

365 Days of Campaigns

20 MARKETING CAMPAIGN IDEAS TO ENGAGE CONSUMERS ALL YEAR ROUND

Make everyday a campaign day

Seasonal marketing efforts are not merely limited to red letter days. Of course you need to show a little love on Valentine's, and spread some festive cheer around the holidays. But you'll be wrestling with your competitors, and everyone else, for attention at these frenetic times of year.

Fortunately, there's a plethora of neglected days in the calendar, that can complement your more traditional campaign days and be the catalyst for further conversions. From the fun to the slightly more niche, we'll show you how every day can be a campaign day.

So, what tactics will you choose and which days will you piggy-back to maximize engagement throughout the calendar year?

83%

of mobile users say that a seamless experience across all devices is very important

92%

of marketers believe zero-party data is critical to their growth

93%

of shoppers' buying decisions are influenced by social media

Use an array of marketing activations to engage consumers

Cheetah Digital has partnered with some of the world's top brands, media owners, and agencies to create and launch an array of successful campaign experiences with ease. Enabling them to drive engagement, boost brand affinity and increase conversions. They also use these campaign mechanics to tell compelling, interactive brand stories across every digital channel and collect rich audience data throughout the buyer journey.

Therefore, to inspire you as you plan your upcoming campaigns throughout the year, we've pinpointed 20 marketing goals to drive you to success:

1. Inspire fans to create personalized memes
2. Promote positive online sentiment
3. Engage brand advocates on Instagram
4. Display live data in social visualizations
5. Strengthen brand association with sponsored partnerships
6. Understand audience preferences
7. Increase engagement with conversational forms
8. Increase in-store footfall
9. Maximize social sharing using interactive experiences
10. Acquire actionable audience data
11. Make customers your best marketers
12. Maximize online and offline engagement
13. Drive interest and excitement for upcoming releases
14. Create omni-channel experiences
15. Increase booking conversions
16. Drive personalized recommendations
17. Enhance in-venue experiences with digital engagement
18. Reward loyal customers and drive repeat visitation
19. Generate authentic user-generated content
20. Use out-of-home digital signage to raise positive brand reputation

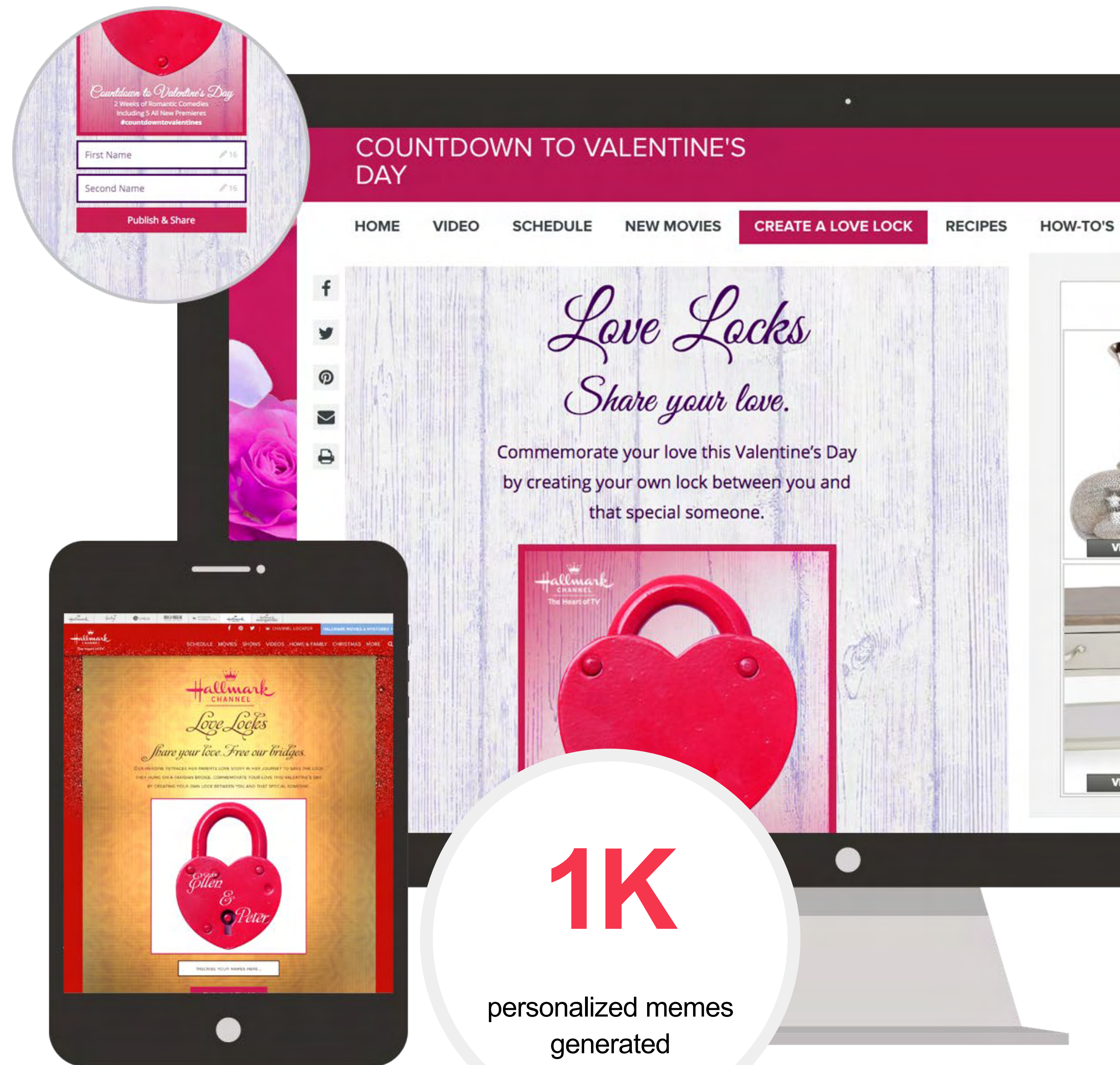
Valentine's Day

MEME-GENERATOR

GOAL: INSPIRE FANS TO CREATE PERSONALIZED MEMES

In promotion of the new movie premiere 'Love Lock', Hallmark Channel published the ultimate Valentine's treat for website visitors, launching an interactive Valentine's themed padlock meme-generator. Once participants had commemorated their love by writing their personalized love message in the text field provided, they were directed to a confirmation page with their generated love lock creation ready to share through Twitter and Facebook.

To maximize entries and to drive campaign awareness, Hallmark Channel made campaign participation effortless, helping to meet its ultimate goal of increasing viewership and awareness around the launch of the movie premiere.



1K
personalized memes
generated

Random Acts of Kindness Day

TWITTER CONVERSATION HUB

GOAL: PROMOTE POSITIVE ONLINE SENTIMENT

Imagine if all social media feeds were flooded with uplifting news stories, inspiring quotes, and kind comments. That was the goal of the Random Acts of Kindness Foundation, who launched a digital marketing campaign to promote participation in Random Acts of Kindness Week.

The foundation set a goal of 100k acts of kindness and created an engaging microsite experience to encourage participation. The site used a tweet prompt to make it easy to flood social media with kindness, and tapped into the power of social persuasion by featuring a collage of tweets from influential participants, as well as a goal counter to track progress toward their 100k aim.



