



Social Interactive Campaigns

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About us

- Follow us (@groovechomp, @jeffdaviscourt)
- We work @banyanbranch, leading social media & interactive agency
- We'll break it down by channel & investment (both monetary & time)
- We'll talk about what works & what doesn't

Interactive Social Campaigns

- It requires Media to work
 - Videos
 - Interactive quizzes and polls
 - Games
 - Social sharing experiences
- Keep in mind
 - It has hard costs 
 - It may not work. You have to do your homework.
 - Be realistic & set achievable goals



Facebook

- Level 1: I have a page



24
TV Show

SEASON 8
THE COMPLETE FINAL SEASON
FOUR DISC SET

Wall 24 · Top Posts

Share: Post Photo Video

Write something...

24
24 won the Home Media Magazine Award for Fan-Favorite Title on Disc! Thanks for making it happen, fans!

24 Wins Fan-Favorite Title on Disc
www.homemediamagazine.com
Disney's popular TV series 'Lost' wins six 'Home Media Magazine' Awards, while 20th Century Fox Home Entertainment's 'Alien Anthology' Blu-ray set wins four. Disney and Fox each won 10 awards as a studio.

April 26 at 3:44pm · Like · Comment · Share

4,411 people like this.

View all 532 comments

Write a comment...

Facebook

- Level 2: I have a welcome tab


A screenshot of a Facebook page for 'Bobsled'. The page layout includes:

- Profile Picture:** A pink bobsled character with a black helmet and a large black 'b' on its chest.
- Page Name:** Bobsled (Product/Service)
- Like Button:** A button with a thumbs-up icon and the word 'Like'.
- Navigation Menu:** Wall, Info, Photos, and a highlighted 'Welcome!' tab.
- Like Count:** 5,109 people like this.
- Likes:** T-Mobile USA and Vivox, Inc.
- Cover Photo:** A blue background with white circles and a pink bobsled character. Text reads: 'Bobsled likes you. Do you like Bobsled?' and 'bobsled by T-Mobile'.
- Video Player:** A video player showing a recording interface for 'Record a message for Kate Campbell' with a 'powered by VIVOX' logo and a '00:00' timer.
- Call to Action:** 'Grab the Bobsled! Call your Facebook'.

Facebook

- Level 3: I have an interactive tab

Red Bull ▸ **Web TV**
Food/Beverages



Red Bull
TV
+ CLICK HERE +
TO WATCH RED BULL WEB TV

THIS IS RED BULL WEB TV Share

Lean back and be entertained with the best content the world of Red Bull has to offer from action sports and motor sports to music and lifestyle, exclusively packed in one global 24/7 free web TV stream, any time any place.

Watch Red Bull Web TV in full screen at www.redbull.com/ty.

Available on the **App Store** for **Windows Phone 7**

Hartz ▸ **Your Pee is Stinky Photo Contest**
Pet Supplies



Hartz
NODOR
litter spray

MR. WHISKERS
Just one of dozens of shameful kitties being outted by their owners.

how stinky is your cat's pee?

Prove it! Share your favorite photo, and enter to win a Hartz product basket. And, of course, we will include enough Nodor™ to freshen up even the stinkiest kitty's house. Nodor™'s technology was specifically designed to eliminate cat urine odor instead of covering it up.

Not even Mr. Whiskers' sneaky pee attacks stand a chance.

