

A blurred photograph of a crowd of people walking through a doorway, suggesting a busy shopping environment. The image is overlaid with a purple rectangle on the right side containing text and a logo. On the left side, there are decorative purple and teal circles.

# Shopper Marketing Resource Guide

wyng





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**SHOPPER MARKETING IS NO LONGER** just coupons and endcap displays. While these are still important components, branded websites, user-generated content, and digital promotions can also drive in-store traffic. For example, Jack Link's teamed up with Albertsons to launch the #SlamDunkProteinSweepstakes, a competition where consumers were asked to upload a video of themselves slam dunking the brand's beef jerky for the chance to win tickets to an NBA game. However, not every campaign requires multimedia, a custom hashtag, and a glitzy grand prize. To showcase the full range of shopper marketing approaches, we've catalogued our favorite campaigns, starting with those that require the least consumer buy-in.

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# Click and Save

## Branded URLs and Digital Coupons

Sometimes, a digital shopper marketing campaign can be as simple as a contest, a digital coupon, or a branded website that benefits both the brand and the retailer.

### 1 PepsiCo | Try Pure Leaf Black Tea with Vanilla

**Retailer:** Wegmans

**Wyng Template:** Sampling

To launch their new Pure Leaf Black Tea with Vanilla, PepsiCo offered consumers a free sample in exchange for their name, email, address, and DOB. To encourage repeat sales, the brand also mailed participants a \$1 coupon for any Pure Leaf product at Wegmans.



**TRY PURE LEAF® BLACK TEA WITH VANILLA – ON US.**

For an unforgettable tea experience,  
Just sign up below for your free sample and then head to your local Wegmans to save \$1.00 off ONE Pure Leaf® product purchase\*. Your coupon will come along with your sample!

Email \*

First name \*

Last name \*

Street address \*

Apt, Suite, Unit OPTIONAL

City \*


Zip code \*

### 2 Chobani | Real Food/Real Fun

**Retailer:** Kroger

**Wyng Template:** Trivia Quiz

To better reach parents, Chobani posted a quiz on the website created for their new yogurt pouches. “How much less sugar does Chobani Kids Greek Yogurt have than leading kids yogurt?” asked one of the questions, emphasizing the brand’s commitment to nutrition while also offering a \$.75 coupon for participating.



**HELLO PARENTS. WHAT IS YOUR SNACK IQ?**

Get 75¢ off Chobani Kids® Greek Yogurt. Copy

How much **less** sugar does Chobani Kids® Greek Yogurt have than leading kids yogurt?

10% 25% 20% 15%

# Click and Save

## Branded URLs and Digital Coupons

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### 3 Chobani | Naturally Powering

**Retailer:** Ohio State and University of Oregon

**Wyng Template:** Coupon Form

For this campaign, Chobani again offered a coupon, but this time it also went hyper-local, launching two microsites for consumers: one to support the University of Ohio Buckeyes and one for the University of Oregon ducks.

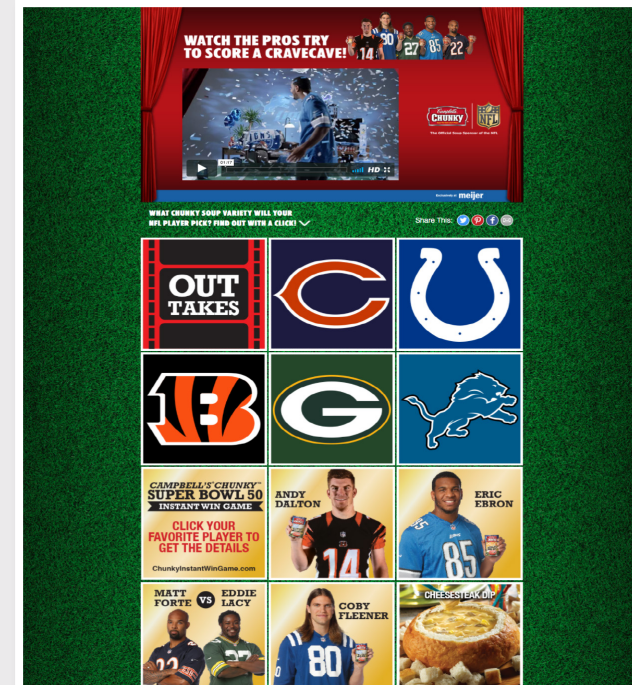


### 4 Campbell's | Score a Cravecave

**Retailer:** Meijer

**Wyng Template:** Countdown Calendar

Every day for ten days, Campbell's revealed the favorite soup of a new NFL player, who starred in a 30-second promotional video. The site also offered recipes for game-day favorites and prizes that consumers could instantly win.





