

50

INNOVATIVE SOCIAL MEDIA CAMPAIGNS

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Disclaimer : We are a social media agency and some of the campaigns mentioned are clients of ours, though we have not included our own campaigns. Clients mentioned include : Vodafone (a client in Ireland), Universal Pictures (Ireland)

FOOD AND DRINK

Burger King - Whopper Sacrifice



The campaign : In January 2009 Burger King created a Facebook application that rewarded people for deleting friends on Facebook. All you had to do was delete 10 friends to receive a free coupon for a Whopper Burger. Every time you deleted a friend it also sent a notification to their wall, informing they'd been sacrificed for a free Whopper. Sadly the application is no longer available on Facebook, as the developers were asked to change this key feature so Burger King decided to pull it altogether.

The numbers : A total of 233,906 Facebook friends were deleted, resulting in more than 23,000 Whopper coupons issued .

Why we love it : It turned social networking completely on its head, encouraging people to do the very opposite of what we typically use social media for. It also tested the strength of these online friendships and just how high people valued them the price of a burger, apparently.

Corona puts your face in Times Square



The campaign : To promote Corona Light, the drinks company created a Times Square app on their Facebook page, that allows users to upload a picture. Pictures entered will feature in a billboard to be shown in Times Square, from November 8 - December 6 2010. People have to 'Like' the page before they can enter, which is driving up their numbers.

The numbers : 118,986 Facebook fans at time of writing (October 2010)

Why we love it : A high impact campaign that has really caught the attention of Facebook users, attracted by the kudos of having their picture shown in a high-impact setting. It shows what can be done by bigger brands who have the luxury of higher marketing spend, handing over advertising power to the people.

Find it at : <http://www.facebook.com/CoronaLight>

Vitamin Water crowdsource their next flavour



The campaign : Coca-Cola executed a crowdsourced campaign on Facebook, to find their next flavour. The campaign was run through a Facebook application 'flavorcreator'. The app had 3 stages, starting with inviting users to vote on their favourite out of 10 flavours. Stage 2 was quizzes and games that enabled the company to find out which vitamins were most needed. The final stage required users to create a name and design a label for the winning flavour.

The numbers : 150,000 users of the flavorcreator application. More than 1 million fans on the Facebook page in the duration of the campaign.

Why we love it : They approached a Facebook campaign slightly differently, with the 3 stage approach to sustain interest and develop the campaign over a longer period. Facebook was used as the concept for the drink at different stages, both for the flavour and the packaging, as well as the name of the drink 'Connect'.

Find it at : <http://www.facebook.com/vitaminwater>

Coca Cola's Village



The campaign : Coca Cola created the real-life Facebook 'Like' at their amusement park in Israel. Visitors to the Coca Cola village were given an rfid (radio frequency identification) bracelet that contained their Facebook details. People could then scan different points throughout the park with their bracelet, that would feed back to their Facebook profile as a Like. It also enabled people to be automatically tagged in photos throughout the amusement village.

The numbers : 650 people used the bracelets over 3 days, creating over 35,000 Likes

Why we love it : It showed a completely new way of using Facebook, bringing it into the real world. It shows what could be possible with a real-life Facebook, taking technology to a whole new level.

Find it at : <http://www.youtube.com/watch?v=xUv0GU5rfHg>

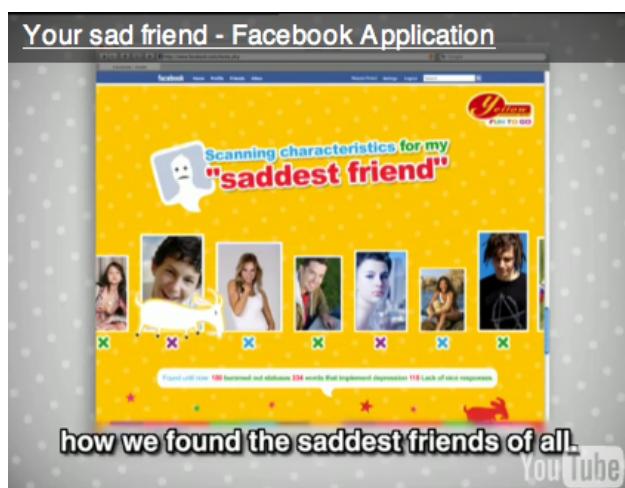
Doritos Advergame



The campaign : Doritos launched an interactive campaign in 2009 that used Facebook Connect with impressive results. The campaign was made up of 3 stages that let you choose your own adventure to unleash a mystery flavour. In order to play the game you had to use a free code printed on special packs of Doritos iD3 crisps.

Why we love it : A clever use of Facebook Connect that involved the user in a 3-stage adventure. This was one of the most impressive uses of Facebook Connect that really pushed it to the limits.

Yellow Retail - Sad Friends



The campaign : McKann Erickson in Israel created a Facebook application for Yellow Retail that aimed to let users cheer up their sad friends. The application searched through your friends' status updates to find those that had posted something sad. It then sent the friend a coupon for a free trial of a product from Yellow Retail.

The numbers : 15,000 users installed the application after 72 hours. This grew to 50,000 in 2 weeks.

Why we love it : An original application that had a nice viral element by including Facebook friends. You can't help but admire the action involved in this campaign, in identifying your sad friends and helping to cheer them up. A fresh approach to a Facebook application.