100K

share target exceeded

Nature Photography Day

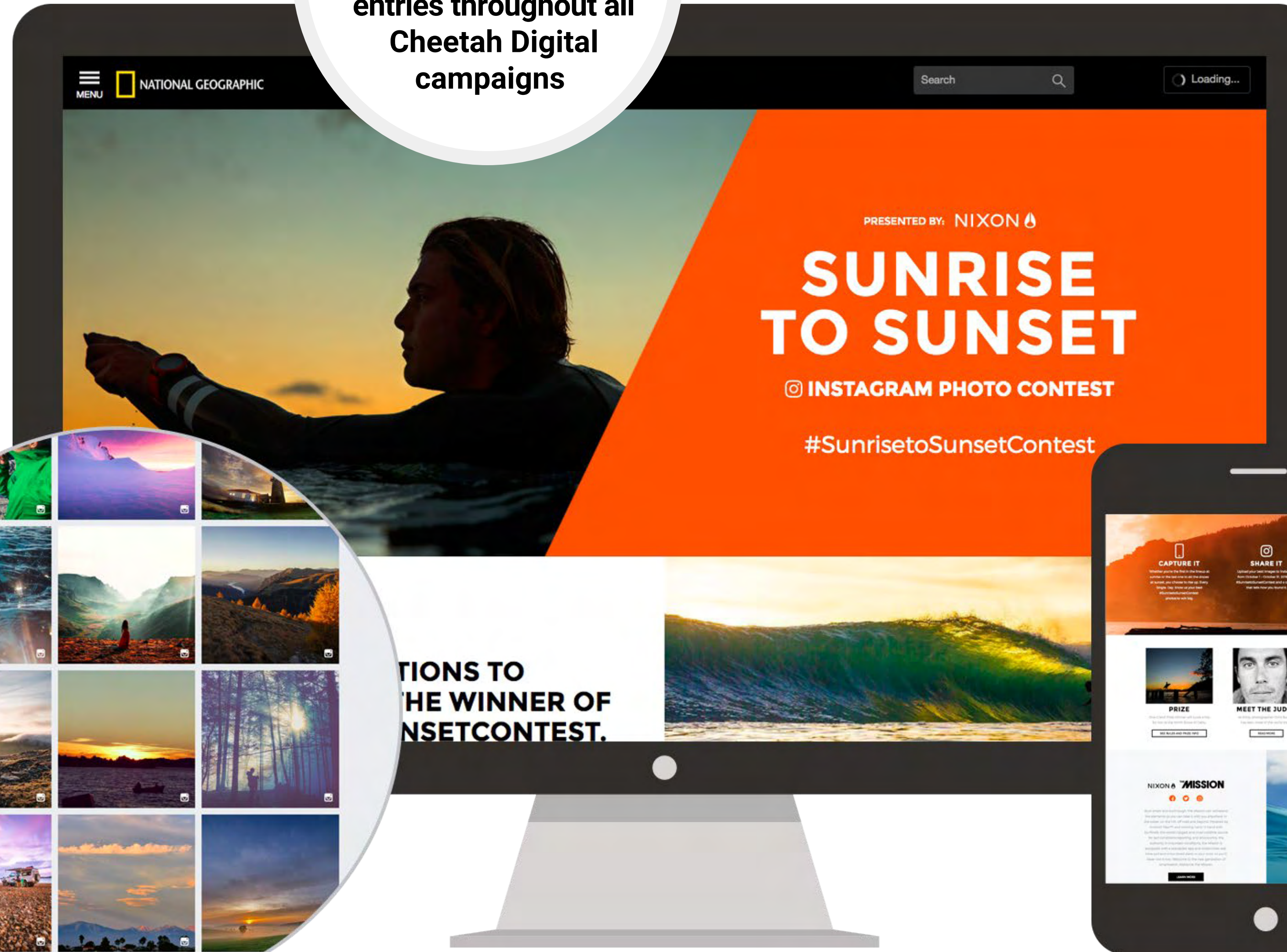
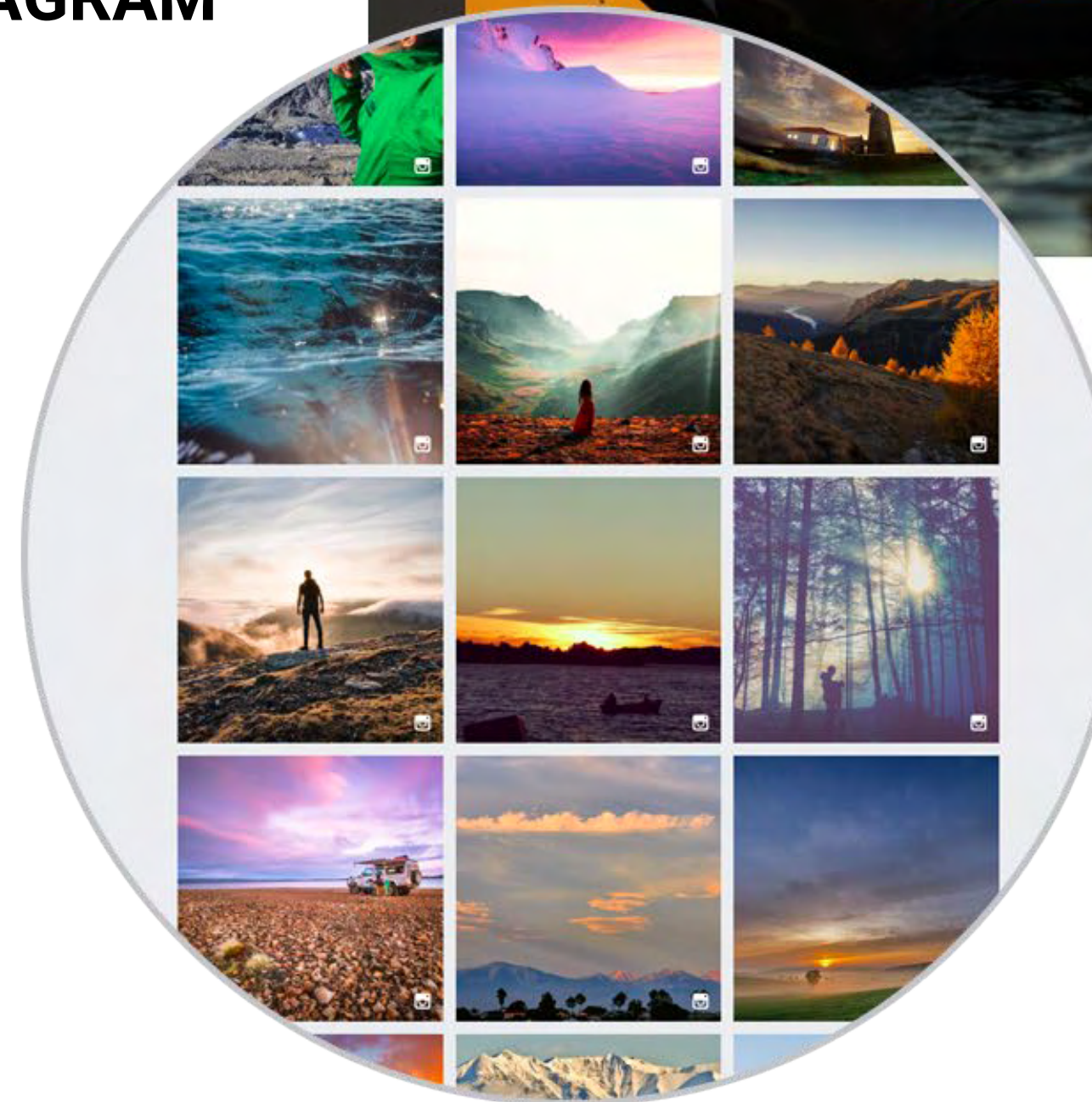
INSTAGRAM-POWERED PHOTO CONTEST

GOAL: ENGAGE BRAND ADVOCATES ON INSTAGRAM

To capitalize on its sky-high Instagram engagement levels, National Geographic teamed up with Nixon to launch a photo competition #SunriseSunsetContest, handing over the power of photography to its followers. The campaign was the perfect way to capture the bold colors of nature and inspire followers to create and share authentic UGC on Instagram of their most eye-catching sunrise and sunset photos. To add social depth to its website and further celebrate nature photography, National Geographic displayed all entries to a UGC social hub that web visitors could interact with.