# Click and Save

## Branded URLs and Digital Coupons

### 5 Keurig | Battle of the Brews

Retailer: Publix

Wyng Template: Brackets

Keurig capitalized on the loyalty that caffeine drinkers feel for their specific beverage and created a bracket between coffees, teas, flavored brews, and “wild cups.” Every time a visitor voted, she was entered to win the ultimate game day prize: a Samsung 50” LED TV.



# Name That Hashtag

## Using Twitter

With 319 million active users, Twitter is one of the best platforms to promote a brand. Custom hashtags make it easy to identify, catalogue, and display campaign submissions, and the barrier to entry is fairly low.

### 6 Unilever | Share the Beauty

**Retailer:** Walmart

**Wyng Template:** Tweet to Win

Unilever combined advertising with philanthropy in its #ShareSuave campaign. Participants were asked to tweet how they would better their community in 2017 for a chance to win \$2,500 for themselves and their local food bank, which established an association between Suave soap and charity.

**YOU COULD WIN \$2,500**  
by tweeting how you plan to better your community in 2017 with the hashtags #ShareSuave and #Sweepstakes

**HOW IT WORKS**  
Tweet how you plan to better your community in 2017 with the hashtags #ShareSuave and #Sweepstakes for a chance to win \$2,500, with a \$2,500 donation to your local Feeding America member food bank.

NO PURCHASE NECESSARY. Void where prohibited. Suave Share the Beauty Sweepstakes is sponsored by Conopco, Inc., d/b/a Unilever. Open to legal residents of the 50 U.S. & D.C., 18 & older. Begins 12:00 a.m. CT on 1/1/17 & ends 11:59 p.m. CT on 2/1/17. For Official Rules click here.

Share This: [Twitter](#) [Facebook](#) [Pinterest](#) [LinkedIn](#)

<p><b>Mixalh</b> @Mixalh22</p> <p>I'm donating clothes, food and helping others at the shelters. #ShareSuave #sweepstakes</p> <p>Wed Feb 01 2017 on Twitter</p>	<p><b>Liyls813</b> @liyls813</p> <p>I am going to volunteer at shelters to give back to our community. #ShareSuave #sweepstakes</p> <p>Wed Feb 01 2017 on Twitter</p>	<p><b>Chirt143</b> @KRISOTTO2276</p> <p>@SuaveBeauty Feeding my community is a priority; volunteering for the food shelf #ShareSuave #sweepstakes</p> <p>Wed Feb 01 2017 on Twitter</p>
<p><b>Danielle Pelton</b> @DaniellePelton</p> <p>Help elderly cross the street #ShareSuave #Sweepstakes @SuaveBeauty</p> <p>Wed Feb 01 2017 on Twitter</p>	<p><b>Dina L</b> @DinaJ</p> <p>#ShareSuave #sweepstakes I'll help the Michigan Humane Society write personality bios about each animal for their social media sites.</p> <p>Wed Feb 01 2017 on Twitter</p>	<p><b>LuvtoDream86</b> @LuvtoDream86</p> <p>#ShareSuave #sweepstakes I'm donating our gently used coats and sweaters to our local homeless shelter.</p> <p>Wed Feb 01 2017 on Twitter</p>
<p><b>Joni Metcalf</b> @JoniLoveVWBugs</p> <p>#ShareSuave #Sweepstakes Volunteer at a</p>	<p><b>Gia</b> @angeltrios19</p> <p>I will donate clothes and volunteer at a</p>	<p><b>Peggy Lee</b> @LEEL58</p> <p>@SuaveBeauty #ShareSuave #Sweepstakes I</p>