Find it at : <http://apps.facebook.com/yellow-down/>

Dr Pepper on Chat Roulette

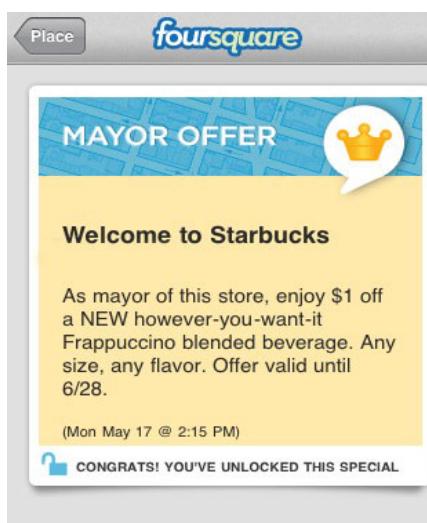


The campaign : Always one to push boundaries with the marketing, Dr Pepper were behind an impressive campaign on Chat Roulette. On April Fools day they set up a profile on the site which featured a nice-looking cheerleader. Users that happened on the profile were asked to perform various actions if they wanted a special dance, such as acting like a dog. They were then surprised with a rather nasty looking alternative to the original cheerleader

Why we love it : It showed that Dr Pepper were willing to use a completely unpredictable and untested channel to have a bit of fun with the brand and create a surprising campaign.

Find it at : <http://www.youtube.com/watch?v=0zn7TeISq0k>

Starbucks discount for Foursquare mayors



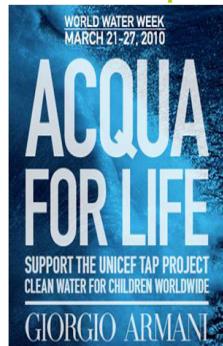
The campaign : In May 2010 Starbucks was the first organisation to offer a nationwide discount to mayors on Foursquare, in a high profile campaign. Mayors of Starbucks stores were offered \$1 off a Frappuccino. It was run as a special offer originally until the end of June. Though there was some debate over the offer at the time, such as being difficult to redeem, Starbucks bravely stepped out as the first to offer such a large scale promotion and showed innovation here.

The numbers : 50% increase in check-ins at store locations

Why we love it : It takes a lot for such a huge corporation as Starbucks to try something a bit different with social media and this is a great example of being slightly ahead of the curve and willing to take a risk. It also paved the way for many other large businesses to experiment with Foursquare, and learn from any of the mistakes with Starbucks' campaign.

NOT FOR PROFIT

The Unicef Tap Project



The campaign : A joint Facebook campaign between Unicef and Acqua di Gio Homme. The men's fragrance pledged to donate \$1 to every person who joined the Unicef Tap Project Facebook page in March 2010, to a maximum of \$50,000 . Once users had joined the page, you also had the option of uploading your profile photo to 'make a water wish' to show your support, which was shared on the main Facebook page and your own wall. Run as part of World Water Week in March.

The numbers : Acqua di Gio Facebook fans went from 15,000 - 35,000 in the duration of the campaign. The equivalent of 10 million days of clean water was donated by Acqua di Gio.

Why we love it : An innovative campaign between a luxury brand and a charity, with a real focus to the campaign. It simultaneously rose awareness for the Unicef Tap Project and ensured that money was donated. The action required by the user was simple, but effective.

Find it at : <http://www.facebook.com/AcquadiGio>

Breast Cancer Awareness 'I like it on....'



The campaign : Breast Cancer created a stir last year with their grass-roots Facebook campaign that invited women to post the colour of their bra to their wall. They continued the success of this, with another campaign in October 2010 (breast cancer awareness month) that asked women to post a status update saying 'I like it on....'. Despite the sexual connotation, this actually refers to where you keep your handbag. Just like last year's campaign the origins of this were unknown to start off.

The numbers : Millions of status updates worldwide (campaign still running at time of writing)

Why we love it : Though some have questioned how effective this campaign is, we think it's a great example of what can be done with no gimmicks or big investment in social media. The way the campaign grew amongst women and slowly became bigger and bigger worldwide shows how social media continues to encourage word of mouth promotion.

Find it at : <http://www.ilikeitonthefloor.com/>

Amnesty International Time Bomb



The campaign : In 2009 Amnesty International aimed to plant a social media timebomb, which required people to post the same message at 1:10 pm on March 6th. The campaign was designed to mark International Women's Day, with one in ten being the ration of women in the UK who are victims of violence. The campaign was co-ordinated across Facebook, Myspace and Twitter.

The numbers : Over 8,500 people visited the site on the day of the campaign. 3,000 mentions on Twitter .

Why we love it : It showed an approach across different platforms, with the aim of raising awareness. If you were getting involved then you were learning about the cause, and also spreading it to your own online communities. Users were encouraged to take part in a national campaign with a simple action

Find it at : www.oneten.org.uk

Green Peace Unfriend Coal



The campaign : Green Peace embarked on anti-Facebook campaign with their initiative to persuade Facebook to 'unfriend coal'. The campaign included a clever and entertaining video that poked fun at Mark Zuckerberg, which then lead through to an online petition on their Facebook page. It showed how a Facebook campaign can work, when Facebook might be the very thing that you're protesting about.

