retailers of all sizes.

With that in mind, we've put together a quick checklist to help you get started on planning your fall and winter campaigns that will guarantee success!



Create a special promotion or discount. This holiday season consumers will be on the lookout for free shipping deals



Consider integrating VR/AR technology to co-create content and experiences with your consumers



Integrate your in-store and online marketing activities to create an omnichannel experience for consumers



Update your branding to get into the holiday spirit. Changes to your social media profiles or website can capture attention



Promote loyal customers and fans via photo and video UGC



Identify your desired Pixels (Facebook, Google, Adobe) to create audiences and enable retargeting



Build and integrate your CRM with your campaign



Ensure tracking and metrics are enabled for your campaigns so you can measure campaign success and strengths



Consider multiple campaign types to increase engagement and sharing



Towards the end of the month, think about transitioning successful campaigns into the new year



# The Fall and Holiday Shopping Season

## *How to structure your campaigns in 2018*

No matter how far ahead marketers start planning, the holiday marketing blitz can still feel like it crept up out of nowhere. In past years, Cyber Monday held the title as the digital shopping day of the holiday season, however, in 2018, projections are showing that shoppers will be buying early.

Retailers and brands will need to be ready to seamlessly transition from back-to-school and fall fashion into the holiday shopping sprint ahead of December.

BACK TO  
SCHOOL  
& FASHION  
WEEK

HALLOWEEN &  
THANKSGIVING

BLACK FRIDAY &  
CYBER MONDAY

THE HOLIDAYS  
ARE COMING

CHRISTMAS &  
BOXING DAY

NEW YEAR'S  
EVE & BEYOND



# Fall Holidays and Themes

Fall brings new opportunities for brands and agencies to reflect on what they may have put off in the summer and new ways to revitalize their fall digital campaigns to boost business and get a head start on the holiday season.

## Fall/Holiday Events

- Halloween
- Election Day
- Veteran's Day
- Thanksgiving
- Black Friday
- Cyber Monday

## Fall Themes

- Back to School
- Fall Fashion/NYFW
- Fall Equinox
- Seasonal Food and Activities
- Preparing for the Holidays
- Fall Weather



# BLACK FRIDAY & CYBER MONDAY



Black Friday has remained that special day where consumers fight off their Thanksgiving food comas for a few hours to brave the crowds and grab great holiday shopping deals. However, this year, an increase in e-commerce and mobile sales, will tee marketers up for a great opportunity to launch online promotion, fan fave and discount campaigns to drive sales and social engagement.



# BIGLOTS HALLOWEEN DECORATION SWEEPSTAKES

## AR EXPERIENCE SWEEPSTAKES

More and more brands are leveraging AR and VR, along with enhanced mobile capabilities, to create engaging experiences and virtual, collaborative spaces for brands and their audiences. BIGLOTS took advantage of enhanced sweepstakes capabilities for their Halloween digital activation.



### PRO TIP

By adding AR, VR, and other experiential components, sweepstakes can now be more than just a simple entry form.



PICK YOUR FAVORITE



Spooky Tree

Halloween Lamp Post

Haunted Scarecrow

Inflatable Dragon

Skeleton Wolf



# #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. Leverage back to school excitement and activity.

Digital Campaign Index (DCI) Score: 137

Use Case: Photo and Video Lab

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UPLOAD AN IMAGE

UPLOAD A VIDEO

[View Rules](#)

See how others are getting involved!  
**#IAmMore Gallery**





# L'OREAL PARIS' EMMY AWARDS FAN FAV PROMOTION

## COUPON UNLOCK

Distribute coupons and build out your CRM profiles by encouraging consumers to fill out a form to reveal a special deal to drive in-store or online purchases with custom messaging. L'Oreal Paris leveraged Coupon Unlock for a fan favorite promotion to encourage new sign-ups through a beauty kit giveaway.



### PRO TIP

Plan ahead! You can integrate your website and CRM/ESP systems to make coupons and promo code generation and redemption tracking simple and efficient.

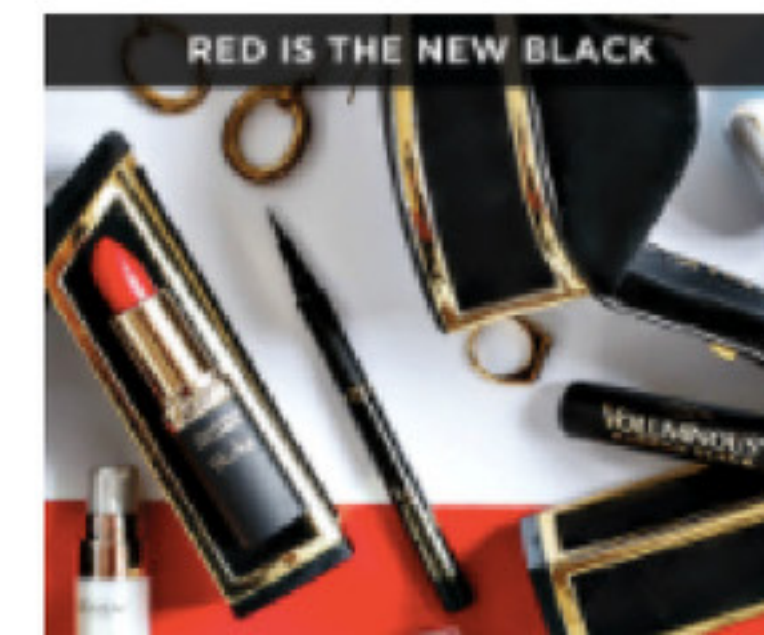
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10 KITS ARE UP FOR GRABS. SELECT THE ONE YOU WISH TO WIN!



or



or





# E! X PRETTYLITTLETHINGS NYFW 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.

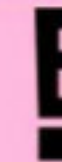
Objective: Encourage consumers to engage and share their best personal style looks. Promote the partnership with E! and the UK retailer PrettyLittleThings.

Digital Campaign Index (DCI) Score: 87

Use Case: Photo Lab



Brought to you by



PRETTYLITTLETHING.COM

UPLOAD AN IMAGE

E! covers all the celebs, all the fun and all the trends at fashion's biggest event.

In association with PrettyLittleThing, we're looking for an E! InstaGirl to jet off to NYC for Fashion Week this September!