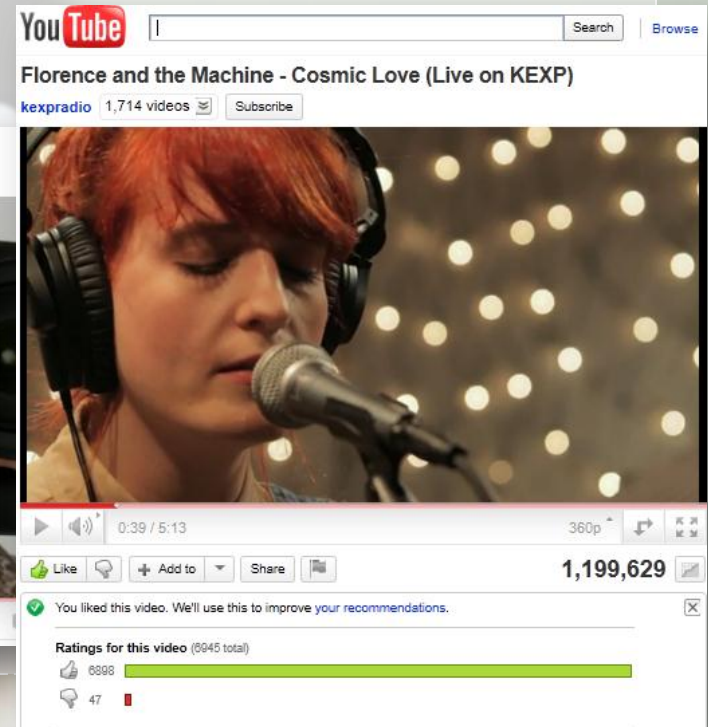
submit
your photo

view
photo gallery

- Wall
- Info
- Your Pee is Stinky Photo Contest**
- Photos
- Discussions
- Terms of Use
- YouTube
- Twitter

YouTube

- Level 1: I have a channel and I've listed related videos



YouTube

- Level 2: I put content on my channel
 - low cost, unscripted, just sharing information. New products, straight information.



Parallels Desktop 6 for Mac -- Windows apps on your iPad, iPhone or iPod

ParallelsTV 26 videos



0:14 / 1:06

360p

146,199

Uploaded by ParallelsTV on Sep 13, 2010

<http://parallels.com/desktop> -Parallels Desktop 6 for Mac -- access Windows

97 likes, 6 dislikes

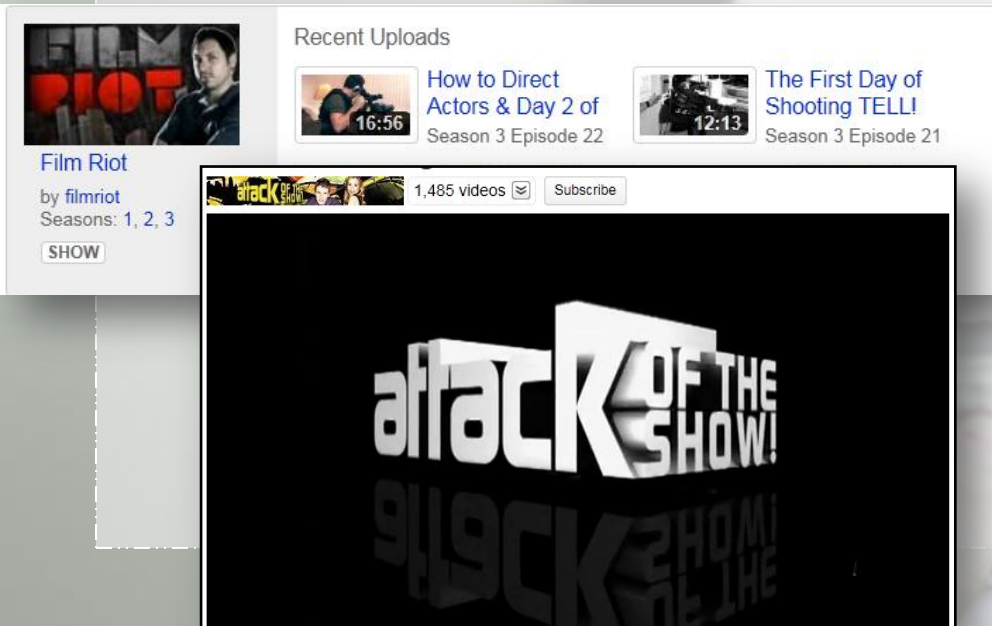
YouTube

- Level 3: Produced corporate videos, How-To, informational.
 - Scripts, edited, higher production value. Not the most compelling content.





YouTube

- Level 4: Commercial quality. Niche audience.
 - Spoofs, show series, branded entertainment





Recent Uploads

 [How to Direct Actors & Day 2 of Season 3 Episode 22](#)

 [The First Day of Shooting TELL! Season 3 Episode 21](#)

Film Riot
by [filmriot](#)
Seasons: 1, 2, 3
[SHOW](#)

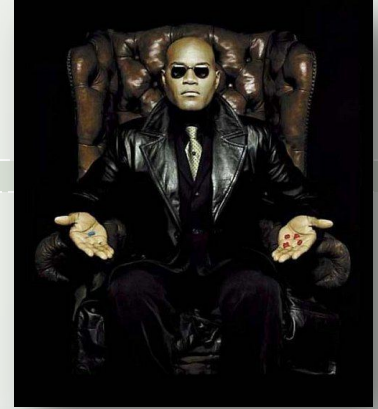
 1,485 videos [Subscribe](#)