The numbers : Over 500,000 signed up to the online petition since February 2010. Over 329,000 video views.

Why we love it : This shows the power a great video can have, when executed as part of a full marketing campaign. It got across the point of the protest in a simple and entertaining way.

Find it at : <http://www.facebook.com/greenpeace.international>

TELECOMS

Facebook vs Lewis Hamilton



The campaign : A campaign by Vodafone in the Netherlands, to pit Facebook users in a virtual race against Lewis Hamilton. Facebook users were asked to join in by adding their profile photo to a virtual car, that would be raced against a real F1 car driven by Lewis Hamilton on September 13, 2010. The campaign was designed to test their mobile broadband network. The test was whether Lewis Hamilton could navigate a 4.6km course faster than a Vodafone mobile device could download a 288MB file of Facebook profile pictures.

The numbers : 28,800 people took part in the race and Lewis Hamilton beat the virtual car.

Why we love it : A slightly more random campaign that nicely integrated online and offline activity. Anyone could get involved by adding their profile picture to the car, increasing the interest around the project.

Find it at : <http://apps.facebook.com/facebookvshamilton/>

Digicel Fast Finger Giveaway



The campaign : A campaign run in Jamaica, the cell phone company Digicel celebrated their birthday by giving away over \$70,000 of prizes to their customers and Facebook fans. Digicel released codes on their Facebook page in their 'fastest finger' application. The first person that dialled the code received a free credit voucher.

The numbers : 298% increase in game participants

Why we love it : Part of an integrated campaign by Digicel to reward both their customers and their Facebook fans. It tapped into the excitement of being the first to find the code, and ensured that people continually returned to the page for their chance to win the next prize.

Find it at : <http://www.facebook.com/digiceljamaicafan>

Orange Crowdsourced tagging



The campaign : Orange in the UK uploaded a photo from Glastonbury onto Facebook, which featured over 70,000 people. The task was simple but impressive - tag yourself or anyone you know who is in the picture. The aim is set the world record for the most people tagged in a photo. The photo was hosted on a microsite for the campaign and invited users to connect with Facebook.

The numbers : 5,200 Likes in the first week of the campaign , over 8,300 people tagged at time of writing.

Why we love it : This was an innovative campaign from Orange that tapped into something current, with Glastonbury. The effort required by the user was minimal and easily allowed you to be part of a much bigger project and play your part in setting a world record.

Find it at : <http://glastonbury.orange.co.uk/glastotag/>

BT's TV Ad



The campaign : BT have long had a storyline in their TV ads, where we've followed a couple as they first start seeing each other, to moving in and the problems they face along the way. In July 2010, BT decided to hand the fate of the couple to their Facebook fans. They aired the first part of the ad in July and prompted viewers to visit the site to vote on the outcome. The ad was also shown to Facebook fans first, to allow them to vote before it aired to the public.

The numbers : Over 1.6 million votes cast

Why we love it : BT really tapped in to the community that already existed around their ads, as there were many Facebook groups set up to discuss the daily lives of the couple. They recognised the potential here and experimented with a new ad format that really brought together new and old media.

Find it at : <http://www.vote.bt.com/>

RETAIL

IKEA Facebook Showroom



The campaign : A grass-roots Facebook campaign run by IKEA in Sweden, to mark the launch of their new store in Malmö, Sweden. The advertising agency created a Facebook profile for the store manager Gordon Gustavsson and uploaded pictures from the IKEA showroom. Users were then invited to tag themselves in pictures - the first person to tag something won that item. The campaign ran over a 2 week period.

The numbers : Thousands of users promoting IKEA products through their wall.

Why we love it : It showed that you don't need a lot of money to run a smart social media campaign. Sadly Facebook since changed their terms and conditions to rule out a re-run of a similar campaign by brands, which is a mark of success if anything. A considered campaign that used a function already available in Facebook rather than inventing something completely new.

Find it at : http://demo.fb.se/e/ikea/facebook_showroom/

Target donates \$3 million on Facebook



The campaign : In 2009 Target handed over their charity donations to their customers, by asking them to vote on a selection of 10 charities to receive donations. This was done as fairly as possible, by allocating the percentage of votes that each charity received, as a percentage of the total that would be donated. This ensured that each charity would receive, but the amount was decided by users. The voting application was called 'Bullseye Gives' and integrated with Facebook on Target's page.

The numbers : \$3 million donated to 10 U.S. not for profit organisations

Why we love it : It showed that Target considered charities carefully, not just running a vote to give all the money to one charity, but instead the percentage that was allocated. It used the powerful medium of Facebook to raise awareness of the campaign and called on users to do their bit in a very simple way. It also forms part of a long-term charity commitment from Target, as the campaign was repeated in a similar way with their Super Love Sending campaign

Find it at : http://www.facebook.com/target?v=app_10339498918

Carphone Warehouse Video Demos



The campaign : Carphone Warehouse have created an impressive youtube channel that features employees showing off the latest handsets in an easy-to-follow style. The design of the channel also shows what you can do with social media design when you know how.

The numbers : Over 2.5 million views on Youtube.

Why we love it : There's no smoke and mirrors in this campaign, it's simply great content, produced by real staff at Carphone Warehouse. It shows the importance of sticking to your core product and providing useful tips that will ultimately encourage people to purchase.