# Keep Your Receipts Special Codes

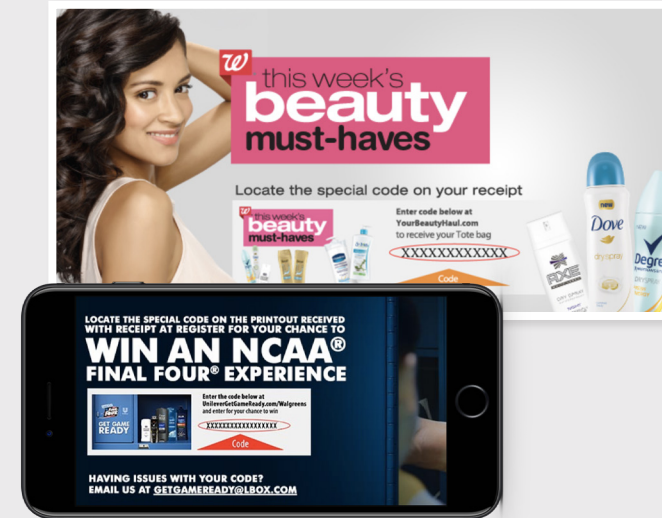
Creating a campaign that asks for information found on a customer's receipt has the ultimate advantage in marketing: it allows you to target consumers who you know are already engaged. With sleek, user-friendly sites, the process takes less than a minute and incentivizes repeat visits.

## 7 Unilever | This Week's Beauty Must-Haves

**Retailer:** Walgreens

**Wyng Template:** Code Validation Form

After customers bought Unilever's beauty must-haves of the week, they could enter their receipt in exchange for a free tote bag. On the site, they were also exposed to other great Unilever products that they may not have known about otherwise.



## 8 Unilever | Styling Session

**Retailer:** Walgreens

**Wyng Template:** Code Validation Form

For this campaign, Unilever took the idea of fashion a bit further than a free tote. After customers entered their code, they were entered to win a \$1,000 styling session with celebrity stylist Kevin Mancuso at the posh NEXXUS New York Salon.

Back

ENTER FOR A CHANCE TO WIN\* A \$1,000 STYLING SESSION WITH CELEBRITY STYLIST KEVIN MANCUSO

Now's your chance to WIN big!  
Enter the special code listed on your receipt by 7/30/15, along with your information below, and a styling session with Kevin Mancuso at the new NEXXUS New York Salon could be yours.

Email

First name  Last name

Street address

Apt, Suite, Unit, etc.

City

Zip code

Date of Birth

State

Enter Receipt Code

Don't have a receipt code? See rules for more details.

Helping you with your everyday needs is important to us. Therefore, from time to time, we may want to send you information, samples or special offers that we feel may be of interest to you regarding Nexxus, or other complementary brands from Unilever or other carefully selected companies. If you would rather not opt-in to receive such information, please uncheck the box below. For more information or to remove yourself from future contact, please visit our Privacy Policy.

☒ Yes, I would like to receive such information and offers.

☐ Yes, but I would only like to receive such offers from Nexxus.

☐ I have read and agree to the Terms & Conditions and Privacy Policy

Privacy & Terms

Continue

# Keep Your Receipts

## Special Codes

### 9 Campbell's | Super Bowl 50 Instant Win Game

**Retailer:** Alberton's

**Wyng Template:** Instant Win

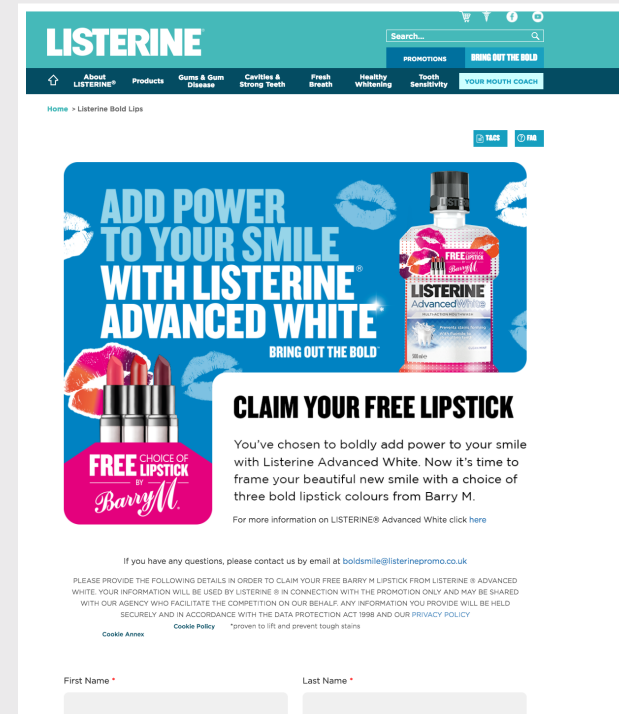
To get fans hyped about Super Bowl 50, Campbell's produced a custom set of Chunky soup cans. No matter the flavor, each can featured the same gold ticket advertising the campaign's grand prize: a trip to the big game.



