52 of the best microexperiences created using the Wyng platform - to inspire your 2019 digital and marketing goals.
2018 was a hard year for marketers, especially when it came to their consumers’ relationships with technology and their brands. From the spread of fake news, to calls for more transparency from major social network players, and the shuffle to respond to GDPR and data-privacy issues, marketers were working overtime to keep up the goodwill. While things weren’t easy, the lessons learned in 2018 provided an important framework for 2019.
In 2019, we believe creating meaningful bonds will be essential for brand and agencies as more consumers strive to consume responsibly, from what they view to what they buy. For all we have gained from tech-driven engagement, brands will need to prioritise a more human-approach. Consumers are getting more and more honest across social platforms, and brands will need to do the same by kicking up the emotions, embracing what they value, and keeping things real and personal with their fans.

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

To help get 2019 off to the right start, we’ve compiled the best microexperiences of 2018 powered by Wyng. These microexperiences drove engagement, increased data acquisition and broke through the noise in 2018 to redefine what digital success, looks like today.
While 2018 was full of ups and downs, it did give us one important takeaway - the microexperience. Microexperiences are mobile-first digital experiences that brands create and deploy to engage consumers, drive conversions, and securely acquire first-party data at scale.

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

1. Digital Transformation

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

2. First Party Data

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

3. Budget Realignment

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

#DoveXDunkin:
Ultimate Life Hack Sweepstakes

Nothing helps you to save time and stay ready for the unexpected moments in the day with using the coffee and dry shampoo.

Were making it easier for you to stay energized while ensuring beautiful, instantly refreshed hair by offering the chance to win the ultimate hack.

One Lucky great style winner will receive a year’s worth of Culo® coffee and Dove Dry Shampoo® and 10 Hot Hair winners will receive a SD Culo® gift pack and free Dry Shampoo - exclusive merch will be included too! All you have to do is follow three easy steps.

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

... or you can enter online at WWW.WYNNG.COM
NEW YEAR

NEW GOALS

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

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

Use Case: FlexGrid Gallery

DCI Score: 156
**Concept:** Sponsor a national contest to build a network of KeVita Alive Like You Ambassadors.

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

**Use Case:** Social Map and Social Content Stream

**DCI Score:** 180
Concept: To help football fans destress ahead of the Super Bowl on February 4, Kona launched a timely football-themed photo sweepstakes.

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

Use Case: Sign Up and Photo Lab

DCI Score: 156
Concept: Launch a one-of-a-kind video microexperience during tax season asking consumers to share how getting their #TaxesDoneFree made them feel.

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

Use Case: Brand Video Filter

DCI Score: 236
Concept: Azteca Foods kicked their 2018 plans into gear by creating #TacosforVday, an e-card promotion featuring a variety of co-branded, seasonal and colorful designs.

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

Use Case: E-card Creator

DCI Score: 443
Concept: Create fun and shareable custom eCards to encourage Smithfield consumers to share a little love with someone special on Valentine’s Day.

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

Use Case: Custom

DCI Score: 203
Concept: Embed a hair personality quiz on Matrix’s homepage to encourage visitors to learn more about their Socolor Cult and select products.

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

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

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

### Use Case:
Brackets

### DCI Score:
182
Concept: Leverage March Madness to have basketball fans participate in a Reese’s themed microexperience sweepstakes to win March Madness tickets.

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

Use Case: Sign Up

DCI Score: 231
Concept: Honor Canadian women who selflessly volunteer their time to serve and improve the lives of those in need.

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

Use Case: Sign Up with Voting
FRESH STARTS
April - June
Concept: Invite consumers to take a short quiz to reward them with a discounted rate and a list of personalized vacation spots.

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

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

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

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

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

**Use Case:** Custom
CONCEPT:
To combat the stress of traveling, Frontier Airlines launched a quirky travel personality quiz.

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

USE CASE:
Quiz

DCI SCORE: 332

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

Pick a meal.

Avocado Toast
Burger
Prime Rib
Mac & Cheese
Concept: To kick off racing season, Bojangles launched a humorous Photo Lab celebrating famed racer Derrike Cope’s iconic mustache.

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

Use Case: Photo Lab

DCI Score: 117
Concept: Encourage consumers to share how their moms wow them via custom ecards for the chance to be entered into a Mother’s Day vacation sweepstakes.