If you're selected as an E! InstaGirl, you will be signed-up to take part in a one-off assignment\* which will include:

- Return economy flights to New York City, transport to and from the airport in NYC, and your hotel (3-star located in NYC)
  - Attendance at a NYFW fashion show
- A glam appointment and killer wardrobe from PrettyLittleThing
  - A \$500 influencer fee paid to you; and
- A social media masterclass presented by a fashion influencer



# HARPOON THANKSGIVING ECARDS

PERSONALIZE YOUR ENTRY

## ECARD CREATOR

This fall season put a digital spin on the classic paper greeting card by letting consumers create and personalize eCards to drive engagement and social sharing. Harpoon created an engaging and shareable Thanksgiving ecard extension of their #LoveBeerLoveLife ad and digital campaign.



### PRO TIP

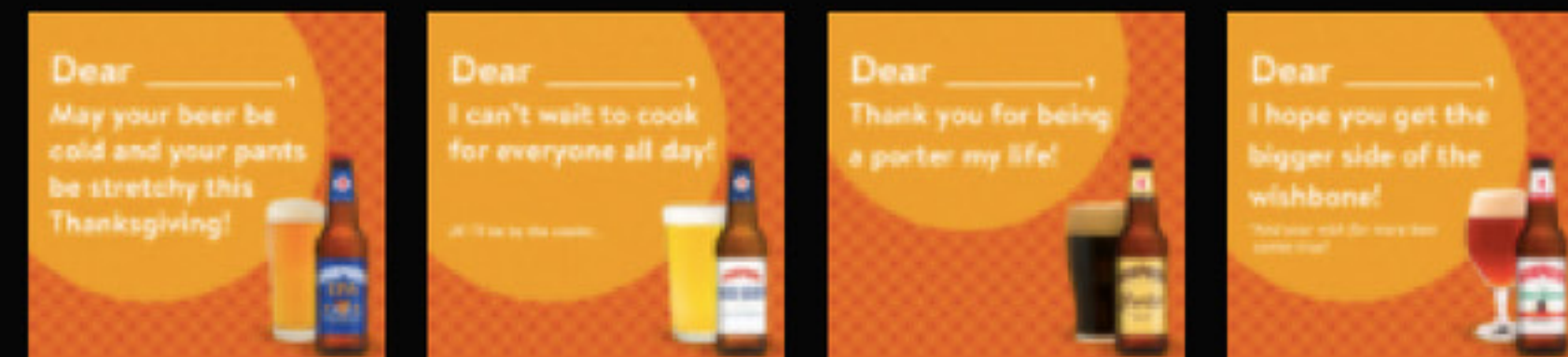
Spend the time working on a great design and infusing a little humor into your eCards and your audience will be sure to share your branded images with friends and family.

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Dear \_\_\_\_\_,  
May your beer be  
cold and your pants  
be stretchy this  
Thanksgiving!



### PHOTOS





# EVITE'S "TINY PARTY FRIENDSGIVING" FACEOFF

Concept: Pit two party influencers in a head-to-head Friendsgiving party design challenge on a tiny \$500 budget.

Objective: Encourage consumers to vote for their favorite influencer to drive engagement and build brand loyalty.

Digital Campaign Index (DCI) Score: 92

Use Case: Faceoff



**@Aww.Sam**

**7931**

VOTE



**@ISpyDIY**

**8180**

VOTE



# YOUNG LIVING OILS FALL SPOTIFY PLAYLIST

## PLAYLIST PROMO WITH SPOTIFY

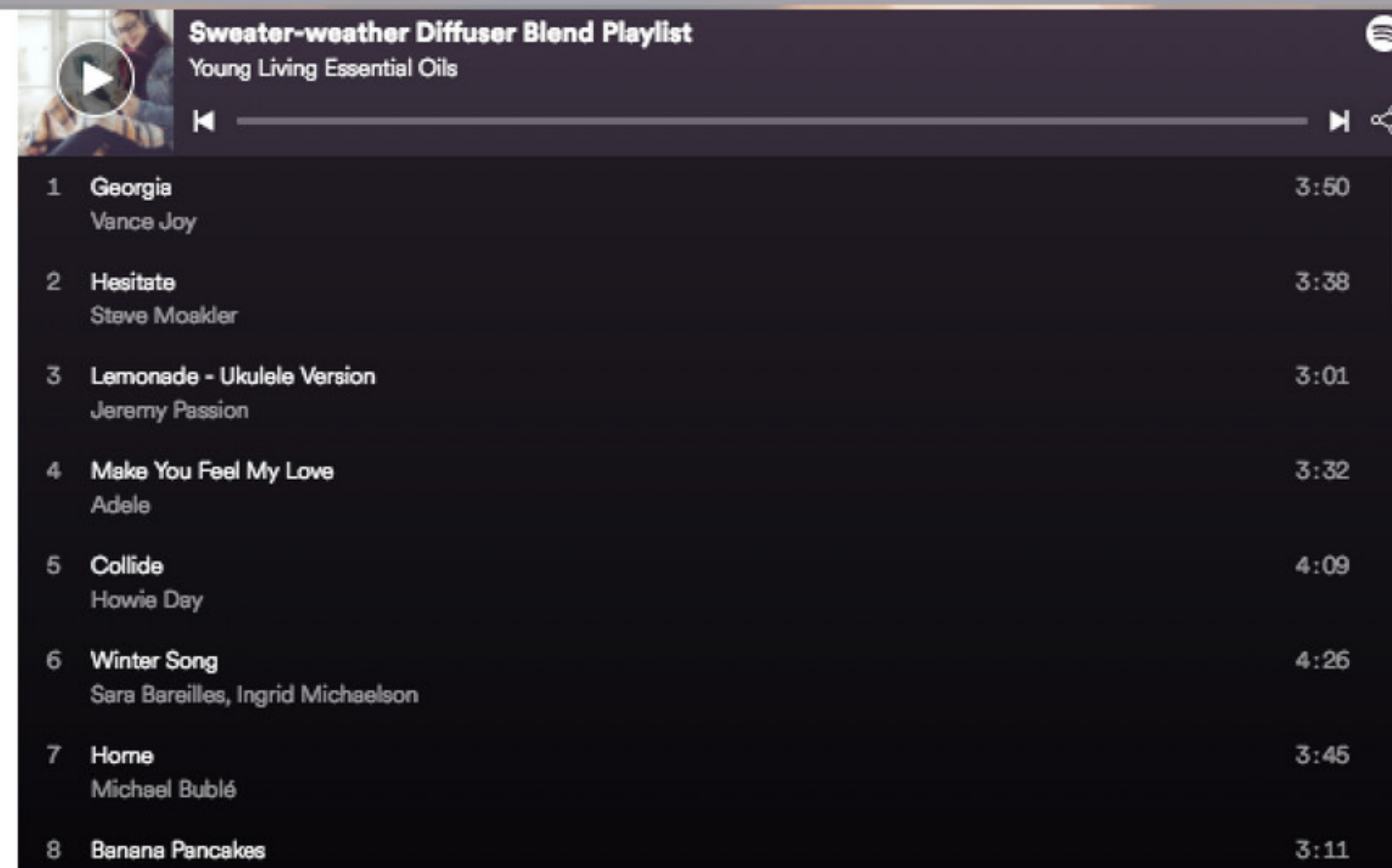
Inspire consumers to submit their favorite songs to be featured on your branded Spotify playlist. Young Living Essential Oils got consumers in the Fall mood with a Sweater Weather collaborative playlist.



