

# Compelling Interactive Marketing

**SEX in Your CITY.com**  
ADULT DATING FOR EVERYONE!  
Get laid in OTTAWA



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il (STC) is one of the largest video search engines in the world. We inc... and list the links in easily browseable form so that you can find wh...

Links Today

23	31454 views
	30431 views
E22	26029 views
ory - S2E22	22494 views
	11989 views

Google Pays Me \$213 An Ho



Backup your Movie Collect

Got a DVD burner? We've r... the best DVD Copy Sof... programs of 2009. Read... reviews and see side b... comparison chart

100% SECURE

CASINO POKER BINGO

**\$225**  
WELCOME BONUS

DOWNLOAD CASINO  
200+ GAMES - PLAY FOR FUN OR REAL MONEY

INSTANT PLAY CASINO  
60 GAMES - NO DOWNLOAD REQUIRED

JUST WON  
Latest Winner: mlnnea - Prize: \$32,483.54

CURRENT PROMOTIONS  
CHAMPIONS CHANCE

CURRENT JACKPOTS

Millionaire Club	\$1,134,982.14
Casino Stud Poker	\$167,628.67
Rags to Riches	\$235,200.12
Marvel Hero Jackpot	\$5,272.16
Prog. Blackjack	\$79,138.04

OUR GAMES

If you're not sure, check... Consumer First Reviews DVD

Do you sell Internet Softwa... Audio CDs, or digital produ... or DVD?

Click Here for cd-fulfillment demand cd or dvd fulfillment

**Congratulations**  
you've Won!

CLICK RELEASE YOUR WINNINGS!!



Comments: 3    Comments: 29    Comments: 2

The WB    CBS    FOX    ABC Family

stop interrupting

what

people are  
interested in

be

what people are  
interested in

As creative marketers our task is to create work that people choose to spend time and converse with

We do this by  
understanding society,  
culture and human  
nature to figure out how  
to be relevant.  
It's instinct.

Interactive/digital is the  
space that can best  
express this and reach a  
larger audience.

Examples of Great  
Interactive Creative,  
and what we can learn  
from them.

Understand your  
audience.



- encourage Britt's to holiday in Skane (Sweden)
- Showcase Skane's unique attributes