### 10 Listerine + Barry M Lipstick | Bring Out The Bold

**Wyng Template:** Instant Win

After customers bought specially-marked Listerine Advanced White mouthwash, they could enter the bottle's unique code on the brand's [special landing page](#) and then choose from three lipstick colors: Peachy Keen, Red My Lips, and Berry-licious. To make the experience as efficient as possible, the fields for contact information and promo code, upload button for the receipt, and CAPTCHA button were all on one page.





# Hold My Bag

## In-Store Content

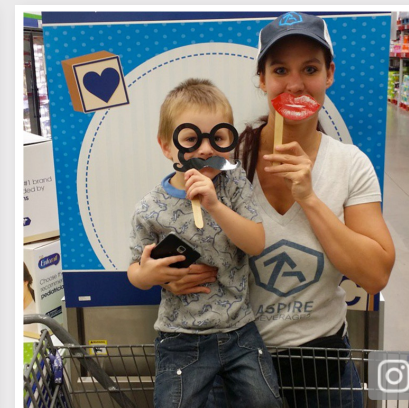
Using in-store displays to support online traffic (and vice versa) is an easy way to gather user-generated content (UGC). Keep in mind that customers are most likely to participate—and share their photos—when the aesthetic encourages fun and silliness.

### 11 Kimberly Clark | #SamsClubBaby

**Retailer:** Sam's Club

**Wyng Template:** Content Gallery with Conversion Units

Instead of installing conventional endcap displays, Kimberly Clark created a fashion set for parents and their children, complete with oversized glasses, fake moustaches, and sequin bowties. When parents shared the photos on social media, they could also include the #SamsClubBaby tag for a chance to win a \$500 gift card to Sam's Club.



Shop Now!



GOODNITES®  
Bedtime Pants  
for Girls



GOODNITES®  
Bedtime Pants  
for Boys





## Win \$500

to spend at Sam's Club® Photo

### #SamsClubBaby

**1** Snap a family moment

**2** Upload it

**3** Tag it with #SamsClubBaby

**4** Share it





# Say Cheese

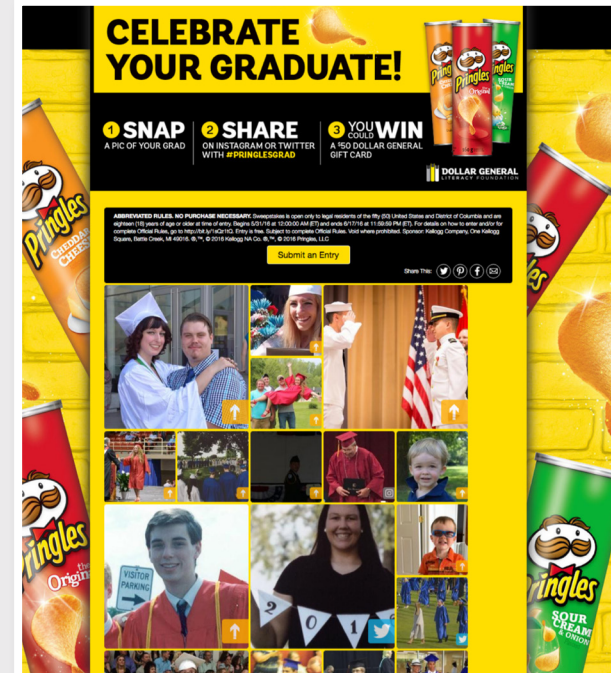
## Collecting Out-Of-Store Photos

Asking for user-generated content (UGC) entails more effort on the part of the consumer. He has to take his own photo, tag it correctly, and upload it on the site — not a Herculean task, but one that requires that the platform is seamless, the instructions are clear, and the incentive is appropriate.

### 12 Kellogg's | Celebrate Your Graduate

**Retailer:** Dollar General  
**Wyng Template:** Photo & Video Contest

During May and June, proud parents are already taking photos, and Kellogg's took advantage of that opportunity with its Celebrate Your Graduate campaign. For a chance to win a \$50 Dollar General gift card, all that participants had to do was upload the photo to Instagram or Twitter with the hashtag #PringlesGrad.