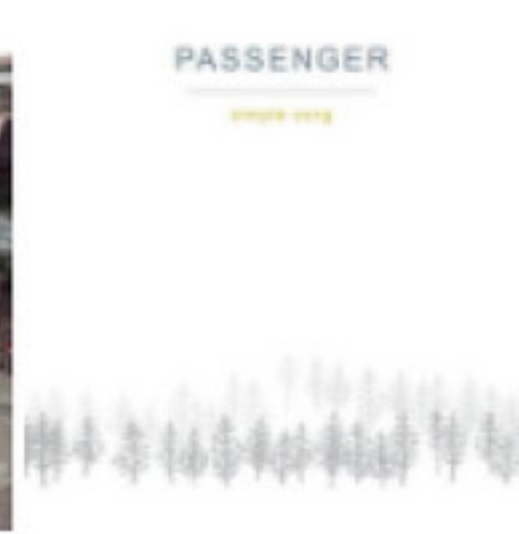
### PRO TIP

You can integrate all your digital campaigns with your CRM/ESP systems to grow your customer database and first-party data.

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SUGGEST A SONG





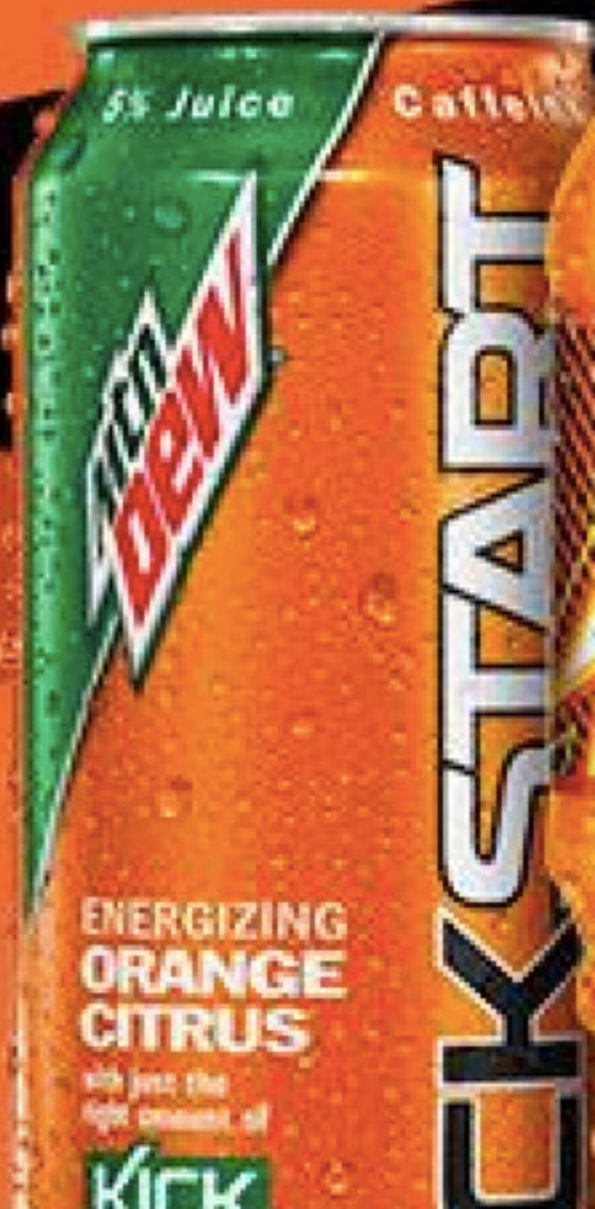
# PEPSI MOUNTAIN DEW COLLEGE FOOTBALL PHOTO LAB

Concept: Leverage the excitement of a new school year and the start of fall college football with a branded photo lab.

Objective: Promote Pepsi Mountain Dew and drive engagement and sharing over during the fall football season.

Use Case: Photo Lab + Co-Created Content

# SHOW US YOUR SCHOOL SPIRIT





# SUMMIT LIFESTYLE BLACK FRIDAY SHOPPABLE INSTAGRAM



summit.lifestyle

## SHOPPABLE INSTAGRAM

Make your brand's Instagram content shoppable by creating a gallery designed to seamlessly drive consumers from your Instagram feed to products on your website, like this example from Summit Lifestyle.