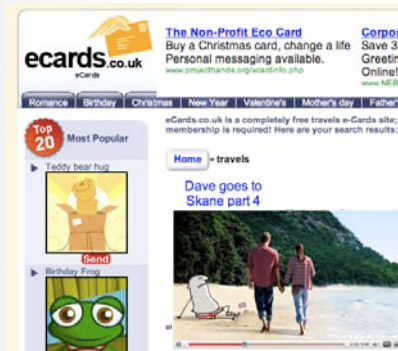


Meet Dave.  
Stereotypical  
British Traveler

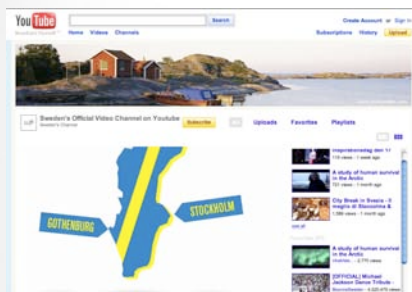


# Campaign Tactics

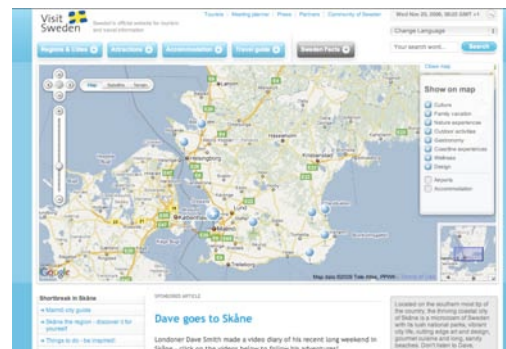
## Case Study 1



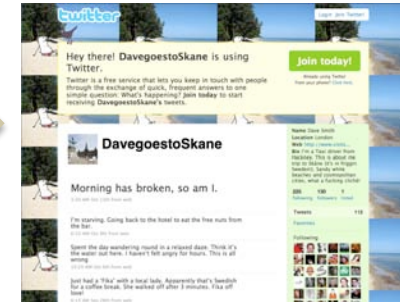
Free Video postcards



Branded YouTube Channel



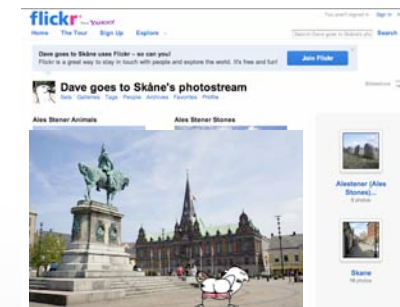
Sweden Tourism Site



Dave's Personal Twitter Feed



Dave's Personal Facebook page



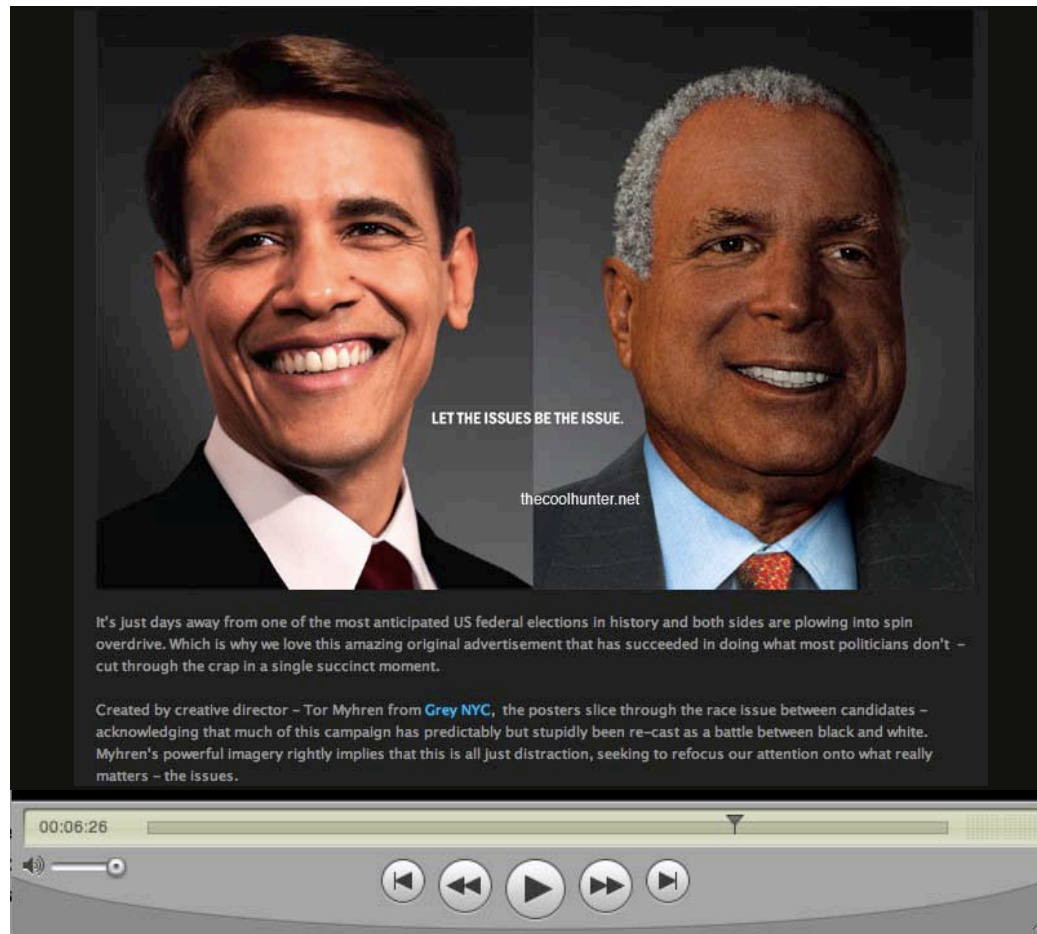
Dave's Personal Flickr Photo Page

- 1 Talk about what makes you unique in an authentic way
- 2 Understand your audience, where they are from, what is their mindset
- 3 Repurpose content you have developed and put it in lots of different online properties to get more reach

Size doesn't matter.



Tell a  
compelling  
story, simply.