585K

entries throughout all
Cheetah Digital
campaigns



Newsworthy Events

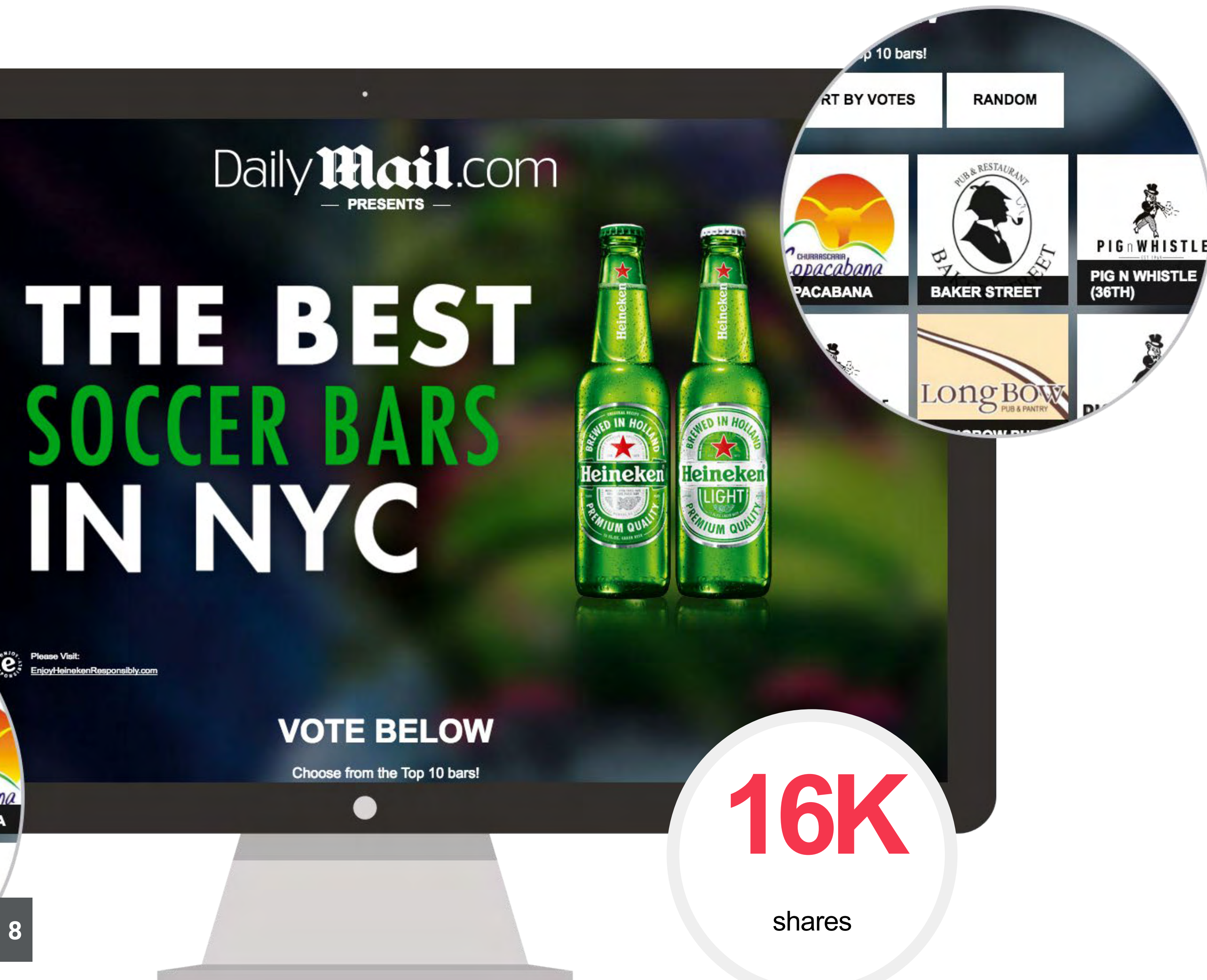
FACEBOOK & TWITTER LIVE BROADCAST

GOAL: DISPLAY LIVE DATA IN SOCIAL VISUALIZATIONS

Being able to broadcast live, in-the-moment content is essential for broadcasters and is becoming equally as important for brands too. Cheetah Digital's Facebook and Twitter live broadcasting activation means an end to static images spamming news feeds and clogging timelines. Now, live data and content can be announced in real-time through social visualizations.

Why not use the Cheetah Digital platform to aggregate and announce real-time poll results during a live debate, or to capture the latest conversation surrounding the discussion from social channels. Brands can also broadcast live Facebook and Twitter experiences with overlays of visualizations that are driven from interaction with the post. It's time to start going live!





International Beer Day

‘VISIT’ AND ‘VOTE’ COMPETITION

GOAL: STRENGTHEN BRAND ASSOCIATION WITH SPONSORED PARTNERSHIPS

International Beer Day is celebrated in pubs, breweries, and backyards across the globe. To encourage interaction from Heineken lovers and soccer enthusiasts across the US, Daily Mail partnered with Heineken to create the ultimate campaign for fans. Together, they launched an interactive voting competition where participants could vote for their favorite NYC bar out of the top 10 featured.

The campaign included ‘visit’ and ‘vote’ call-to-action buttons to inspire visitors to discover more information surrounding their favorite bar, including its address, website link, and live soccer game times. The campaign not only strengthened Heineken’s association with soccer and its rising popularity in the US, but also promoted and drove visits to selected NYC soccer bars, in turn maximizing sales of Heineken within the listed bars.

70%

**OF MOTHER'S DAY-FOCUSED ONLINE
ACTIVITY IS EXPECTED TO OCCUR
DURING THE PRIOR WEEK.**

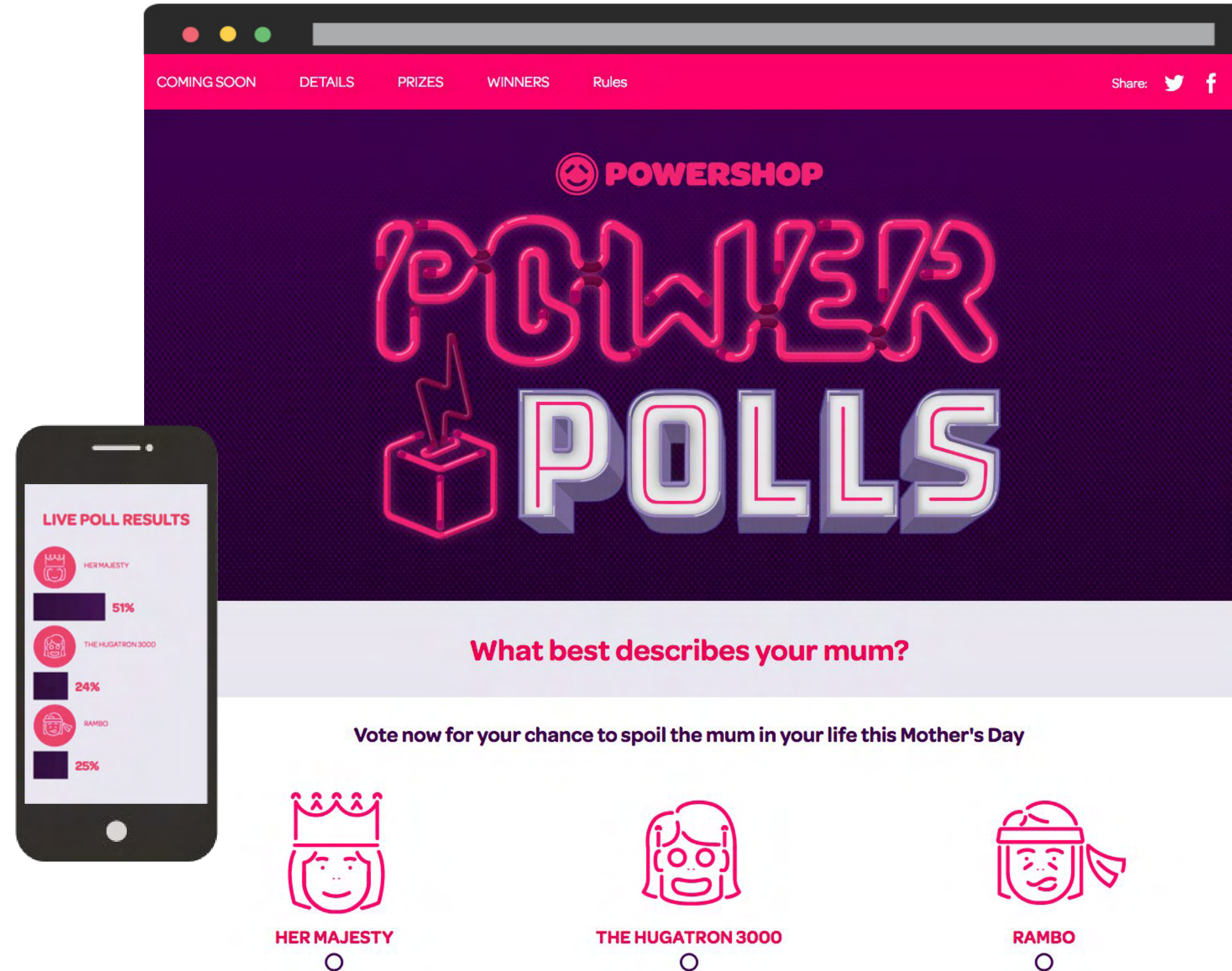
Mother's Day

LIVE POLL ACTIVATION

GOAL: UNDERSTAND AUDIENCE PREFERENCES

Known for its fun and lighthearted brand personality, energy company, Powershop, published a Mother's Day edition of 'Power Polls' to its Facebook page. Powershop asked followers to select the word that best describes their mom in return for the chance to spoil their mom with some exciting prizes as an incentive for participation.

Upon submission, participants were required to provide a few personal details and select whether or not they were a customer, enabling Powershop to capture valuable audience data for future marketing activities, and also understand the makeup of their Facebook audience base.