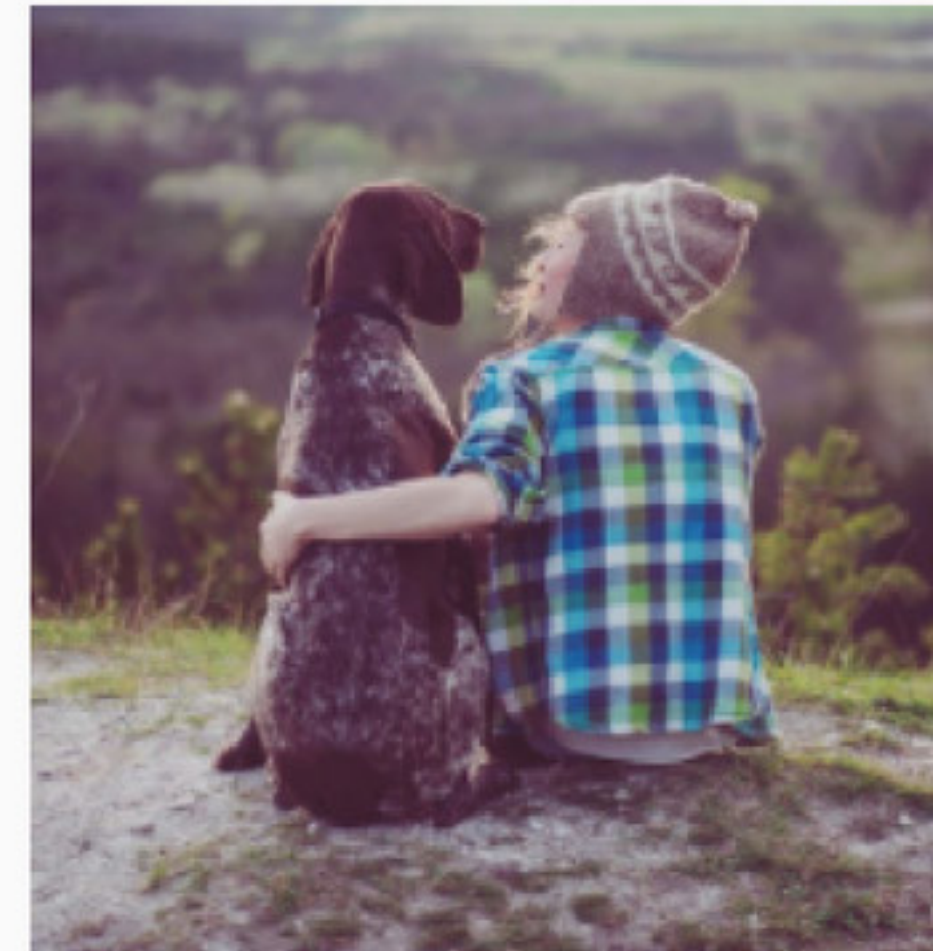


### PRO TIP

Deliver an easy mobile shopping experience for your consumer and drive them to your shoppable gallery by including the link in your Instagram bio and cross-promoting your Instagram on other social channels.

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Tap an image to shop





# Winter Holidays and Themes

Mobile and online shopping are going to have their biggest year yet this holiday season and marketers will have to be prepared to offer omnichannel experiences that span in-store, online and mobile. Campaigns that recognize these trends stand to be the most successful and Wyng is perfectly poised to help build, launch and manage digital campaigns that will transcend physical and digital spaces this holiday season.

## Winter/Holiday Events

- Chanukah
- Christmas
- Kwanza
- Boxing Day
- New Years
- Winter Solstice

## Winter Themes

- Holiday Shopping
- Family and Friends
- New Year, New Beginnings
- Travel/Winter Trips
- Community
- Philanthropy and Service Work
- Food and Nutrition





# SOBEY'S WEBSITE TREASURE HUNT

## INSTANT WIN

Give something back to your fans during the holidays with an Instant Win campaign. Let users find out if they've won instantly with unique codes or predetermined winner numbers. Sobeys hosted a digital treasure hunt for Santa on their website, where consumers could win prizes instantly for finding him.



### PRO TIP

Drive sales by rewarding fans with an instant discount code and see that conversion and click-through rates soar on the busiest mobile shopping days of 2018.



*Get a chance to win*  
**EVERY TIME YOU FIND SANTA ON SOBEYS WEB PAGES**

**PRIZES:**

**HOW TO PLAY:**



# “12 DAYS OF KINKY BOOTS” COUNTDOWN CALENDAR

Concept: Launch a countdown calendar to get Kinky Boots fans excited during the holiday season with exclusive giveaways.

Objective: Drive retargetable traffic to website and reward loyal Kinky Boots and Broadway to encourage ticket sales.

Digital Campaign Index (DCI) Score: 145

Use Case: Countdown Calendar



**WE'RE CELEBRATING THE HOLIDAYS WITH 12 DAYS OF GIVEAWAYS!**  
**CHECK BACK FOR A NEW SURPRISE EACH DAY AND ENTER TO WIN BELOW.\***

...





# PANDORA JEWELRY NYE QUIZ

## QUIZ

Invite consumers to take quizzes to gain a deeper understanding of their preferences and affinities -- and to continue to engage with your audience. Run personality, diagnostic, or poll quizzes to promote deals and products, like this example from Pandora Jewelry for New Year's Eve.



### PRO TIP

Quizzes continue to be a favorite for fans of all ages. Make sure your quiz is prominent on your site to increase time spent on the page and clicks.

## YOU ARE THE STAR OF YOUR PANDORA STORY

Take our quiz to find out what kind of star you are and discover the PANDORA charms that tell your special story!

### WHAT WAS YOUR NEW YEAR'S RESOLUTION FOR 2018?

- ☐ A To bring my family together more often.
- ☐ B To work on my health & wellness.
- ☐ C To practice kindness and support causes that I believe