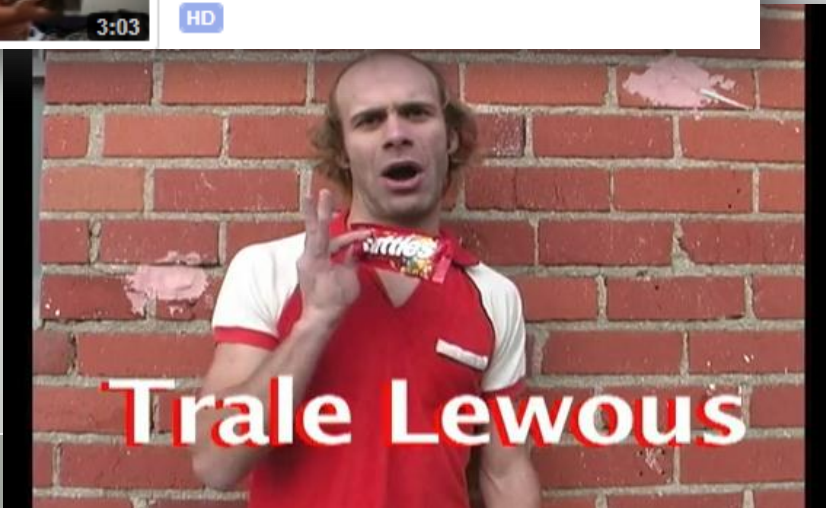


YouTube

- Level X: the great unknown
 - Forget what you know



Fallout New Vegas Collector's Edition Unboxing!
Time to get excited!
by [KevinWK](#) | 7 months ago | 319,973 views
HD



Ultimate Dog Tease

Talking Animals 19 videos



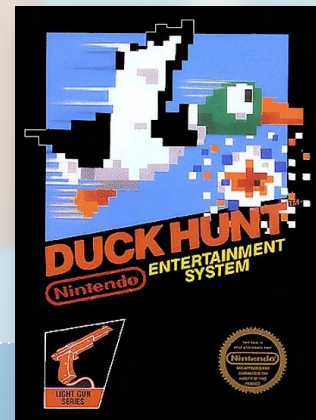
0:01 / 1:21 360p

35,825,771

Uploaded by [klastu42](#) on May 1, 2011
Dogs... Love.... Food.
T-SHIRTS: <http://aoi/9PvTX> (all profits go to SPCA)
208,192 likes, 2,271 dislikes
As seen on: [cbsnews.com](#)

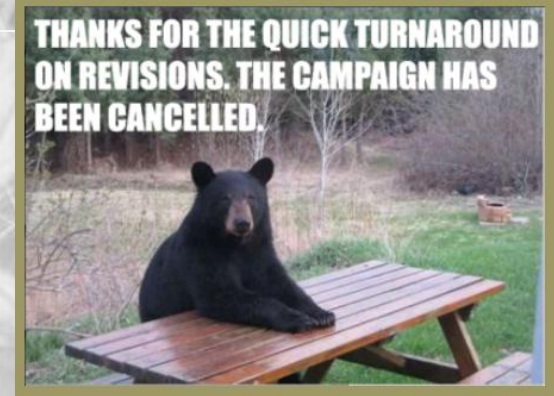
Twitter

- Disclaimer: Twitter isn't best for interactive. Use it to share things. But it's not visual, you can't guarantee how many people will see it. You'll have to spend a lot of time @ replying people.
- Moving on.....



Other Hangouts

- Tumblr
- Blogs
- Apps
- Microsites and Virtual experiences
- Pinterest, Yelp, Location Based Services, Stumble Upon



What “Works”

- Campaigns with clear goals, proper PLANNING, cute animals
- Videos with little branding
 - Needs CTA to drive to desired outcome...right?
- Strategic placement
 - Where will your audience view it?
 - How do you get it there?
- Consistent messaging and engagement through social channels
 - Keep them coming back and wanting more
- Resources that can be used again and again
 - Ex: FAQ’s answered with video
- Connections with cause marketing... karma →



What's not

- Things that violate the rules of Facebook and Twitter. #duh #likeseriously #butyoudbesurprised
- Overtly branded pieces (unless it's tongue in cheek)
- Things that have worked before #sry #RTpls

Questions?

- Email one of us:
ross@banyanbranch.com or jeff@banyanbranch.com
- Write us a letter *in cursive*
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