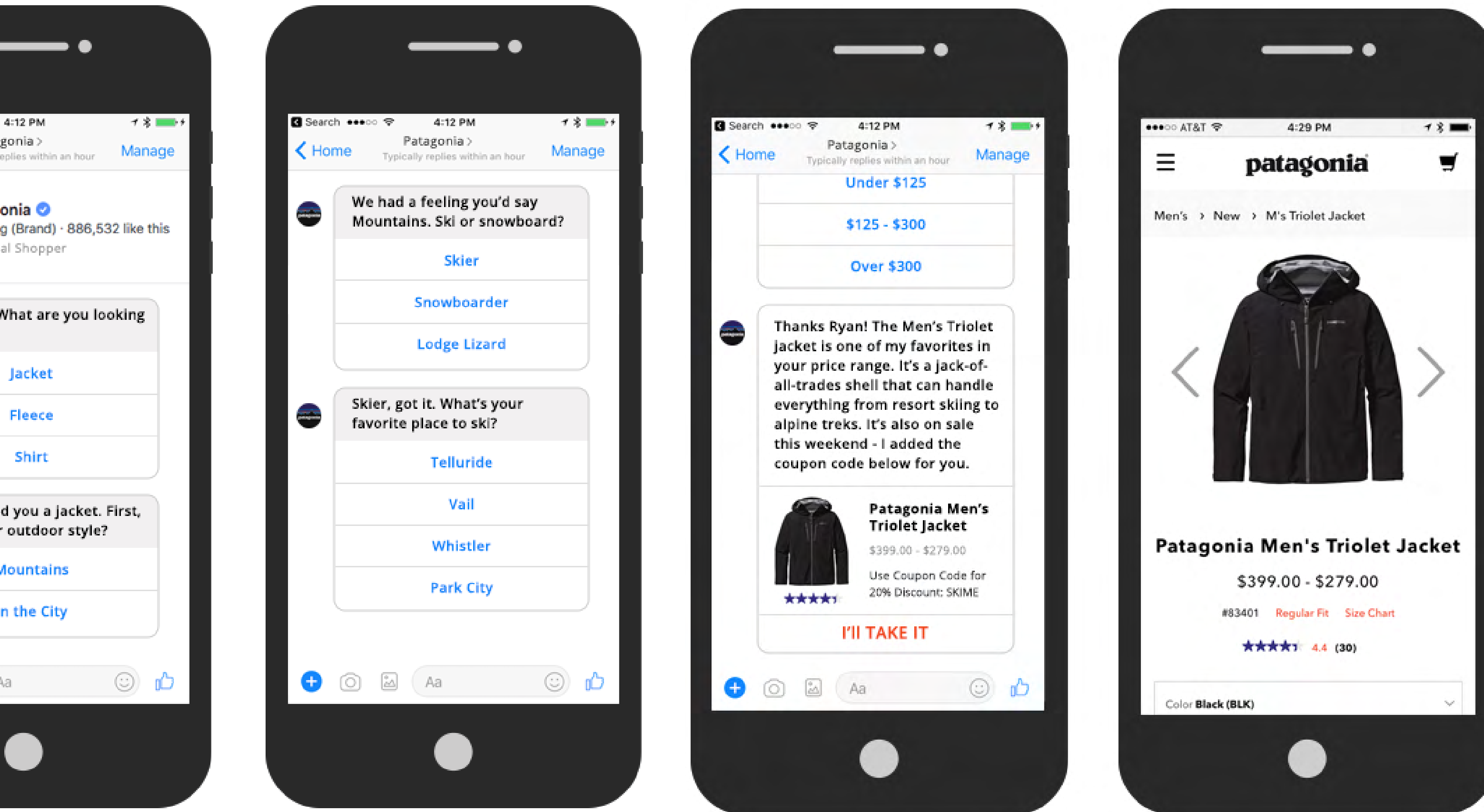
Cyber Monday

LIVE CHATBOT

GOAL: INCREASE ENGAGEMENT WITH CONVERSATIONAL FORMS

Chatbots enable brands to make killer first impressions through conversational forms, engaging content and the ability to truly embrace a brand's personality. Thus, eliciting meaningful and honest responses from fans.

One retailer championed the introduction of its new clothing line and boosted sales by employing a chatbot to offer product recommendations and coupons to sweeten the deal. For those that weren't quite ready to purchase, the chatbot offered to save the cart for a later date, reducing basket abandonment and increasing sales.



74M

views across all
Cheetah Digital
campaigns

31K

shares across all
campaigns

Pancake Day

'FAVORITES' HUB

GOAL: INCREASE IN-STORE FOOTFALL

Restaurant visits are often prompted after being exposed to envy-inducing, mouthwateringly delicious social media posts. To create a buzz around one of the yummiest days of the year, and to entice restaurant visits, iHOP asked their customers to share what their favorite pancake topping was to drive brand awareness.

Fans could join the conversation via Twitter or Instagram using #iHOPLove to show off their delicious pancake photos and inspire authentic advocacy. So, whether diners opted for fresh strawberries and cream, or pancakes topped with chocolate sauce, iHOP curated the best entries and published them on an engaging social hub embedded within its website.

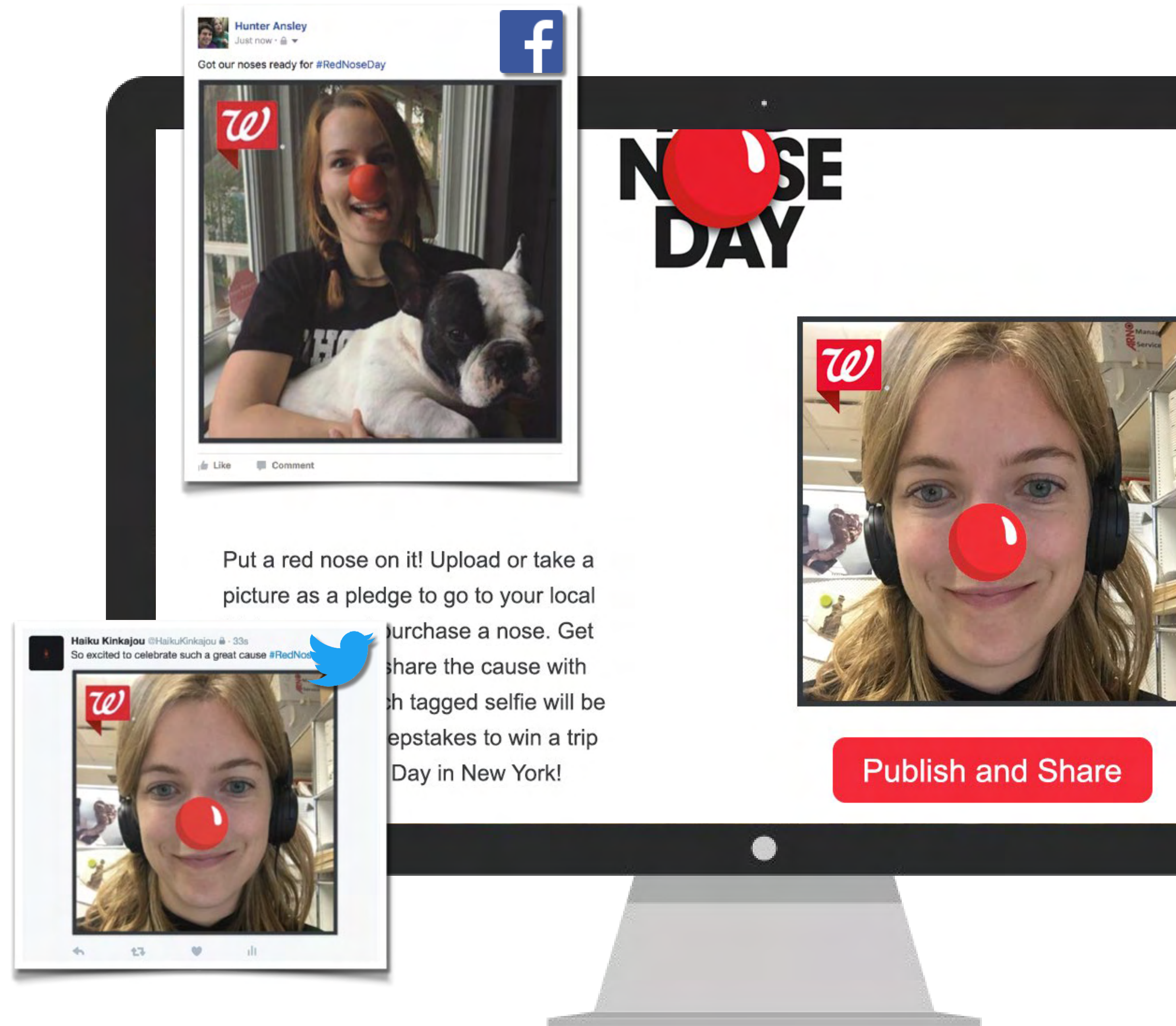
Charitable Days

BRANDED STICKER CAMPAIGN

GOAL: BOOST SOCIAL SHARING WITH CUSTOMIZABLE CONTENT

In order to maximize social reach, brands must create or initiate content that is worthy of being shared. Meme-generator sticker campaigns are ideal for energizing audiences, giving them the power to personalize content and promote a brand's message.

Why not use the Cheetah Digital platform to maximize the number of charitable donations made for a great cause like Red Nose Day? Participants could be required to upload a selfie wearing their red nose, or they could use the sticker app to create their own red nose snap. To encourage social sharing, selfies shared through Twitter or Facebook could be entered in to a sweepstakes to win an exciting prize, giving participants every reason to get their friends involved.



Summer Festivals

SWEEPSTAKES

GOAL: ACQUIRE ACTIONABLE AUDIENCE DATA

Together with Bulmers, Kiss FM injected a splash of color into music festival season with its ‘Live Colorful’ sweepstakes. The brightly colored web page featured a short YouTube clip of Bulmers attending the Isle of Wight Festival, where KissFM listeners could keep their eyes peeled throughout to answer the prize-worthy question, “How many space hoppers were in the race?”.

Upon entry, participants were required to submit various personal details, and could opt-in to receive marketing communications, providing both KissFM and Bulmers with valuable and actionable audience data.

[Enter Now!](#) [Rules](#)

Choose a prize*

Home Festival Kit

How many space hoppers were in the race?*

☐ 6

☐ 4

☐ 5

Name*

First Name

Last Name

Please enter your name.

Date of Birth*

Day

Month

Year

Phone Number*

Email Address*

me@email.com

Please enter your email address.