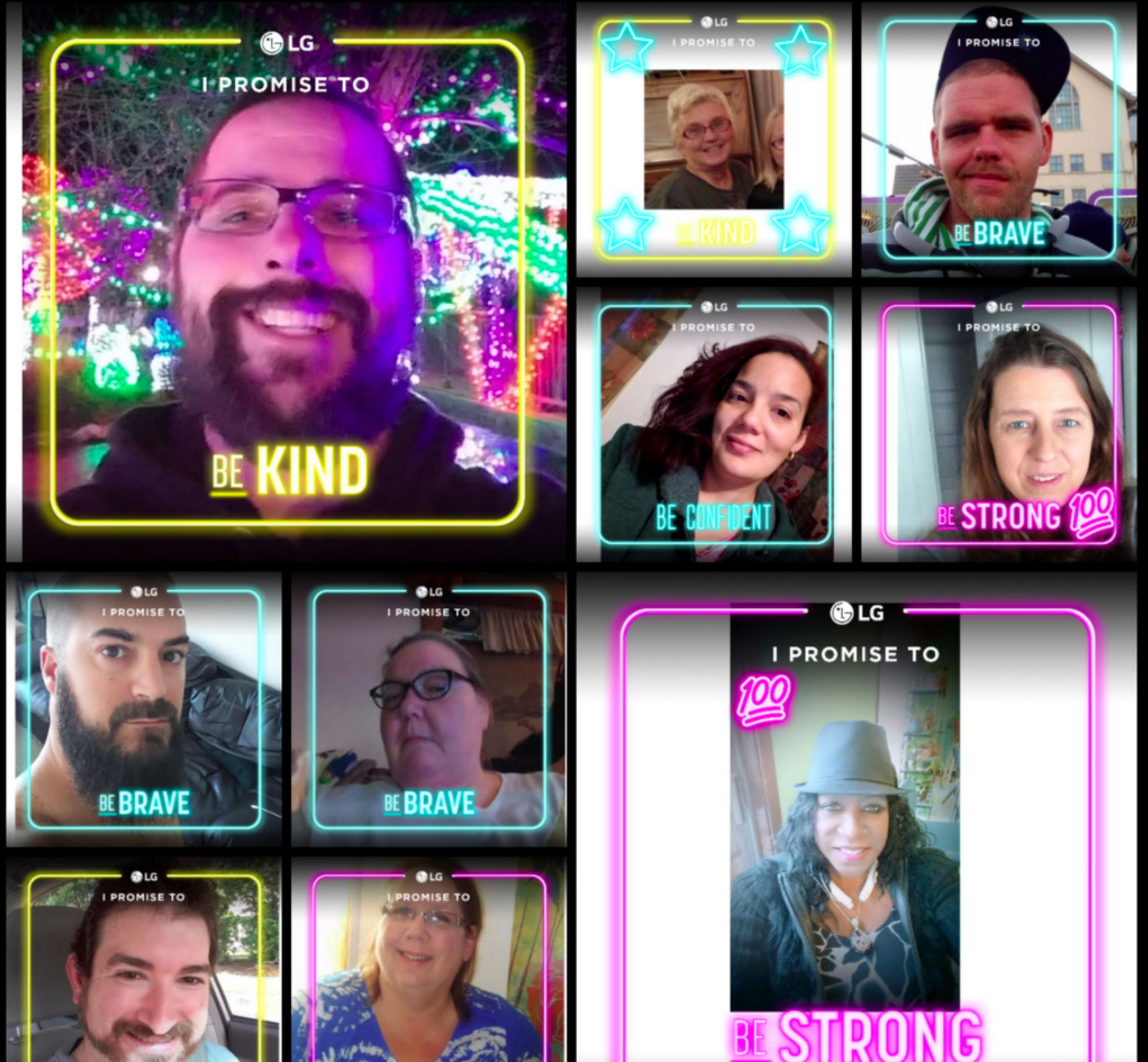
# LG'S "THIS IS REAL" HOLIDAY AND NEW YEAR PHOTO LAB

Concept: Launch a digital activation in conjunction with the LG "This is Real" campaign during the holidays and New Year.

Objective: Highlight and celebrate promises made by consumers to stay true to themselves and give them the chance to win the new LG V30.

Digital Campaign Index (DCI) Score: 153

Use Case: Photo Lab + In-Store Activation





# AMAZON'S AUDIBLE STORY CAR GIVEAWAY

## CO-CREATED VIDEO

Encourage consumers to create and share videos with a branded filter to drive viewership as they share their mobile-ready, short-form videos with their friends and followers on NYE. Amazon's Audible used co-created video to change lives and encourage storytelling with their car giveaway.



### PRO TIP

Add festive, branded filters and watch social engagements with your brand soar. Ensure your brand's message is pulled through by getting colleagues from around your company to contribute and pre-populate the feed.

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CELEBRATING 20 YEARS OF LISTENERS

### SHARE YOUR AUDIBLE STORY FOR A CHANCE TO WIN

This fall, Audible is commemorating 20 years of storytelling—all made possible by you, our listeners. To celebrate, we're turning over the microphone: inviting you to enter our contest and tell us why you love to listen to Audible for a chance to win one of 20 brand-new Volvo SUVs.

Get inspired by watching some of our favorite narrators and team members tell us their Audible stories.

[See Official Rules](#)

**Nick Offerman**  
Narrator of *A Connecticut Yankee in King Arthur's Court*

#### 20 PREMIUM VEHICLES FOR 20 PASSIONATE LISTENERS.

Audible lets you listen anywhere—and for a lot of our users, that means in the car. That's why we've hand-selected and customized twenty all-new 2018 Volvo XC60s to provide the best Audible experience.

[View Car Details](#)

1

Create a short video telling us why you love to listen to Audible.

2

Submit and share by October 13th, 2017.

3

Ask friends and family to vote for your video.

[Get Started](#)

[Not an Audible Member? Join Now!](#)