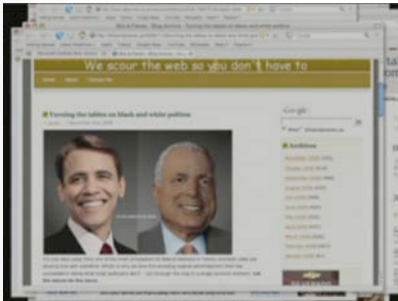


# Campaign Tactics

## Case Study 2



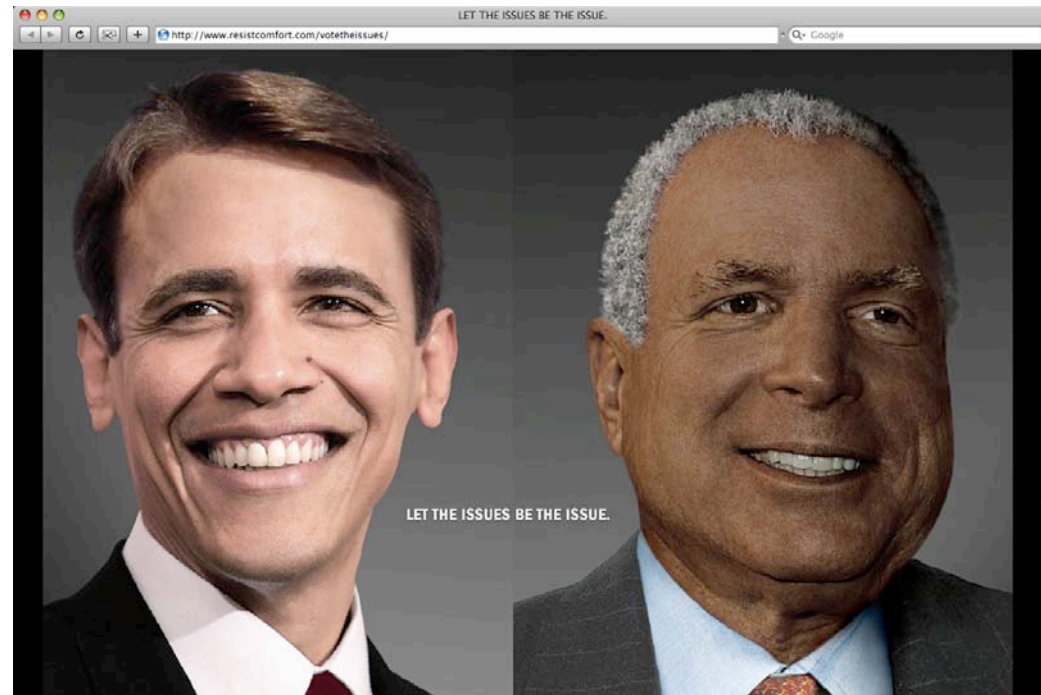
200 Posters



Blog Seeding



Email campaign to key influencers



A microsite with one page

- 1 Hook into a key insight, or point of interest
- 2 Tell a story in a simple way

People love  
surprises.

**WHOPPER® SACRIFICE HAS BEEN SACRIFICED.**

**WHOPPER SACRIFICE**

FACEBOOK® HAS DISABLED **WHOPPER® SACRIFICE** AFTER YOUR LOVE FOR THE **WHOPPER® SANDWICH** PROVED TO BE STRONGER THAN **233,906** FRIENDSHIPS.

Were you sacrificed by somebody? **Send them an Angry-Gram ▶**

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But don't  
devalue  
your brand by  
cutting costs



<http://www.youtube.com/watch?v=XXd0UoxK-lk>



Simple Facebook App



Facebook targeted ads



Facebook Page

- 1 Give people something that Engages them
- 2 Be different, surprise people.

Get others to speak  
on your behalf.



Give them a  
reason to talk  
about you.



[http://www.youtube.com/watch?v=SI-rsong4xs&feature=player\\_embedded](http://www.youtube.com/watch?v=SI-rsong4xs&feature=player_embedded)

# Campaign Tactics

## Case Study 3



Viral Video



Classified Ads



Online recruitment ads



Branded Twitter



Branded Facebook



YouTube Channel



Applicant Videos



Online Banners



- 1 Give people the opportunity to participate with your brand. Give people the tools to speak about you.
- 2 Use videos that others have created to sell who and what you are...

## Things to think about:

- Make sure you know who you are
- Showcase your personality and offerings in a unique and authentic way .
- Hook into a key insight of your target audience
- Tell a story
- Give them something to engage with: entertain them, educate them, give them a tool to help them
- Use imagery and video, people love pictures (text is hard to read online)
- Team up with other business'