Address*

Street Address

Address Line 2

City

Postcode

United Kingdom

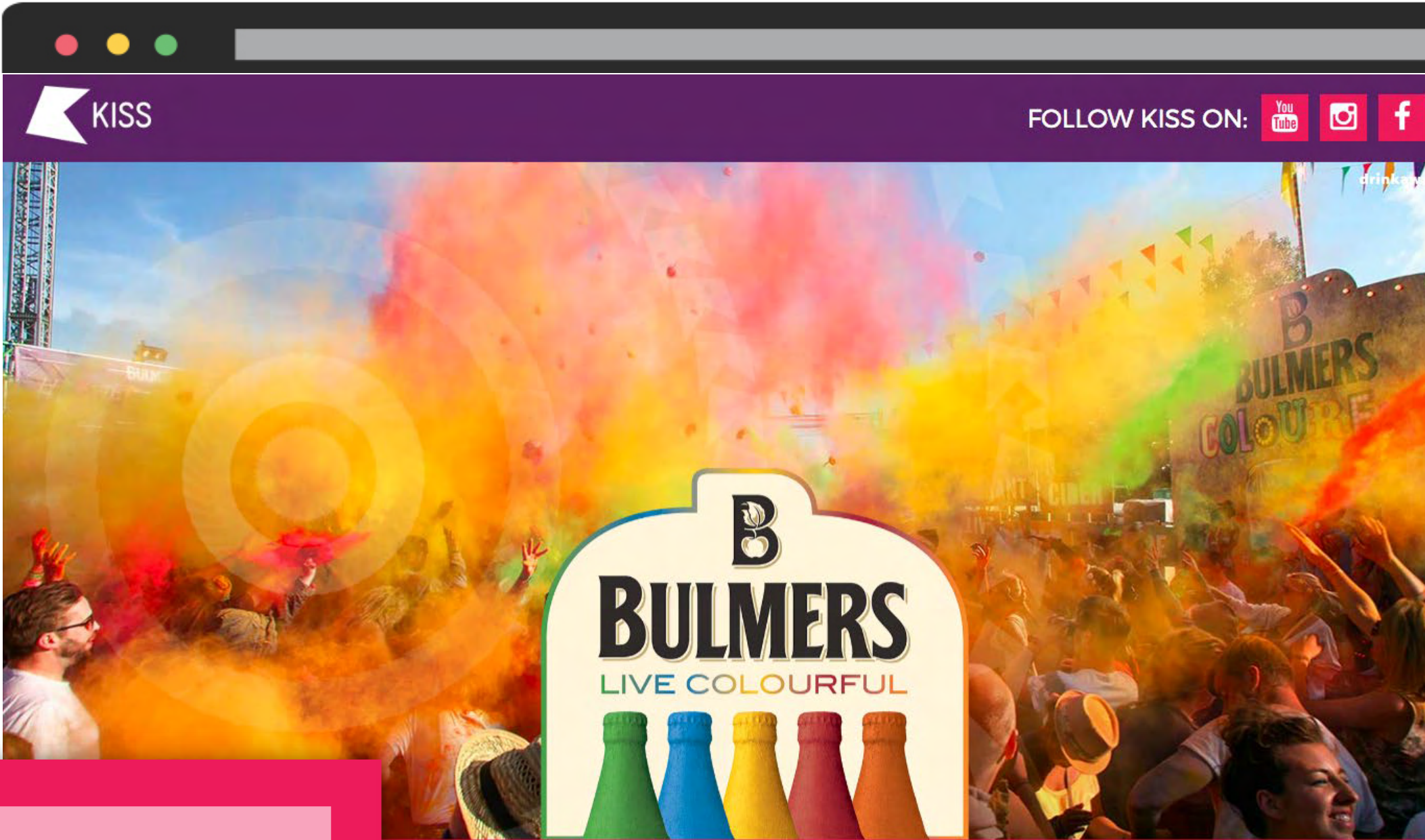
☒ Keep me updated with relevant news and offers from this brand.

☒ Keep me updated with relevant news and offers from this brand's sister brands in the Bauer Media Group.

☒ Keep me updated with relevant offers and promotions from Bauer Media Group on behalf of our carefully selected partners and Bulmers

☐ I accept the Terms and Conditions.*

Enter



FESTIVAL EXPERIENCE WITH BULMERS CIDER

IT THE TOWN RED?

ellow and orange too?!

d this summer, **Bulmers Cider** ful.

bringing you all the summer

ot tickets up for grabs to some als including **Bestival** and our

our exclusive '**Home Festival** perfect festival - think BBQ's, repaints and banging summer own home!

below and let us know how many space hoppers are in the race, then choose one of the prizes for your chance to win.

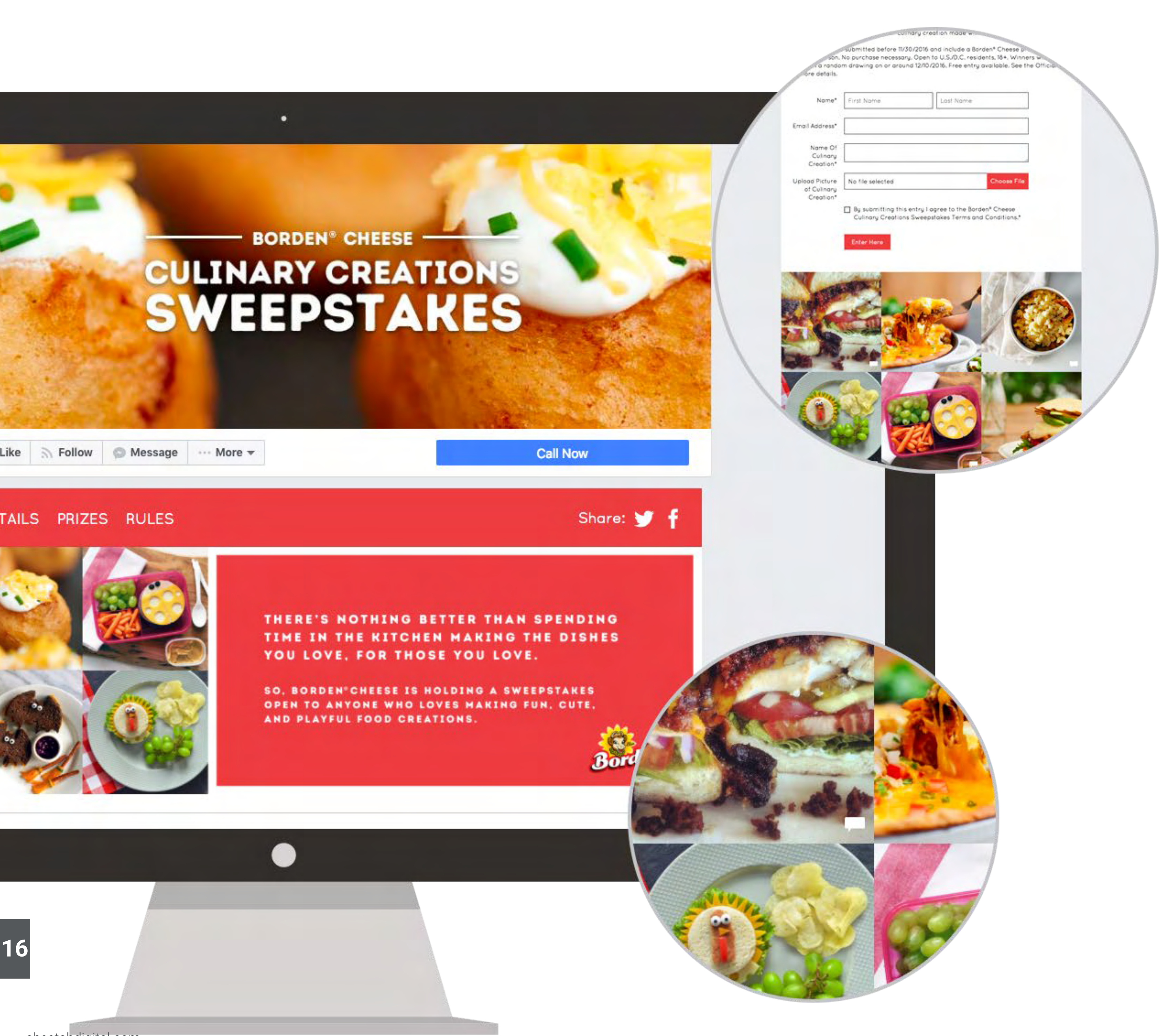
Keep your eyes peeled and you and your mates could be in for a summer to remember!

BULMERS - Live Colourful!



**FROM 'BURGER
DAY' TO 'OREO DAY',
THERE'S A DEDICATED
FOOD DAY TO BE
CELEBRATED EVERY
DAY OF THE YEAR.**





National Cheese Day

PHOTO SWEEPSTAKES

GOAL: MAKE CUSTOMERS YOUR BEST MARKETERS

Borden Cheese fulfilled every cheese-lovers dream with its Culinary Creations photo sweepstakes to demonstrate the versatility of its products. Borden Cheese asked to see all of its customer's culinary dishes using it's cheese products in return for the chance to win a selection of exciting prizes to reward its loyal brand advocates.

To capture the valuable audience data required for future marketing promotions, participants had to submit their personal details upon entry, and Borden Cheese published the best submissions to its social hub for others to see what's being cooked-up, and share their favorite entries through social.