### 13 Kellogg's | Catch Your Kid Reading

**Retailer:** BJ's  
**Wyng Template:** Mosaic Gallery

Education was the theme of another Kellogg's campaign, though this time it was aimed at a slightly younger demographic. This time, parents were encouraged to snap a pic of their kids enjoying a book, tag it with #GiftOfReadingSweepstakes, and potentially win a \$50 BJ's gift card.





# Say Cheese

## Collecting Out-Of-Store Photos

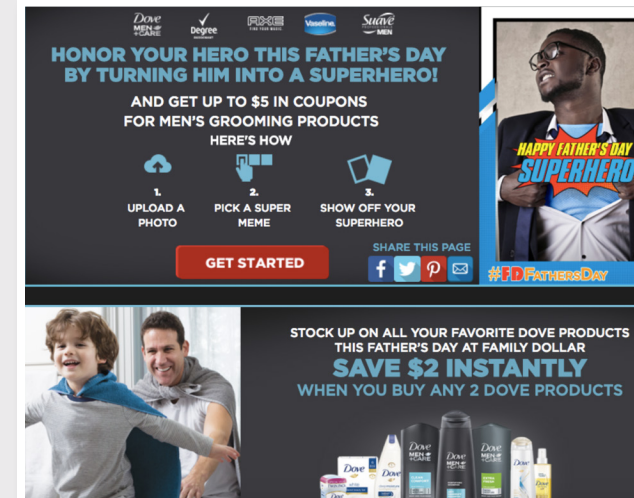
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### 14 Unilever | Superhero Father

**Retailer:** Family Dollar

**Wyng Template:** Photo Lab

Children often feel that their fathers are greater than mere mortals, a dynamic that Unilever encouraged with its #FDFathersDay campaign. Participants could upload a picture, customize it with superhero stickers using the Wyng Photo Lab, and watch it be displayed in a special gallery.

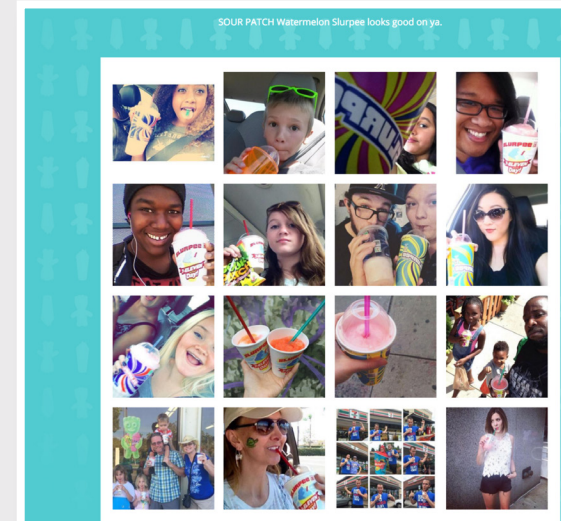


### 15 Mondelez International | Sour Patch Watermelon Slurpee

**Retailer:** 7-11

**Wyng Template:** Content Grid Gallery

When they introduced a new, sour patch watermelon slurpee flavor, Mondelez International knew it was going to be a hit with fans, so they gave them a custom hashtag to include in all of their slurpee selfies.



# Say Cheese

## Collecting Out-Of-Store Photos

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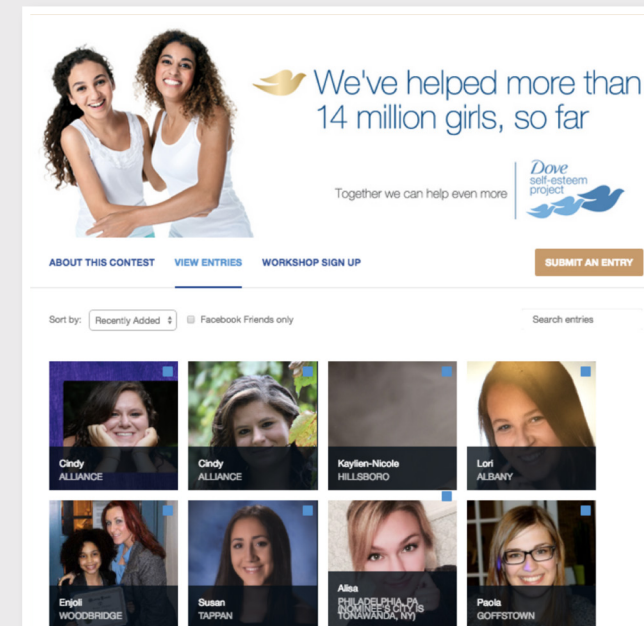
- 16** **Tyson | Best Tastes of Texas**  
**Retailer:** H-E-B  
**Wyng Template:** UGC Upload

Few people have pride like Texans have pride, so when Tyson wanted to celebrate the Best Tastes of Texas, all they had to do was allow participants to upload their Texas pride photos with a custom frame—along with the chance to win a \$100 gift card.