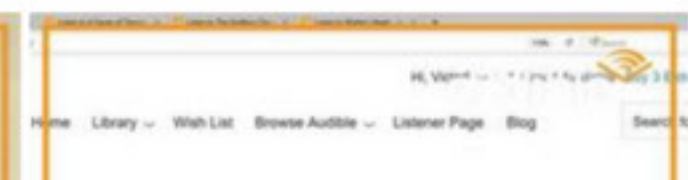
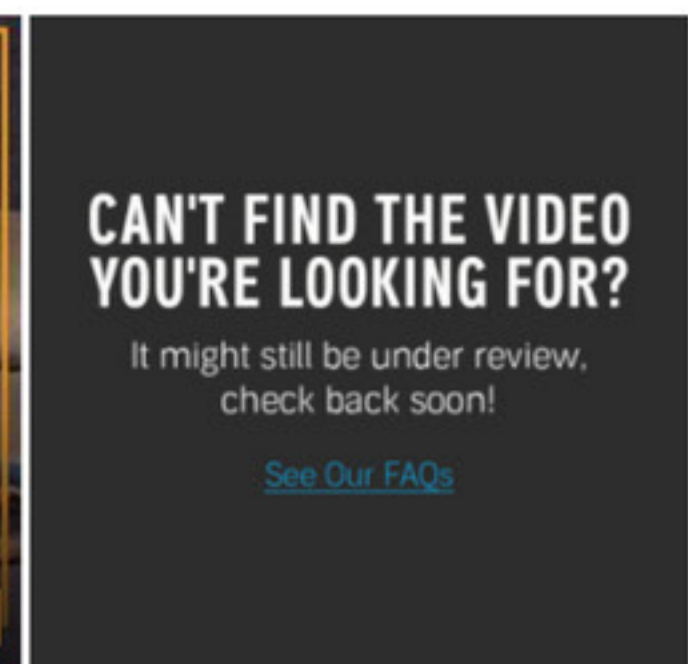
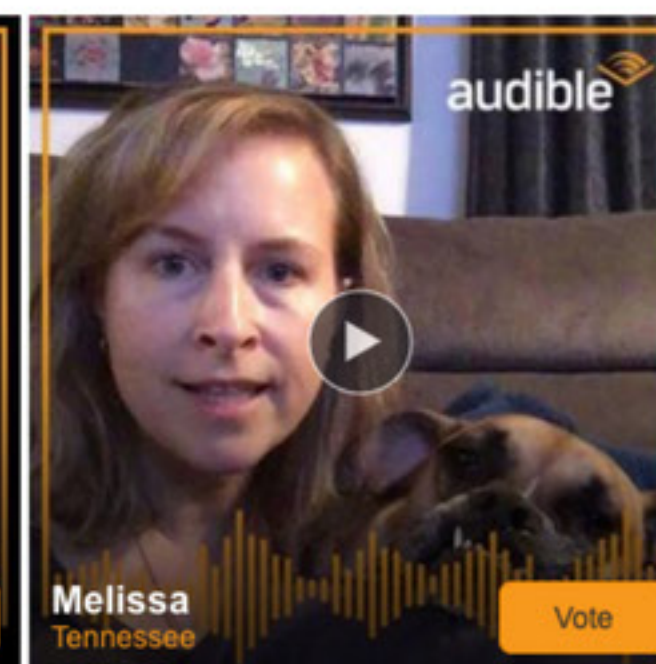
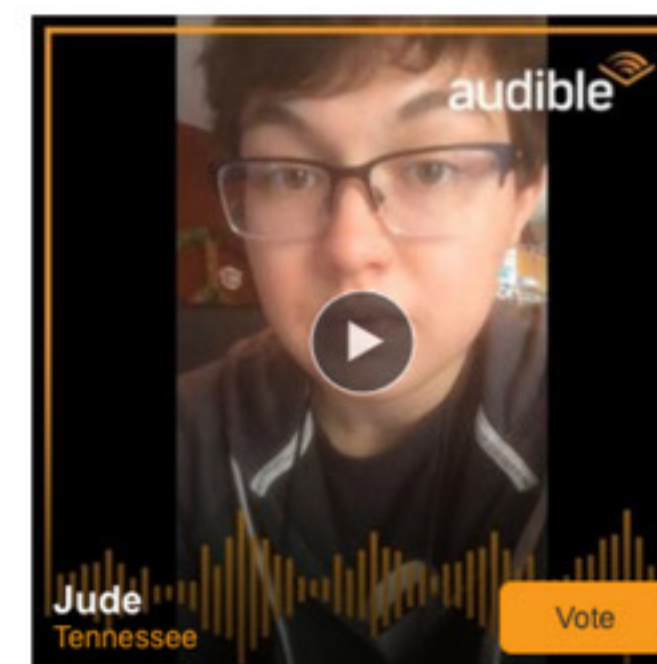
## VOTE FOR YOUR FAVORITE STORIES

We're looking for stories that celebrate Audible! Vote based on Creativity, Clarity, Energy & Authenticity.

VOTING ENDS 20 DAYS : 14 HRS : 14 MIN

Sort by date

Filter by State





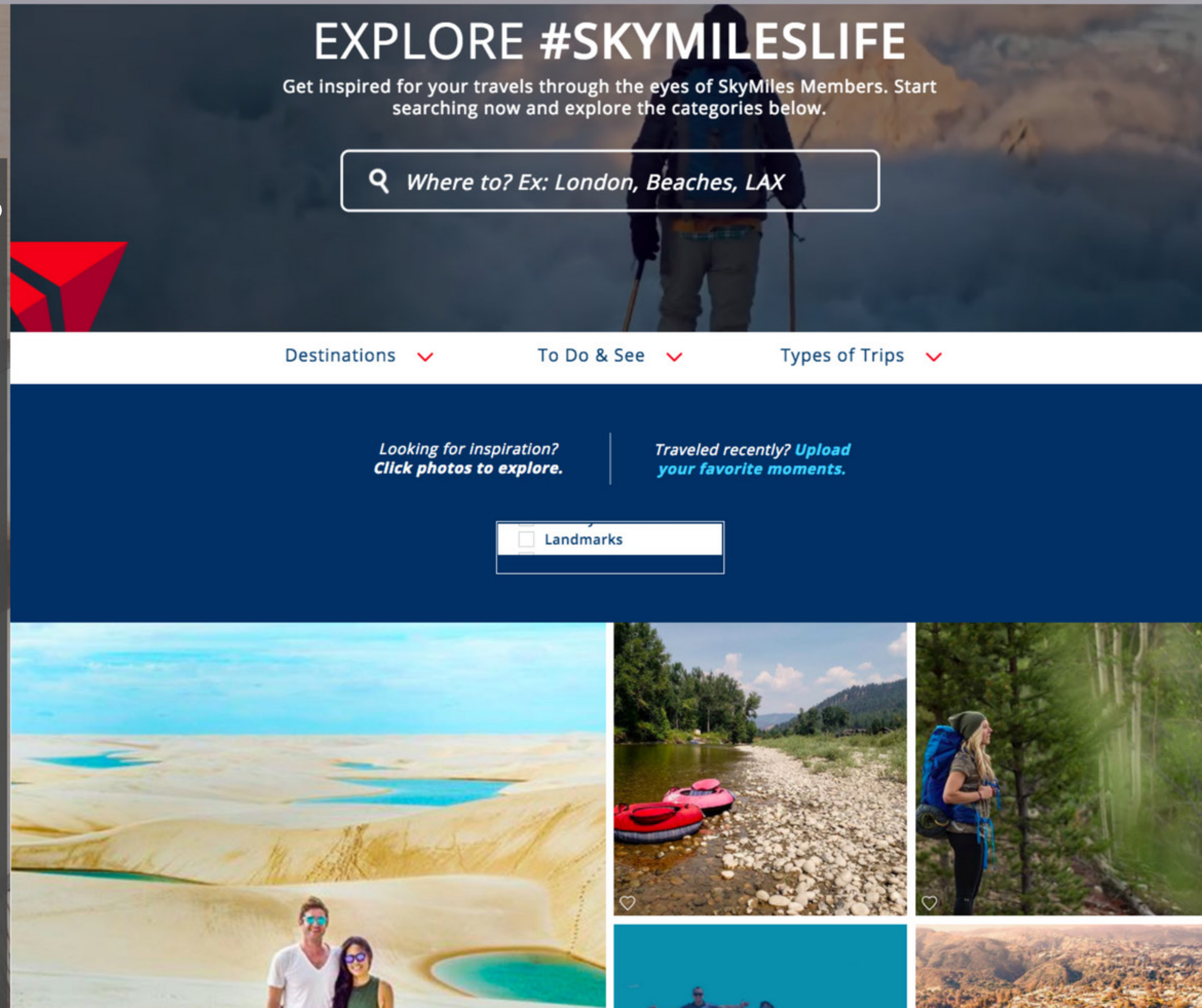
# DELTA'S #SKYMILESLIFE INSTAGRAM TRAVEL SEARCH ENGINE

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 new #SkyMilesLife website is the first Instagram-fueled travel engine.