Find it at : <http://www.youtube.com/eyeopeners>

Moosejaw breakup service



The campaign : A hilarious and truly unique campaign comes from U.S. clothing retailer Moosejaw. In June 2010 they launched their break-up service, and offered the service to the first 100 customers who opted in. They made break-up calls on behalf of the customers, to unsuspecting partners. The service also ran across Twitter, with the Moosejaw account tweeting recent breakups and calling for new partners for their latest victim.

The numbers : 200 successful breakups

Why we love it : This was a daring campaign from Moosejaw that used Twitter to a good effect to add visibility to the campaign and a way to foster conversation. Many people tweeted the account to announce that they'd just been broken up with and it shows what you can do if you're willing to step outside the box and take a risk.

Find it at : <http://twitter.com/MoosejawMadness>

TECHNOLOGY

Bing & Farmville



The campaign : An ad campaign by Microsoft's Bing to promote their Facebook page. Users were invited to join Bing's Facebook page by clicking on a sponsored ad in Farmville's main page. They earned Farmville dollars in return for joining the page. It got Bing right in front of 31 million Farmville members.

The numbers : 400,000 new Facebook fans in just one day (nearly 400% increase).

Why we love it : A great example of an integrated advertising campaign. It shows what can be achieved by investing advertising spend in a new way and testing the boundaries. It considered what Farmville fans wanted - Farmville currency and how Bing could benefit from this, by driving fans to their page.

Adobe 'Real or Fake'



The campaign : Adobe wanted to reach out to the student market and turned to Facebook to do so. They created a game called 'real or fake' on their Facebook page, that asked users to decide whether a photo was real, or if it had been photoshopped. 5 photos were posted over a 4 week period and at the end of each game, the user was invited to share the game with a friend, buy the product or play again.

The numbers : 11,500 game plays in the first 2 weeks, with 6% of these clicking on 'buy now'. 3,000 new page fans in the first week of the game.

Why we love it : This absolutely kept the focus on the product that was being promoted, with people really engaging with the game and at the same time learning just what Photoshop was capable of. The sales target was clearly considered with the calls to action at the end, without detracting from the gameplay itself.

Find it at : <http://showcase.tractionco.com/real-or-fake/> (demo)

Dell Ideastorm



The campaign : Dell provided a great case study of innovative use of social media, with the launch of their Ideastorm site. It turned product innovation over to their consumers and was a brilliant example of crowd-sourcing. They asked customers and general site visitors to submit their ideas for how Dell could improve, either through new products, existing product improvement or through general service. Users were invited to vote on ideas, with the most popular ones making it through to be considered by Dell and later informing users which ideas have been implemented. The site was launched in February 2007 and is still going strong today.

The numbers : 425 ideas implemented, over 14,000 ideas submitted

Why we love it : This was groundbreaking by Dell at the time and the fact that it's still going shows the commitment they've made to their community. It demonstrates that this is actually a powerful tool for Dell and wasn't just a marketing gimmick. It set a powerful trend with many other companies adopting similar community platforms.

Find it at : <http://www.ideastorm.com/>

Skype & social media



Peter Parkes @ Skype

@PeteratSkype London, UK

I'm Skype's blogger and Twitterer in chief.

<http://share.skype.com/sites/en/>

The campaign : This isn't so much a campaign from Skype, but more how they have embraced social media, particularly Twitter, to converse with their customers. They have set up a range of localised Twitter accounts to monitor and respond to conversations and they are a great example of a company embracing social media not just to market a product, but to build an ongoing community.

The numbers : Over 4,000 followers on their London Twitter account

Why we love it : It sets a great example to many companies that you don't need to invest in technology to be able to respond to your customers, but it's all about the people that are behind the service. Peter at Skype shows this perfectly.

Find it at : <http://twitter.com/Skype/skype-twitter-accounts>

CLOTHING

Levi's Online Shop



The campaign : Levi's was one of the first brands to use Facebook's new social plugin functionality. They launched their new online shop that invited users to either shop normally, or with 'like minded shoppers'. Users could then Like different products, sharing these with their friends. You could also view products based on what your Facebook friends had Liked, using the Like plugin launched by Facebook.

The numbers : 14,000 new Likes on their Facebook page in the first week of the campaign

Why we love it : It was quick off the mark with the new functionality offered by Facebook, giving users a completely unique shopping experience. It demonstrates the new way of shopping online, and showed they were willing to hand over control to their own consumers, with the products that would be displayed.

Find it at : <http://store.levi.com/>

The Gap favours Facebook over TV

Born To Fit



The campaign : In August 2009 The Gap launched a new ad campaign that had Facebook & other social media at the centre, with no TV advertising. The 'born to fit' campaign focused on driving traffic through to the Facebook page, which hosted a video demonstrating the benefit of their latest jeans range. The campaign also featured an iPhone app that allowed users to experiment with outfits.

The numbers : Over 330,000 fans in the first weeks of the campaign

Why we love it : This was a brave campaign from The Gap that showed they were serious about social. It shows a considered approach, with everything driving through to the central asset of their Facebook page, which showcased the product at its best. While we always advocate integrated campaigns, that utilise different marketing media, this showed innovation from The Gap.