- 17** **Unilever | Self Esteem Project**  
**Retailer:** Shoprite  
**Wyng Template:** Photo Contest

As part of its broader campaign to inspire women, Unilever announced that it would give away \$30k in scholarships to a teens who were making a difference in their community. To nominate a young woman, participants could upload a picture of her and explain why she was deserving.





# Say Cheese

## Collecting Out-Of-Store Photos

### 18 Unilever | Suave Live Beautifully

Retailer: H-E-B

Wyng Template: Photo Contest

To celebrate that Dove's Beauty Bar's recipe has remained unchanged for the past 60 years, Unilever asked its fans to upload a photo and explain how they're continuously raising the beauty bar. Each pic was tagged with a custom frame that said, "60 Years of Care."

**H-E-B** **Suave** PROFESSIONALS

Make every day more beautiful with Suave.

Show us how you *livebeautifully* for a chance to **Win a \$50** **H-E-B** Gift Card

**1** Snap how you live beautifully    **2** Upload your photo and submit    **3** Share or post your photo using #SuaveLiveBeautifully

**Gallery of Entries**

The gallery displays a grid of user-submitted photos. The top row includes a woman in sunglasses, a man, two women, a person in a Santa hat, and a pregnant woman. The bottom row shows a blurry image, a woman with long hair, and a woman with glasses. Each photo has a small orange arrow icon in the bottom right corner.

# Lights, Camera, Action

## Collecting Out-of-Store Videos

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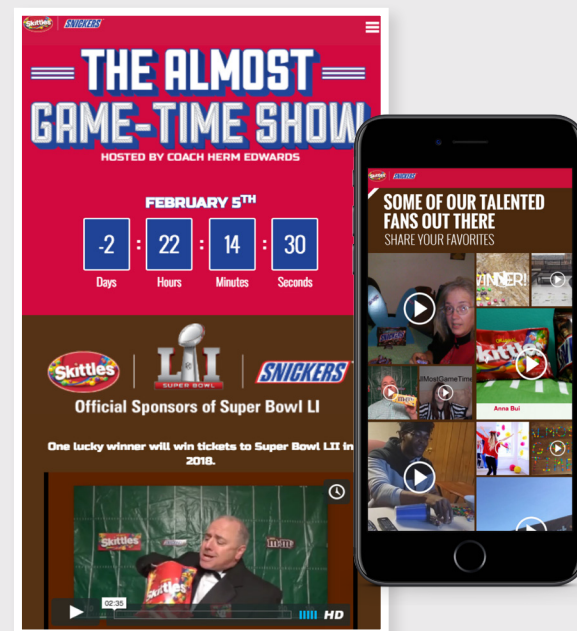
Asking fans to choreograph, shoot, (hopefully) edit, and post their own videos is a big request, but if brands frame the ask correctly, include prominent influencers, and provide the right incentive, the result is a Hollywood-worthy gallery.

### 19 Mars & Wrigley | The Almost Game-Time Show

**Retailer:** Walmart

**Wyng Template:** UGC Microsite

Mars and Wrigley wanted to get above the cluster of Super Bowl advertising, so they launched an almost game-time show. They encouraged fans to buy the candy at a local Walmart and shoot a video that would be judged on entertainment value, humor, unexpectedness, and interesting and appropriate use of the product.



### 20 Jack Link's | Slam Dunk Protein Sweepstake

**Retailer:** Albertsons

**Wyng Template:** Video Contest

Jack Link's wanted to showcase how energizing the protein in its beef jerky is, so it asked its consumers to video themselves dunking or shooting their product. The grand prize? Two tickets to an NBA championship game.



# Upgrade Your Shopper Marketer Strategy with Digital Campaigns



Be sure to [download](#) our eBook to learn about:

- The difference between branded URLs, in-store promotions, and user-generated content
- Targeting a niche demographic
- Incentives to offer as part of your digital campaign

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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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