Objective: Delta's unique approach to highlight authentic, relevant, and compelling content created by travelers has led to increased brand awareness, driving both mileage redemption and ticket sales.

Use Case: Custom

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# FUJIFILM'S "OH CANADA" BILINGUAL PHOTO SWEESTAKES

## BILINGUAL SWEEPSTAKES

From Chanukah to Christmas to Kwanza, the December holidays are truly global. Give consumers the opportunity to sign up for a chance to win prizes or discounts and display your campaign in two or more different languages. Fuji displayed their campaign in English and French.



### PRO TIP

Wyng offers turnkey text customization and translation features in our Drag & Drop Builder enabling marketers to launch multilingual campaigns in over 6,000 different languages.

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**SHARE YOUR**  
*Oh Canada!*  
**SELFIE & WIN!**

**PARTAGEZ VOTRE**  
*Oh Canada!*  
**AUTO PORTRAIT ET GAGNEZ!**

**STEP 1/ Étape 1 :**  
**Upload your Canadian Inspired Selfie / Téléversez votre autoportrait d'inspiration canadienne**

**STEP 2: / Étape 2 :**  
**Pick an Oh Canada! Instax mini film frame / Choisissez un cadre Instax Mini Oh Canada!**

**STEP 3: / Étape 3 :**  
**Share with friends / Partagez avec vos amis**

**Upload an Image / Téléverser une Image**

**YOU COULD WIN PRIZES EVERY WEEK**

- Special Edition mini 70 camera and (1) Oh Canada! Instax® Mini film pack
- Oh Canada! Instax® Mini Film (10 packs each week)

**VOUS POURRIEZ GAGNER DES PRIX CHAQUE SEMAINE**

- Appareil mini 70 « Édition spéciale » et (1) paquet de films Instax® Mini Oh Canada!
- Films Instax® Mini Oh Canada! (10 paquets chaque semaine)

No purchase necessary. Odds of winning determined by total number of entries. Winners randomly selected June 8, 16, 23 and 30, 2017 /  
Aucun achat requis. Les chances de gagner dépendent du nombre total de participants. Les gagnants seront choisis au hasard les 8, 16, 23 et 30 juin 2017.



# BAI'S "GOOD INTO GREATNESS" FLEXGRID NYE PHOTO CONTEST


Concept: Launch an inspiring and timely campaign to kick off the new year and showcase Bai's consumers' new healthy habits in 2018.

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



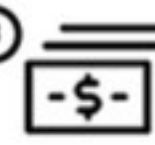
Digital Campaign Index (DCI) Score: 173

Use Case: FlexGrid Gallery

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

①  LIVE HEALTHY    ②  SNAP A PIC    ③  WIN CASH

Take a picture of how you stay happy and healthy for a chance to win some green for your groceries.

[Upload your photo and enter](#)





# DOVE MEN+ CARE SUPERBOWL RECEIPT UPLOAD

## RECEIPT UPLOAD

Today, shoppers are smarter than ever and shopper marketing is no longer just coupons and endcap displays. Dove knew this and capitalized on using a receipt upload sweepstakes to merge in-store with their digital campaign activations.



## PRO TIP

Creating a campaign that asks for information found on a customer's receipt or a product has the ultimate advantage in marketing: it allows you to target consumers who you know are already engaged.

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**ENTER FOR A CHANCE TO**  
**WIN A TRIP TO**  
**THE BIG GAME**

PRIZE DETAILS AND HOW TO ENTER BELOW

**ONE GRAND PRIZE WINNER**  
will receive a 5-day/4-night trip and 4 tickets to the Big Game in February! Air transportation and accommodations included.

**ONE 1ST PRIZE WINNER**  
will receive a 4k, Ultra HD LED big screen tv!

**ONE 2ND PRIZE WINNER**  
will receive a Sam's Club membership upgrade or renewal.

View the full playbook of prizeing details [here](#).



# Customizing the Holidays

Gift wrap your campaigns and add that extra sparkle with a custom campaign. Wyng has an expansive selection of out-of-the-box use cases to ensure campaign success this Christmas, but with the help of our Professional Services team, we can create something truly special for your brand.

Here are some recent examples of custom campaigns that we have designed.




PRIZES

HOW TO ENTER

GALLERY

RULES




**GUARDIANS OF THE GALAXY VOL. 2**

ON DIGITAL TODAY  
BLU-RAY™ AUB 22

GET IT NOW

ENTER THE #DANCELIKEGROOTSWEESTAKES FOR YOUR CHANCE TO WIN



**YOU COULD WIN A 2-NIGHT, 3-DAY VACATION TO THE DISNEYLAND RESORT**

HOW TO ENTER

1. Create a fun and unique video (inspired by Baby Groot in Guardians of the Galaxy Vol. 2) using the "You Can Be Like Baby Groot" app.
2. Post to Instagram or Twitter using #DanceLikeGrootSweepstakes.
3. You will receive a comment or mention, leading you to complete your submission to be eligible.
4. Check back here at DanceLikeGroot.com to see competition submissions!

#DANCELIKEGROOTSWEESTAKES

UNITED WE CELEBRATE

KEEP AMERICA BEAUTIFUL

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 & SUBMIT PHOTO to donate

1

2

3

SELECT A CHARITY TO GET STARTED

KEEP AMERICA BEAUTIFUL

Camp Twin Lakes

AMERICAN LEGION

OPERATION HOMEFRONT

SUBMITTED YOUR PHOTO VIA SOCIAL?