Find it at : http://www.facebook.com/gap?v=app_146756048744

Jimmy Choo Treasure Hunt



The campaign : This was an original treasure hunt concept from Jimmy Choo, who showed that luxury brands can get social as well. The company used Foursquare to run a real-life treasure hunt in London, to promote Jimmy Choo trainers. One pair of trainers a week used Foursquare to check in at different locations, to give teasers as to where you could hunt them down. The first to locate them got to keep the trainers.

The numbers : 4,000 people took part in the hunt, in under 3 weeks.

Why we love it : A great example of a cross-platform campaign, as users could also follow clues on Facebook and Twitter. It was one of the first real campaigns in the UK to use Foursquare a bit differently, for a popular concept like the treasure hunt. It demonstrated that even high-end products could use social media, and well.

Find it at : <http://www.facebook.com/CatchAChoo>

Burberry Art of the Trench



The campaign : Another great example of a luxury brand using social media, Burberry launched a site 'Art of the Trench' that invited trench-coat lovers to upload their pictures and explain the story behind their own particular trench. It was started by commissioning photographer Scott Schuhman to snap people wearing their trench coats in various fashion capitals around the world. Far from being just a simple photo competition, the site has developed into a niche social network for fashion lovers to unite.

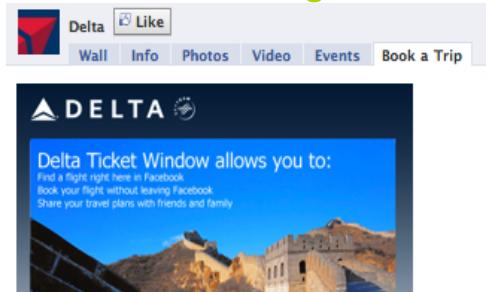
The numbers : 7.5 million page views since launch in November 2009

Why we love it : Firstly it's a visually stunning site, as you would expect from such a high-end label. The creators showed a real consideration of their users by providing a site where they could share their own unique fashion and they have embedded social features into the site such as the ability to Like, share, or comment on each photo. They've also ensured quality throughout, by only submitting the best photos to feature on the site

Find it at : <http://artofthetrench.com/>

TRAVEL

Delta Airlines Flight Centre



The campaign : Delta was the first airline to allow users to book flights directly within a Facebook Page. The flight centre was launched in August 2010 and now offers people the functionality within Facebook to search and book flights and crucially to share your travel plans with your friends on Facebook. The company is also developing their iPhone application.

The numbers : Over 2,700 monthly users of the application

Why we love it : This showed real initiative by Delta and it's never easy being the first to do something! They offered users additional functionality with the aim of improving their booking process. They've also shown how purchasing can be made social, with the invitation to post your travel plans to your wall.

Find it at : <http://www.facebook.com/delta>

V Australia 1-Way Ticket



The campaign : Virgin Australia launched a cheeky Facebook campaign that let you select a 'frenemy' that would win a ticket to a dream destination of their choice. The only catch is that it's a one-way ticket. The campaign was devised to promote the airline's new one-way special tickets for younger travellers.

The numbers : 15,000 users of the application in the first week. Gained nearly 10,000 Facebook fans in the week after launch.

Why we love it : This was a challenging campaign that called on people to show a bit of their evil side! The concept of this campaign was fun and was strongly tied to what it was designed to promote originally.

Tripadvisor cities I've visited



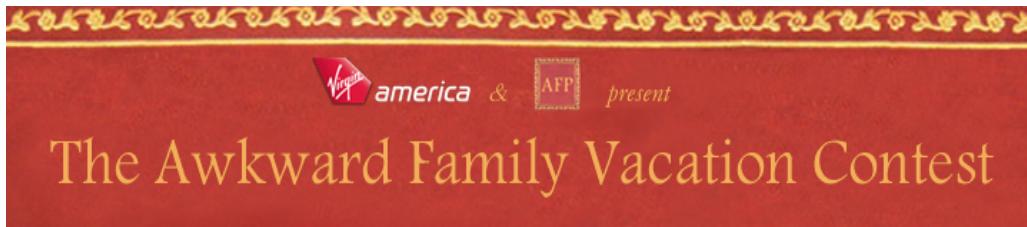
The campaign : Tripadvisor were one of the first brands to have a really successful Facebook application. They saw the success of the travel app 'Where I've been', which had 800,000 monthly users. Originally entering into discussions to purchase the app, they then pulled back and decided to build their own, more improved application 'Cities I've visited'. They studied the original app closely and found out how they could improve it and offer something better to the market. They launched quickly and attracted more users with their intuitive app.

The numbers : Over 8 million monthly active users

Why we love it : This shows a well-considered campaign and demonstrates that you don't have to be first at something, but you do need to be the best.

Find it at : <http://www.facebook.com/CitiesIveVisited>

Virgin America's Awkward Family Vacation Contest



The campaign : Virgin America spotted an opportunity with the already popular blog Awkward Family Photos. The blog was started by childhood friends Mike & Doug. It featured uncomfortable family portraits from around the world and as it was already a huge hit, Virgin America decided to get involved. They offered a prize of 4 trips on their Airline, for the 4 best portraits uploaded to the site. The final stage was a public vote to find the winners.