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

Use Case: eCard Creator + Sweepstakes

DCI Score: 136
**Week 17**

**Chico’s Bold Things Moms Say Contest**

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

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

**Use Case:** Photo Lab + Contest

**DCI Score:** 89
Concept: Host a digital contest to be a model for Gymboree and win a decade of Gymboree merchandise.

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

Use Case: Photo Contest

DCI Score: 93
The concept for the 2nd annual National Nail Polish Day on June 1st is to launch a Snapchat sweepstakes. The objective is to leverage the sweepstakes to acquire new emails to increase their database and promote the campaign using Snapchat ads. The use case for this campaign is a sweepstakes.
Concept: To celebrate the start of the summer music festival season, Bai launched a series of micro-festival experiences through Instant Win promos.

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

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

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

Use Case: Sweepstakes

DCI Score: 102
Concept: Launch an age-gated Cause Marketing microexperience to support Keep America Beautiful (KAB), in celebration of the new limited edition Absolut® America bottle.

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

Use Case: Cause Marketing + Interactive Visualizations
Concept: Launch a timely, fan favorite sweepstakes to support the brand’s “Prep For All” platform and encourage new email sign ups.

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

Use Case: Sweepstakes + Fan Favorites

DCI Score: 145
SIZZLING SUCCESS

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

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

**Use Case:** Sweepstakes + Social Content Stream

**DCI Score:** 181
Concept: To kick off summer, Too Faced launched an embedded personality quiz linked to shoppable products.

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

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

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

**Use Case:** Sweepstakes + In-Store Activation

**DCI Score:** 249
Concept: Encourage brand engagement through a triple touchpoint sweepstakes leveraging sign-up forms, Spotify, and Photo Hashtag submissions.

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

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

DCI Score: 194
To increase in-store visibility, Nut-Thins launched an in-store selfie contest, where consumers have the chance to win big by uploading a photo of themselves with Nut-Thins products.

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

Use Case: Contest + In-Store Activation

DCI Score: 103

Blue Diamond's Nut-Thins Contest has ended. Stay tuned for more exciting programs in the future. Thank you for participating!
Concept: To celebrate their birthday Jarritos launched a birthday countdown photo hashtag giveaway to see how Jarritos fans will be celebrating.

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

Use Case: Hashtag Contest + Countdown Calendar

DCI Score: 112
Walmart, along with their CPG brand partners, Dr Pepper and Kingsford, traveled across country for the #FiredUpFans Truck Tour to stoke team pride.

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

Use Case: Social Map + Content Gallery
Concept: To celebrate their birthday, the evite’s team launched a quick-and-easy instant win microexperience to reward their fans.

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

Use Case: Instant Win

DCI Score: 178
**Concept:** For Daiya’s latest campaign they’ve created a heart and stomach-warming video that they are encouraging their fans to share for a chance to win one of 150 Boxes of Love.

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

**Use Case:** Photo Lab + Contest

**DCI Score:** 123
Eggland’s Best encouraged families to sign its pledge for the chance to win big to spend more time together.

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

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

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

Use Case: Photo Lab

DCI Score: 121
Week 35

MCM x Puma Teaser Promotion

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

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

**Use Case:**Multilingual Sign Up

MCM オンラインストア 10月下旬公開

COMING SOON

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

全オーダー 通常配送無料（日本国内に限り）

ニュースレターへのご登録で、オンラインストアの最新情報をお届けします。

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

「*」マークの付いた項目に入力必須です。
Concept: To kick off the launch of the new xFiber mascara, L’Oreal Paris created a bilingual instant win contest.

Objective: Drum up excitement for xFiber mascara; engage consumers in English and French.

Use Case: Instant Win + Bilingual Sweepstakes
Here's how it works:

**STEP 1**
Print these posters and hand them out to your students to fill out, answering the sentence, “I am more than...“

**STEP 2**
Take a photo or video with your poster and upload it to Instagram or Twitter with #IAmMore, tagging @WeAreTeachers. You can also upload it directly below.

**STEP 3**
Cross your fingers & hang tight. We'll announce monthly winners. Don't forget—you can enter an unlimited number of times for the $1,000 grand prize!