YOU CAN COMPLETE YOUR ENTRY HERE

COMPLETE

HELP US REACH OUR GOAL OF \$100,000

ABSOLUT® IS PROUD TO SUPPORT KEEP AMERICA BEAUTIFUL

\$75K

YOU COULD HANG TEN IN HAWAII

TRIP

HAWAII

EMAIL

FIRST NAME

LAST NAME

ZIP CODE

BIRTHDAY

Sign me up for the Bai-Weekly Newsletter

I verify that I've read and agreed to the official rules and I am 18 years or older (19 in AL & NE)

ENTER FOR YOUR CHANCE TO WIN

empowered

#InMyOwnSkin

Dove | DermaSeries

Make peace with dry skin.

1 in 4 Americans have a skin condition.\*

But what you see isn't the whole story. We're celebrating inspiring stories of people who are redefining how the world sees them by sharing the confidence they feel in their own skin.

Share your #InMyOwnSkin story for the chance to be featured in our Instagram community and help change the conversation for the better. Follow @InOurOwnSkin on Instagram to see more inspiring stories.

1. Upload A Photo

2. Make A Statement

3. Share Your Story

Get Started

#InMyOwnSkin

#InMyOwnSkin

#InMyOwnSkin

#InMyOwnSkin



# One Platform, Infinite Digital Campaign Possibilities

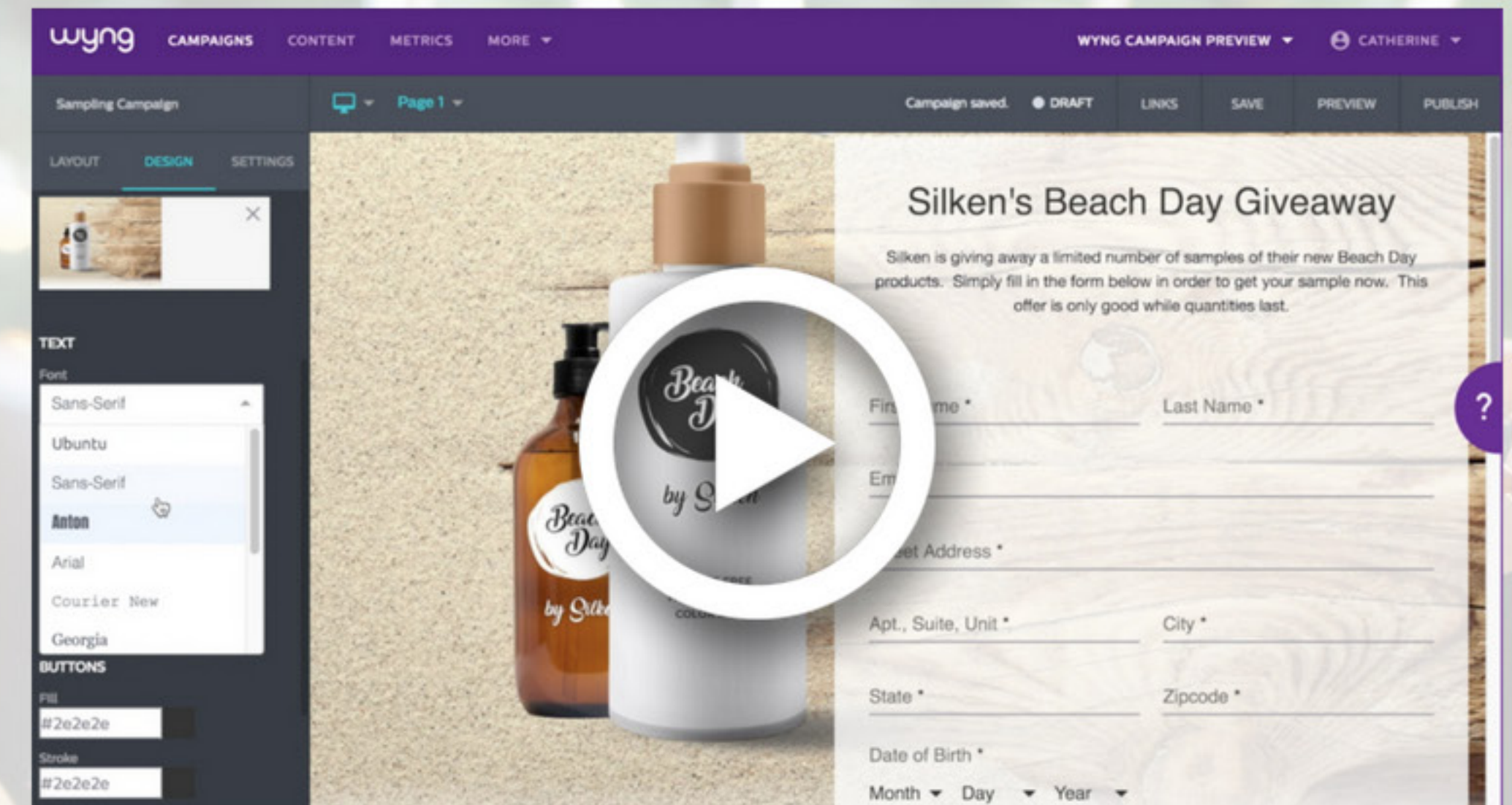
Today's marketers recognize that to build and nurture their online and mobile audiences to drive purchase intent, they need to be engaging them through immersive digital experiences that reflect and enhance what consumers are already doing online.

To help, we created the Wyng Digital Campaign Platform, where anyone can quickly launch custom promotions, quizzes, UGC, meme generators, co-created video and much more using the most innovative library of interactive digital experiences to engage their consumers across all channels and in more than 6,000 different languages.

With Wyng you can leverage our Drag & Drop Builder to equip your entire team or enterprise with the ability to create, customize, preview, publish, and even copy and reuse, campaigns and promotions in the Wyng Platform.

No special training, no custom coding, all you need is an internet connection and great idea to launch, customize, and begin seeing results with Wyng.

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[CLICK TO WATCH A CAMPAIGN BUILDING DEMO IN THE WYNG DRAG & DROP BUILDER](#)



# A Trusted Partner



202,000

---

Campaigns powered  
by Wyng

470 million

---

Visits to campaigns  
powered by Wyng

250 million

---

Forms submitted by visitors  
to campaigns powered  
by Wyng

> 60%

---

Percentage of Forbes' "Worlds' Most Valuable Brands" that use Wyng

Get started with a free trial of Wyng today!



# About Wyng

Wyng builds technology that powers compelling digital campaigns and promotions for agencies and brands.

Our culture is rooted in technology and marketing, spanning diverse disciplines and decades of experience across mar-tech, adtech, 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 Flatiron neighborhood.

To learn more, visit [wyng.com](http://wyng.com)