Why we love it : This is a brilliant example of a company seeing an opportunity with an existing community and getting involved in a way that benefits both parties, instead of starting from scratch with their own completely new marketing campaign. This is a great example to follow and the worldwide success that this campaign has been is testament to how this has been handled. Crucially, the presence of Virgin's branding on this blog is minimal, which shows they considered the original purpose of the blog and didn't turn it into a corporate outlet for the brand.

Find it at : <http://awkwardfamilyphotos.com/>

Best job in the world



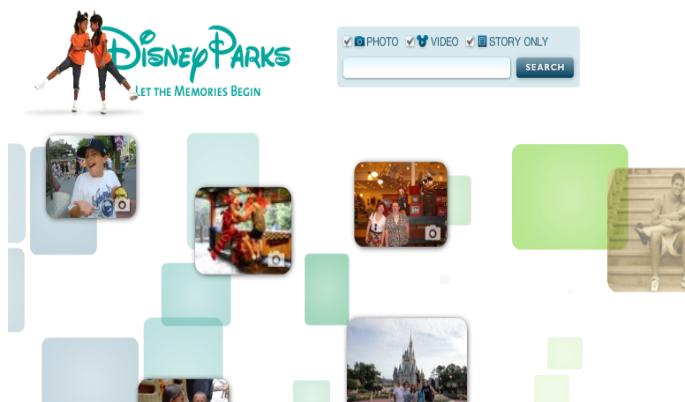
The campaign : Tourism Queensland created a campaign that really caught the world by storm and has become a classic social media case study. To advertise their dream job they asked people to send in video submissions of why they deserved to win the role of Island caretaker. The job included exploring the Great Barrier Reef in Queensland.

The numbers : Estimated \$120 million in global publicity, for an investment of \$1.7 million. 34,000 entries from 200 countries.

Why we love it : This was as much about the packaging of the concept, than the marketing techniques that were used. By positioning it so cleverly they garnered worldwide attention almost instantly and the innovative application technique ensured that there was a huge bank of user generated content that got people talking.

Find it at : <http://www.islandreefjob.com/>

Disney transforms theme parks



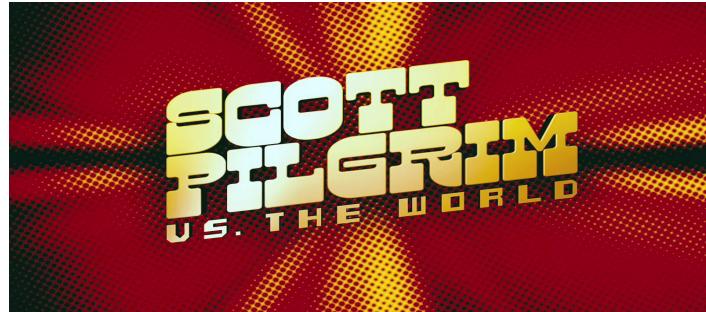
The campaign : Disney has recently launched a social media campaign that will see their theme parks transformed by social media. They've launched their own site that will allow users to upload their photos, with selected entries being projected at all of Disney's resorts each day, for example on Cinderella's Castle at Orlando. They're also accepting entries through Facebook, YouTube and Myspace. Entries will also feature in Disney TV ads, capturing genuine family memories.

Why we love it : This is an interesting user-generated ad concept from Disney, that makes full use of both traditional advertising, as well as their biggest physical asset – their themeparks. Social media is functioning at many different levels of their 'Let the memories begin' campaign, showing that it's not just about one hit, but can inform and influence your advertising at a high-level.

Find it at : <http://memories.disneyparks.disney.go.com/>

ENTERTAINMENT

Scott Pilgrim vs Facebook



The campaign : Universal Pictures made an offer to Facebook fans : they would only release the second trailer for Scott Pilgrim vs The World , if they had 100,000 Likes on their page.

Why we love it : It called on fans to do their part in order to see the latest trailer, encouraging them to promote the page to their friends. This is priceless for any company and essentially generates free advertising for your brand. They captured the excitement around trailers by setting the requirement, and fans responded.

JibJab & Facebook Connect



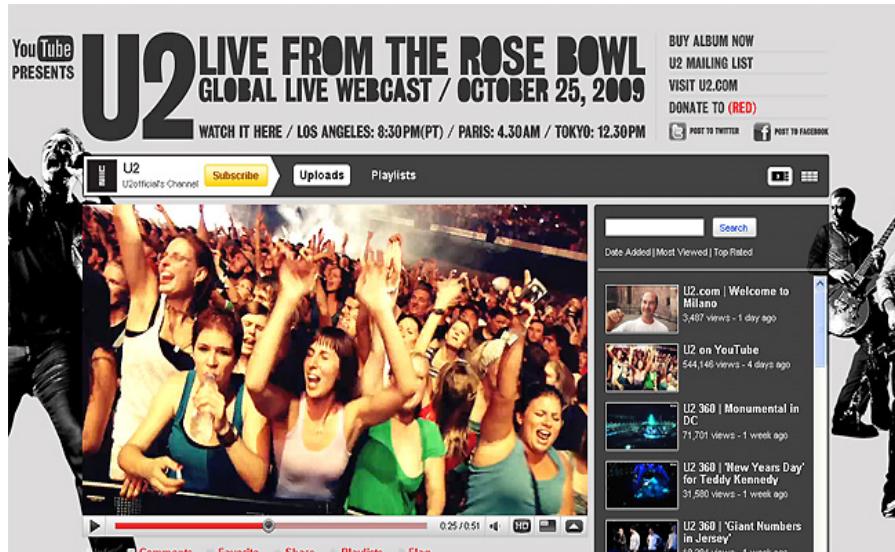
The campaign : JibJab's first viral campaign was a huge hit - giving people the chance to 'Elf Yourself'. When Facebook Connect was launched however, the company extended their service to make the best use of it, allowing people to automatically pull in pictures from their Facebook profile. It was a much easier user experience and a great example of keeping your product fresh and current

The numbers : 1.5 million users through Facebook in 5 months (it took them 8 years to reach that number through email).