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**Week 37 Voyager Sopris**

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

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

**Use Case:**
Photo and Video Lab

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See how others are getting involved! #IAmMore Gallery
YEAR END
BLITZ
Oct - Dec
THE WINNER OF THE SHARE YOUR VOICE CONTEST AND A $25,000 SCHOLARSHIP IS... WILLIAM WILSON!

CONGRATULATIONS WILLIAM WILSON!

Read contest rules

Week 38

America to Me
Spoken Word Poetry Video Contest

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

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

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

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

Use Case: Quiz

DCI Score: 105
You spoke. We listened. Dove Hair and Dunkin’ have joined forces to celebrate women who are running on dry shampoo and coffee. Join the conversation for the chance to win the ultimate life hack – a year’s supply of coffee and dry shampoo!

**Week 40**

**Dove x Dunkin** Ultimate Life Hack Sweepstakes

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

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

**Use Case:**
UGC Content Stream

#DoveXDunkin: Ultimate Life Hack Sweepstakes

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

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

1. Take a photo of your busy morning
2. Tell us why you run on coffee and dry shampoo using #DoveXDunkin & #DXDSweepstakes

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

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

Use Case: Trivia Quiz
Create a game-day recipe with our Bowl Builder for your chance to WIN

The Valero Alamo Bowl® Prize Package Includes:
- TWO (2) lower-level tickets
- Flight and travel accommodations
- Post-game passes to celebrate on-field with the winning team

See full rules for official details.

Start the Crush the Bowl Game Below!

First Down
What’s your favorite NatureSweet® Tomato? (Select one)

Week 42
NatureSweet Crush the Bowl Social Game

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

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

Use Case: Fan Faves + Quiz Sweepstakes

DCI Score: 284
Concept: To celebrate Halloween, Boomerang created a 13 nights in mystery manor countdown to promote Scooby-Doo and reward fans with a series of spooky surprises.

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

Use Case: Countdown Calendar

DCI Score: 114
Concept: The FX team launched an ephemeral social experience driving consumers to a sweepstakes for the opportunity to attend an exclusive AHS event.

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

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

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

Use Case: Photo Lab

DCI Score: 275
To get ahead of their competitors, Urban Decay, launched a full Cyber Week ahead of Cyber Monday.

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

Use Case: Countdown Calendar

DCI Score: 121

According to Salesforce, on ‘Black Friday’ last week, 68% of ecommerce traffic and 51% of orders were on mobile.
Concept: The Applegate team got a jump start on the holiday season with a quiz sweepstakes, promoting their products and special discounts.

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

Use Case: Quiz

DCI Score: 210
**#SeasonedCelebrations Sweepstakes**

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

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

**Use Case:** Countdown Calendar + Sweepstakes

**DCI Score:** 136
Concept: To showcase all of their new and existing flooring options, Lumber Liquidators launched a stylish 12 days of LL countdown calendar.

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

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

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

Use Case: Auto-Frame and Photo Lab

DCI Score: 111
Concept: To generate buzz for Kiss' Triple Push-Up Lashes they launched a UGC Photo Lab giveaway to get fans sharing how their lashes make them feel.

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

Use Case: Photo Lab

Week 51

Kiss Lash Photo Lab Giveaway

1. Take a Pic
Upload a black & white photo of yourself.

2. Add a Frame
Add the Triple Push-Up frame to your pic.

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

4. Submit & Share
Share with friends #WinTriplePushUpLashes

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

Upload Photo and Enter
**Concept:** Launch a digital campaign in conjunction with Walmart’s $119 advertising and digital awareness campaign to highlight Walmart’s new 2-day free shipping offer.

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

**Use Case:** Instant Win + UGC Sweepstakes

**DCI Score:** 165
Wyng Microexperience Platform enables brands and agencies to create mobile-first digital experiences for their marketing campaigns and promotions, to engage consumers, drive conversions, and securely acquire first-party data at scale. Our culture is rooted in technology and marketing, spanning diverse disciplines and decades of experience across mar-tech, ad-tech, CX, UX, data, and core mobile and web technologies. In 2011, Wyng powered the first ever hashtag campaign in connection with a Super Bowl ad, and continues to evolve its platform to align with shifts in consumer behavior. We believe great products are defined by intelligent architecture and a passion for innovation. Wyng is headquartered in New York City’s NoMad neighborhood.

To learn more, visit wyng.com.