Book Lovers Day

BOOK REVIEW ACTIVATION

GOAL: MAXIMIZE ONLINE AND OFFLINE ENGAGEMENT

To stimulate monthly brand engagement both online and offline, Metro Newspaper launched an evergreen 'Book Chat' campaign as part of an editorial-driven activity, where readers were asked to review three books on a dedicated website.

To build a loyal base of engaged online and offline readers, the campaign was promoted each month within the daily newspaper, where the newspaper was able to identify users that frequently engage with the review system. Upon entry, participants were required to identify users that frequently engage with the review system. Upon entry, participants were required to complete their personal details, also allowing Metro to collect valuable audience data to reuse in the future.



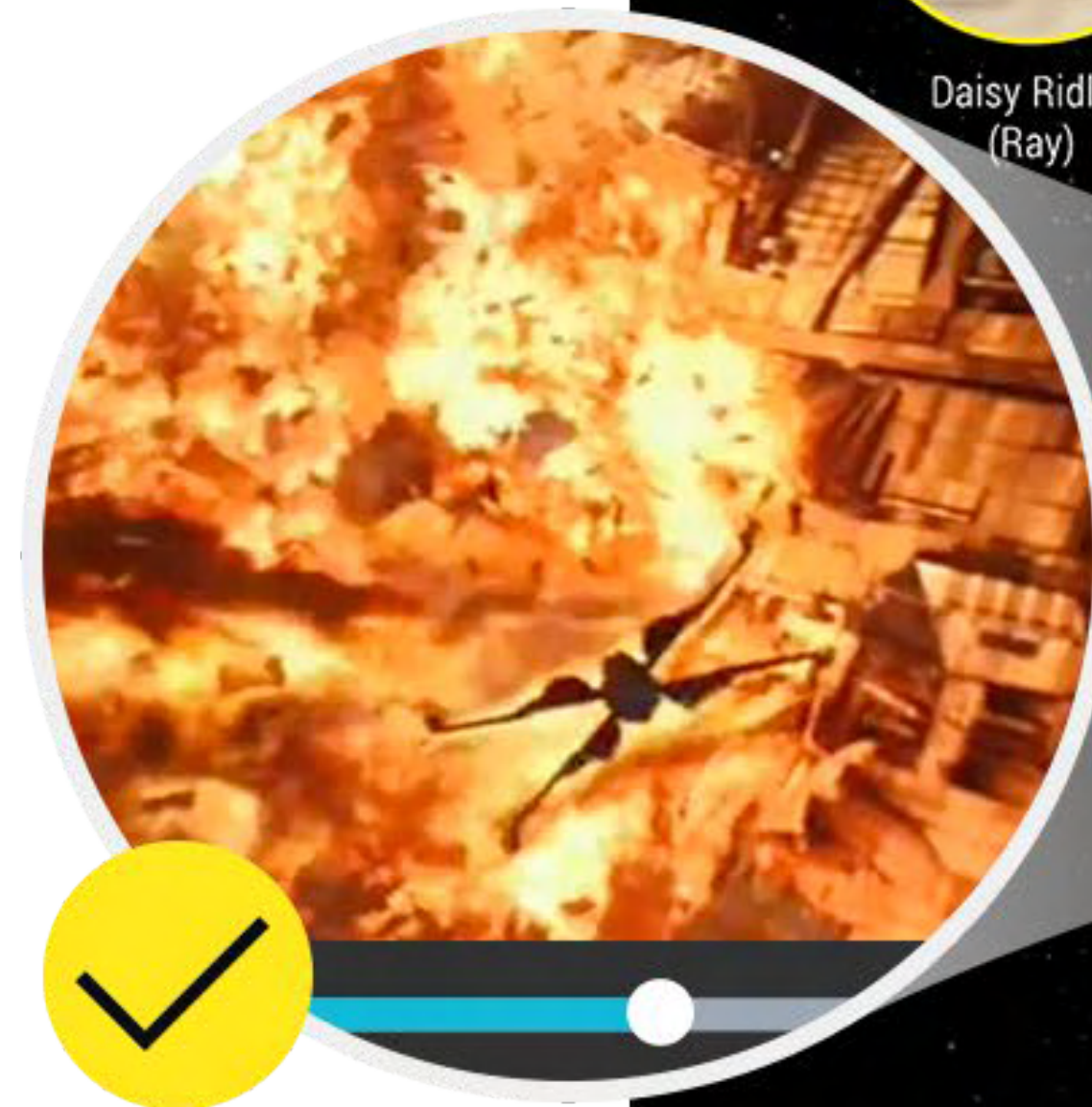
Movie Releases

UNLOCK EXCLUSIVE CONTENT

GOAL: DRIVE INTEREST AND EXCITEMENT FOR UPCOMING RELEASES

Reveal campaigns are the perfect way to generate excitement and tease upcoming movie releases, product launches and music events (the list is endless!).

Reveal activations encourage fans to unlock exclusive, unique content day-by-day. By including competitions, giveaways and video previews, reveal activations help to not only increase campaign engagement through repeat audience visitation, but can be used to tell compelling brand stories. What's more, brands can also utilize form-gated content to drive data acquisition across multiple digital channels.





Easter

HASHTAG CONTEST

GOAL: CREATE OMNI-CHANNEL EXPERIENCES

As part of their annual Easter photo contest, Five Below leveraged fan content to drive both in-store and online engagement, using actionable UGC to promote their Easter product range. Five Below successfully increased its Instagram follower base, where participants had to follow them and ‘like’ daily clues to qualify for entry. Fans were then required to visit their local store, search for the hidden eggs, and snap a picture of the poster using the hashtag #5Begghunt to Instagram. To maximize campaign reach, Five Below featured all social content to the campaign page where viewers could share through their social networks.



Traditional Holidays

SWEEPSTAKES

GOAL: INCREASE BOOKING CONVERSIONS

To capitalize on the popular Lei Day holiday in May, Hawaiian Airlines launched an interactive “Lei Day Getaway” sweepstakes, offering consumers the chance to participate and win 140,000 air miles! The campaign was published on a dedicated website, where contestants could interact with visually stunning rich-media content to learn facts about the special Lei Day.

On form-entry, Hawaiian Airlines was able to capture personal data from participants to use for future marketing activities. A ‘book your trip to paradise’ call-to-action was also featured on completion, to drive booking consideration and increase flight purchases.

60%
conversion rate

Lei Day Getaway

SWEEPSTAKES

Entry Form

NAME*

First Name Last Name

EMAIL ADDRESS*

me@email.com

☐ I accept the Terms and Conditions.*

ENTER

114K
entries

5 lei facts

1 Proper lei etiquette says never to refuse a lei or remove it immediately, because doing so stops the flow of the gift.

2 Modern lei can be made out of almost anything. At graduation ceremonies in Hawai'i it's not uncommon to see lei made out of money!

3 Tuberose only blooms at night. For this reason it's known as the "Night Queen." In Hawai'i, Tuberose (Kupaloke) or Pihake are traditionally worn by brides in weddings.

4 Not all lei are worn around your neck. The haku lei is worn around the crown of the head. In Hawaiian "haku" means to put in order or arrange.

5 Some of the most beautiful and valuable lei are not made from flowers, but shells. Ni'ihau shell lei can range from \$100 to over \$30,000.



78%

**OF SPORTS FANS WHO SEE UGC ABOUT
A TEAM ARE MORE LIKELY TO HAVE A
POSITIVE PERCEPTION OF THEM.**

Sports Seasons

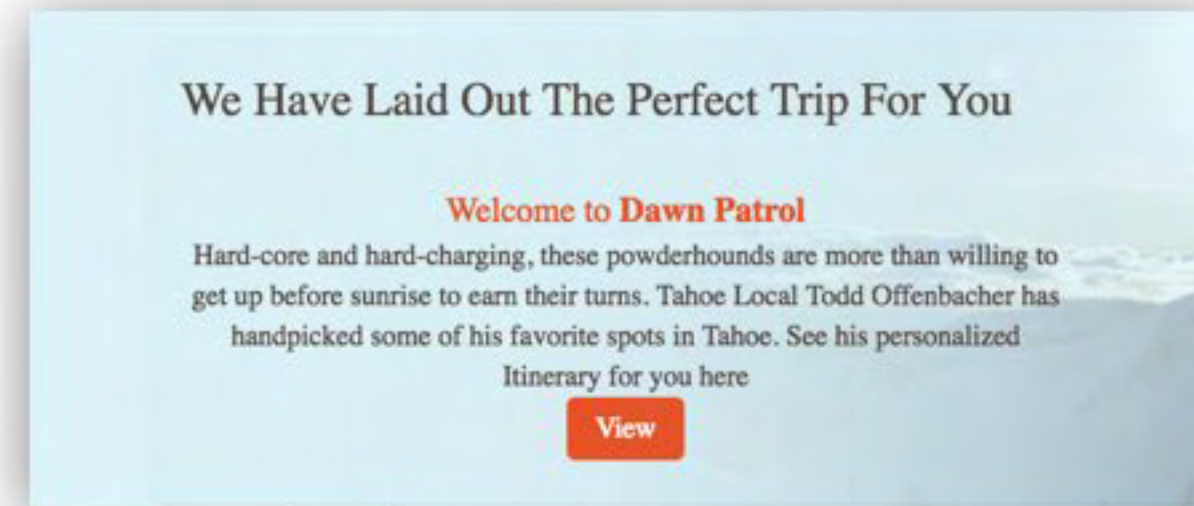


CATEGORY QUIZ

GOAL: DRIVE PERSONALIZED RECOMMENDATIONS

Before the skiing season commenced, Ski Lake Tahoe created a custom-built quiz published to its website, providing personalized and recommended skiing itineraries to drive holiday bookings. The quiz took participants through a series of eight unique questions in relation to their skiing holiday preferences, with six multiple-choice responses to choose from.