Why we love it : Hours of endless fun!

Find it at : <http://sendables.jibjab.com/>

U2's Youtube Concert



The campaign : In October 2009 YouTube announced that they would be livestreaming U2's 360 concert at the Rose Bowl. The live feed was made available in 16 countries, through U2's official YouTube channel. It was one of YouTube's first experiments with live video.

The numbers : 10 million people watched the concert worldwide.

Why we love it : This was an incredibly high-profile campaign and it was encouraging to see that YouTube would experiment with live-streaming. It offered an alternative way to experience music.

The Dark Knight viral campaign



The campaign : Superfans took part in a real-world campaign that brought Gotham City to life. Fake sites were built for Gotham City, and actual copies of the Gotham Times were circulated to fans. It was an exciting campaign that combined online and offline clues, including going to a bakery and saying the clue word 'Robin Banks' to receive a cake with a mobile phone and charger inside. The campaign culminated on the night of the premiere.

The numbers : 10 million participated in 75 countries

Why we love it : This was a well-planned, underground campaign that really captured the interests of fans. The execution of the campaign is impressive and was extremely well planned. It also promoted the film months ahead of the release and had fans speculating before details of the film were promoted.

SPORT

Red Bull & Facebook Places



The campaign : Red Bull are one of the first high profile brands to use Facebook Places in an innovative campaign. They're running a scavenger hunt with the San Francisco Giants player Tim Lincecum. The hunt involved placing a number of autographed baseballs across the city. The first person to check in to a location from clues promoted on the player's Twitter account, won the signed baseball.

The numbers : 416 followers on the Twitter account @Strikeln

Why we love it : The numbers in this campaign might not be that impressive, but this is a good example of a campaign being successfully executed across different platforms. There was also a high level of engagement required in this campaign, with people physically checking in somewhere so you would expect the numbers to be lower. By using Facebook Places they tapped into something current and used it differently.

Find it at : <http://www.facebook.com/TimLincecum>

NBA Facebook Shop



The campaign : NBA launched their store on their Facebook page, which allows users to purchase goods within Facebook. It is an extension from their official Facebook page. It forms part of a consistent social media strategy from the NBA, which has seen them ranked as the fifth most social brand, first sports brand to surpass 2 million fans on Facebook (in March 2010) and the most popular sports brand on Twitter, Facebook & YouTube.

The numbers : Over 5.6 million Likes on Facebook

Why we love it : The NBA Facebook store is a great example of early innovation from a huge organisation. It sets the trend for other companies and shows that the NBA is committed to social media and also showing how it can be monetised.

Find it at : <http://apps.facebook.com/nbastore/>

QuickSilver Dynamite Surfing



The campaign : This is an example of an early social media campaign, using video. The video showed surfers creating waves in a lake using dynamite. The video was sponsored by Quicksilver and was a great example of viral video marketing. Although it was produced to look like amateur footage, in a grainy mobile phone style, it was actually a carefully executed video produced by Saatchi & Saatchi.

The numbers : Over 35 million video views

Why we love it : A great example of the power of video content to excel your brand and get people talking. Quicksilver did something a little bit different and were one of the first brand to use viral video to such a high impact.

Find it at : <http://www.youtube.com/watch?v=6xfBNxNds0Q>

Nike Grid Campaign



The campaign : A 24 hour race from Nike, that invited users to register online and run between selected phone boxes, to enter in a unique code. The campaign launched on 23 April 2010 and the more you ran, the more points you earned. They also included elements of Foursquare, by rewarding users with certain badges

The numbers : not disclosed by the organiser

Why we love it : This campaign wasn't so much about mass reach, as about getting out to exactly the right audience and encouraging sport in a completely different way. By introducing the game aspect it encouraged competition between runners.

Find it at : <http://nikegrid.com/>

MEDIA

Wired Magazine's Vanish Contest



The campaign : Wired Magazine embarked on an impressive social media experiment, that saw one of their writers purposely disappear for a month, in August 2009. The challenge was issued to find the whereabouts of the writer - Evan Ratliff. Wired issued clues as to where you could find him, by making public details such as his credit card purchases and also used the Twitter account @Evanvanishes . \$5,000 was offered up as the prize for whoever could find him in the time limit of a month and say the codeword 'Fluke'.

Why we love it : This was a great example of an ambitious campaign that had people involved all over the world. The best thing about this campaign is the story that was built up and maintained throughout the campaign. It wasn't a simple treasure hunt by any means and was a carefully orchestrated social media project

Find it at : <http://www.wired.com/vanish/>

CNN & Barack Obama



The campaign : When Barack Obama was sworn in as president of the United States in January 2009, CNN streamed the ceremony online, with a bit of twist. Alongside the video stream, were Facebook status updates of people watching. This was one of the most high-profile examples of integrating social media with traditional broadcasting and it was fascinating to watch. CNN used Facebook Connect to run the stream of updates, which was still fairly new at the time.

The numbers : 3,000 comments on the feed every minute, with 200,000 status updates in total.

Why we love it : This turned an already historic occasion into an even bigger one. It was completely unexpected to see Facebook Connect used in this way and it was completely fitting, given how Barack Obama had cleverly used social media throughout his election campaign. It showed the power of social media to transform events and also paved the way for how traditional and social media could comfortably sit together.

Erik Qualman & Socialnomics



The campaign : To help launch his book 'Socialnomics' the social media maverick Erik Qualman created a video that soon proved to be a huge hit among marketers : The Social Media Revolution. It offered up a host of statistics and analysis on the state of social media today. It was a hugely valuable resource for anyone in the industry and provides a useful case study for other publishers. It showed the need to go a bit further when launching a book now and Qualman created value-added content that was completely focused on the book and encouraged people to buy the book to find out more.

The numbers : Over 2.5 million views of the original video

Why we love it : Aside from the video being a hugely valuable and important resource it's encouraging for any company that produces content to show that you can give away a little bit of something for free, while saving the best bits for your paid content, whether that's on your site, through a book, event etc..

Find it at : <http://www.youtube.com/watch?v=sIFYPQjYhv8>

Capture Cincinnati



The campaign : The local newspaper Cincinnati Enquirer created an interesting , lesser-known project to crowdsource photos that would be turned into a coffee table book and sold across the country. The photos that were submitted were put to a public vote, with the editor making the final decision for the entries that would feature in the book. The book has been published in '07, '08 and '09

The numbers : 24,395 photos submitted ; over 2 million votes cast

Why we love it : It's an interesting project that takes a slightly different approach to crowd-sourced projects, by producing a book of the best entries. When there's lots of discussion around how social media will affect the traditional news industry it's nice to see an organisation doing something a bit different and using crowd-sourcing to do so. We would like to see the photographers paid for their work and hope they will introduce this for further copies

Find it at : <http://www.capturecincinnati.com/>

CONSUMER

The Old Spice social media campaign



The campaign : Widely considered the Daddy of viral campaigns, Old Spice embarked on an inspired video-led campaign that had people talking about the brand the world over. The campaign took the popular Old Spice TV ad and turned it into a user-generated campaign, by producing customised videos for fans and high profile figures in the social media space. Users could submit requests for videos through Facebook & Twitter, with popular ones being produced and distributed. The campaign operated on different social channels, including 4Chan.

The numbers : 5.9 million video views in the first week of launch. 180 videos made.

Why we love it : The kind of results this campaign got and the way it spread online is the kind of thing marketers dream about. The creativity and humour in this campaign are the result of close collaboration between different teams, including technical, production, the actor Isaiah Mustafa and social media experts. It was a well-executed campaign that seems to have been produced with military precision, producing an impressive amount of content in a short period of time.

Find it at : <http://www.youtube.com/oldspice>

Tipp-Ex Video Campaign



The campaign : Tipp-Ex launched an original video ad campaign in a Youtube takeover. It showed what's possible when you really explore new technologies, in an interactive video format. The video allowed people to choose the narrative of the story, by completing the sentence 'A hunter _____ a bear'. By typing an action such as 'kisses' you saw a brand new video with the action. If you typed in a command that hadn't been produced, you saw a standard video that showed the bear on strike.

The numbers : Nearly 10 million video views

Why we love it : It showed the future of advertising, with control being handed over to the user to determine the outcome. It also offered a deep level of engagement with a brand, with everything happening within a strong branded channel that showed the product that was being advertised.

Find it at : <http://www.youtube.com/profile?user=tippexperience>

Will it Blend?



The campaign : A great early example of a social media campaign, from Blendtec. It showed how fun content can come from the most unlikely of sources - kitchen accessories. The Blendtec site features a range of products being put to the test in a series of videos to see if it will blend. The videos featured on the microsite Will it Blend.

The numbers : Over 140 million video views. Sales of blenders have increased by 700% since 2006.

Why we love it : No social media list would be complete without it! As well as being a brilliantly fun campaign, it also proves the case for social media driving sales, as the sales figures above show.

Find it at : <http://www.willitblend.com/>

Colgate Wisp



The campaign : Colgate were launching a new disposable toothbrush 'Wisp' and had to engage with a younger demographic than previous marketing campaigns. They created a series of videos that were distributed via YouTube and a photo competition through Facebook that asked people to upload their photos to be the next face of Wisp. What they did with their video content was to partner with online publishers such as College Humour, to create and syndicate the videos. This got them in front of a hugely targeted and valuable audience.

The numbers : Over 1.5 million views of the College Humour video ; 4.1 million views of all 8 videos produced

Why we love it : It shows the importance of really researching your market and partnering with someone that might already have a valuable audience for your product. An important lesson that it's not just about the content you create, but how you market it.

Find it at : <http://www.youtube.com/watch?v=tTN9We8unmU>