To obtain valuable audience data that could later be used for marketing promotions, upon completion of the 'Vacation Like A Local' quiz, participants were required to submit their name and email address to confirm their entry, and could 'opt-in' to keep informed of the latest news and offers. To drive holiday bookings, participants were then provided with a recommended ski holiday itinerary, specifically suited to their preferences and abilities obtained from their quiz responses.





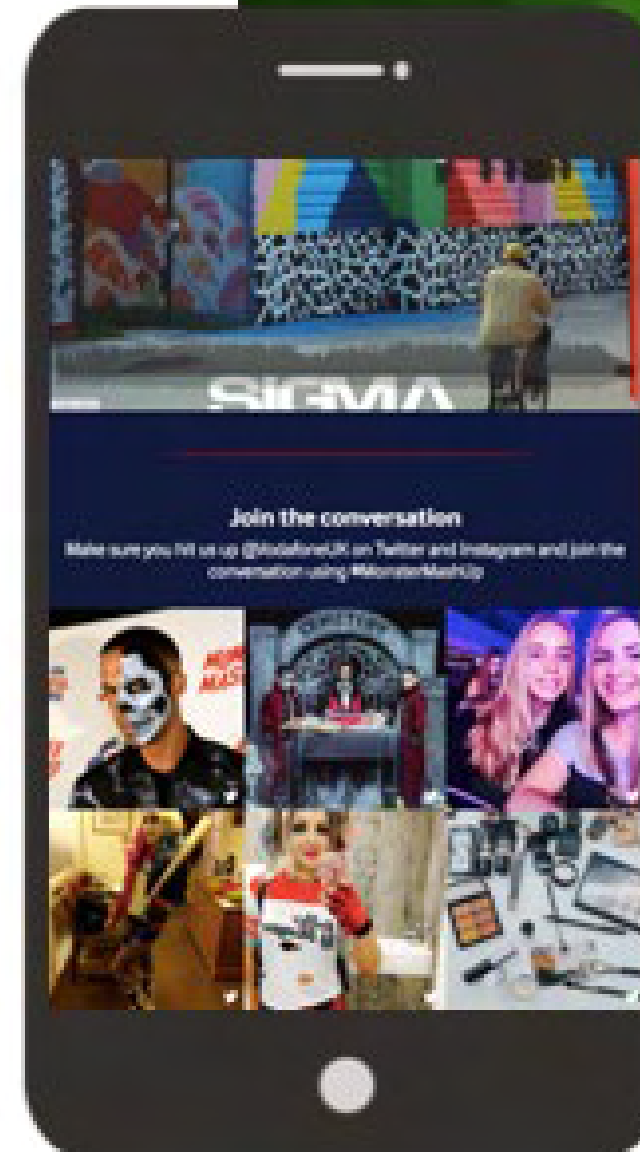
Halloween

IN-VENUE EXPERIENCE

GOAL: ENHANCE IN-VENUE EXPERIENCES WITH DIGITAL ENGAGEMENT

Capital teamed up with Vodafone to host 'Monster Mash-Up'; the ultimate Halloween night out in London, Liverpool and Manchester. To amplify the social buzz around Capital's Monster Mash-Up, Vodafone used the Cheetah Digital platform to build, curate and display the very best authentic UGC in real-time. Attendees were encouraged to share their snaps using the hashtag #MonsterMashUp before and during the three events, in return for the exciting chance to be featured on-screen to give fans their 'moment of fame'.

In addition to real-time social content, the screen hosted the animated event logo, hashtag call-to-actions to encourage fan participation, and Halloween-themed video loops in sync with the rest of production. With overwhelmingly positive feedback from Capital, Vodafone and party-goers, the social wall proved to be a huge success.



Christmas ADVENT CALENDAR

600+

Bauer Media launched
over 600 campaigns in
its first 2 months

GOAL: REWARD LOYAL CUSTOMERS AND DRIVE REPEAT VISITATION

Bauer Media's "Wave 105.2 FM" radio station rewarded loyal listeners over the holidays by giving away daily prizes. Entrants were encouraged to listen live every day to hear sponsors announce the giveaways.

To enter the sweepstakes, entrants needed to go online and answer a simple Christmas-themed multiple choice question alongside their contact details. To encourage further entries and repeat visitation, an online advent calendar gave fans a sneak peek of all the prizes on offer.



Proposal Day

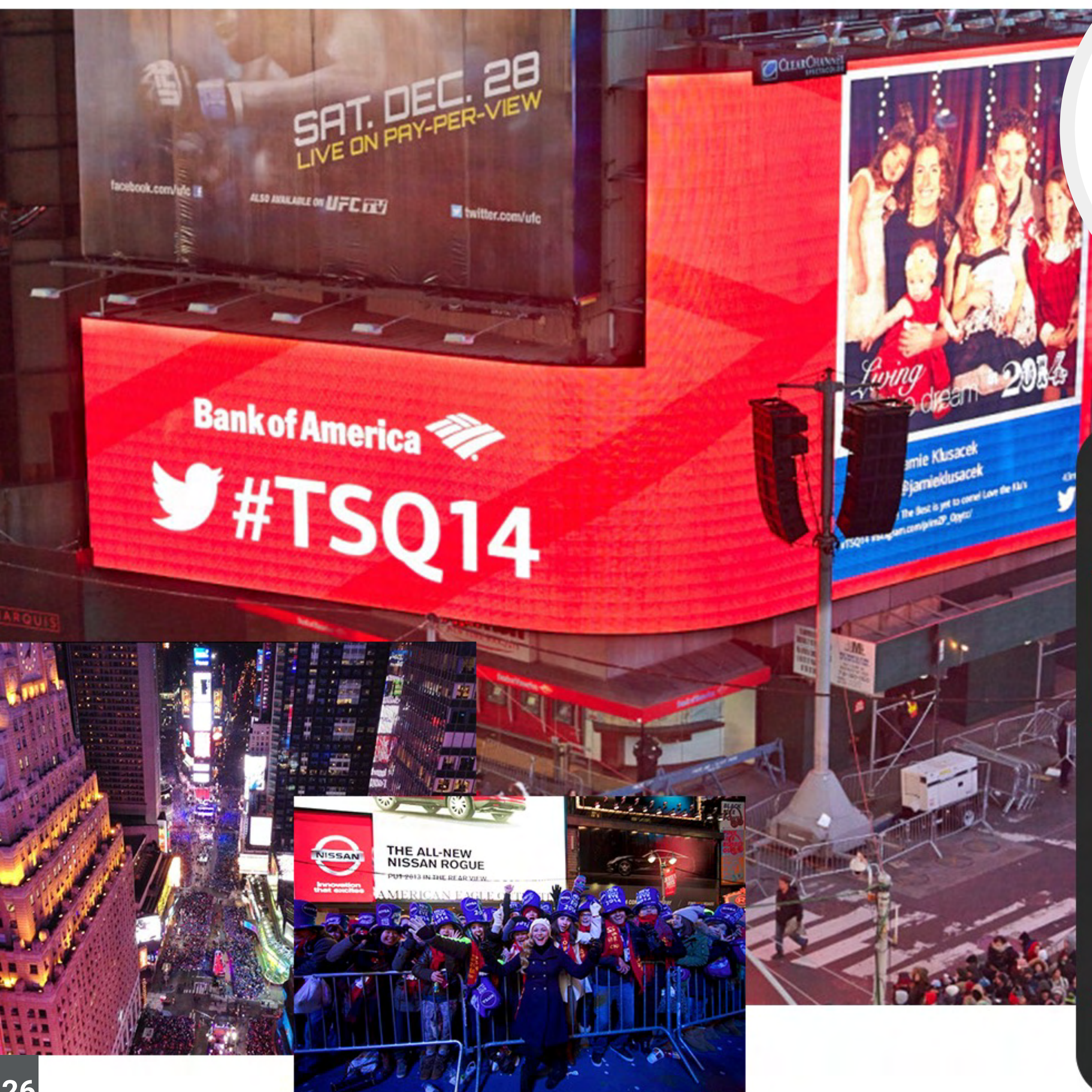
UGC COLLECTION

GOAL: GENERATE AUTHENTIC USER-GENERATED CONTENT

Wedding planning company, The Knot, published a UGC-powered campaign perfect for all excited newly-engaged couples. To drive authentic content from followers, The Knot asked its readers to share their best ring selfies in return for the chance to win up to five Allure Bridesmaids dresses.

Participants could share their selfies through multiple channels, including Twitter or Instagram, or directly through the social hub on its website. A dedicated landing page pulled in content across these social channels, and enabled users to browse and share their favorite stories.





27%

increase in positive mentions



New Year's Eve

OUT-OF-HOME
(OOH)

GOAL: USE OOH DIGITAL SIGNAGE TO RAISE POSITIVE BRAND REPUTATION

Bank of America reached more than 5 million consumers with its creative New Year's Eve campaign. The brand encouraged consumers to Tweet and tag their photo for a chance to be featured on a Times Square jumbotron during the big countdown.

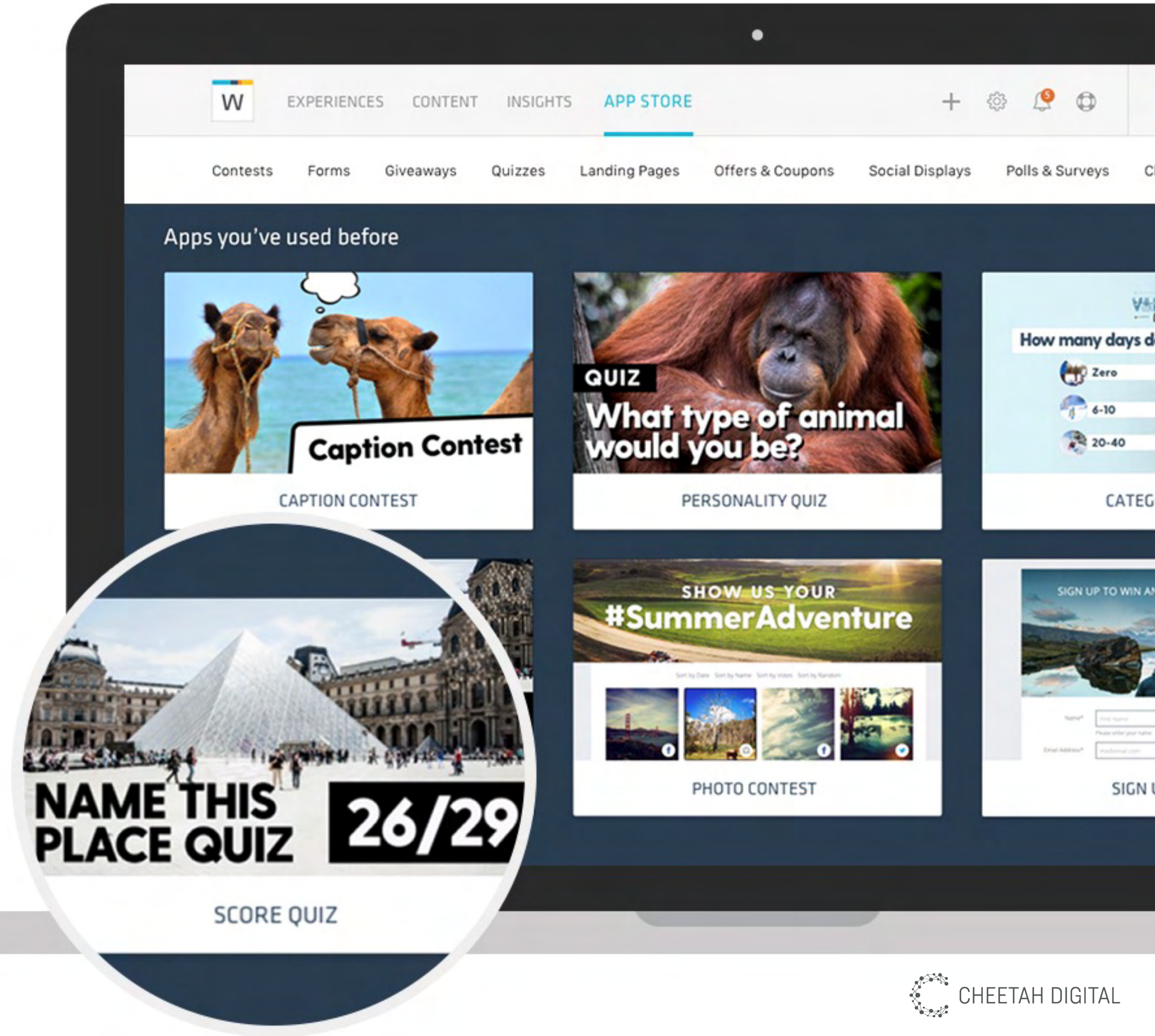
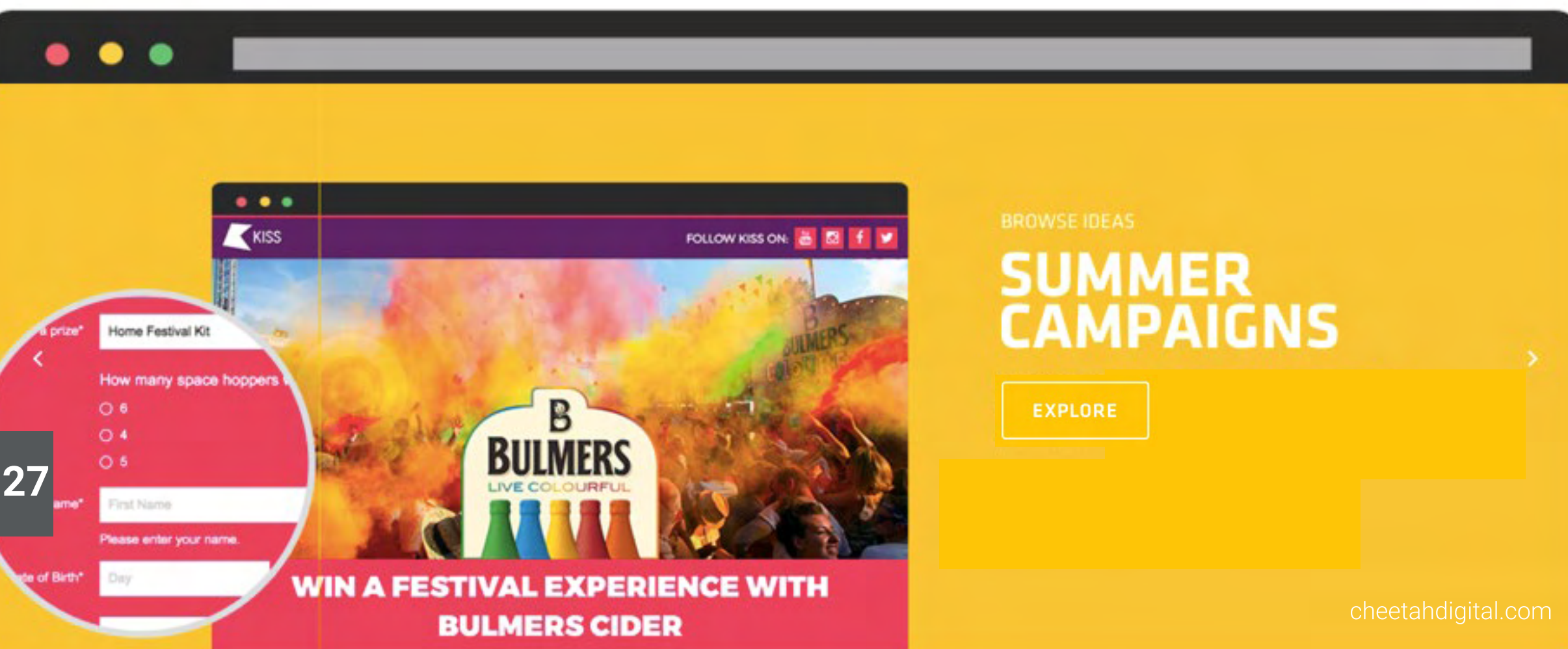
To drive further engagement, Bank of America captured a photo of each submission live on the big-screen and sent it back to the entrant so they could share with their friends.



Never waste a campaign investment again

Typically campaigns are built once and then thrown away. It's a huge waste and means that companies can't reuse, share, or leverage the investments they are making from their campaigns.

With Cheetah Digital, you can leverage your creativity across markets, departments, and seasons by tapping into your company's private App Campaign Library. All your past campaigns are saved, searchable by KPI, and available to all your teams. When a marketer finds a previous campaign they like for a particularly cultural moment, they can find out more information on the results and how it worked, then easily clone, translate, and customize it to fit their use-case. No coding necessary. **It's revolutionary.**



Cheetah Digital

It's time to look beyond transactional data to build thriving customer relationships that deepen at every touchpoint. With Cheetah Digital's Customer Engagement Suite, you have an entire platform at your fingertips to help you drive revenue and deliver a unique value exchange throughout the customer lifecycle.



Cheetah Experiences

We help deliver interactive digital acquisition experiences that will delight customers, collect first- and zero-party data, and secure valuable permissions needed to execute compliant and successful cross-channel marketing campaigns.



Cheetah Messaging

We enable marketers to create and deliver relevant, personalized marketing campaigns across all channels and touchpoints.



Cheetah Loyalty

We provide marketers with the tools to create and deliver unique loyalty programs that generate an emotional connection between brands and their customers.



Cheetah Engagement

Our foundational data layer and personalization engine enables marketers to drive data from intelligent insights to action at speed and scale.

Start building lasting customer relationships at cheetahdigital.com