

# What caught their eye

We asked executives at marketing agencies to highlight a recent digital campaign, outside of something their own firms created, that stood out to them. Here's what they had to say:



## Doug Kroll

Director of social and digital media  
Melt

"I really enjoyed following what LG has done to promote the photo capabilities of the LG G4 as it launched its first social photo competition using the hashtag #BestShotEver. After launching a user-generated social photo contest recently, it's not easy to receive as many quality submissions as they did. Submissions on Twitter and Instagram have been solid except for those who posted selfies. A grand prize of a VIP trip to NYC including a private helicopter tour and of course two brand-new G4 phones is certainly worthy of putting some time into a submission. And at the end of the day, that's what matters — the beauty of a lot of the entries is what struck me the most."



## Troy Pugmire

Managing director  
Gramercy Global Media

"I liked what the New York Red Bulls did in terms of digital marketing for their membership acquisition. A nicely designed newsletter representing the team and brand very well was sent periodically to mailing list subscribers. The newsletter was sent out periodically with a countdown leading to 'only one day left' and '1 hour to go — there is still time left. ...' It certainly caught my attention. Even though email newsletters might appear to be old-fashioned these days, it certainly still makes for a very effective marketing tool."

## Matt Wurst

Vice president, general manager of social  
360i

"While there is an increasing number of digital-centric campaigns that reach consumers across various media platforms, the power of a digital-only marketing campaign should not be underestimated. The #StraightOutta campaign, launched by Beats by Dre as a tie-in with the summer

release of the 'Straight Outta Compton' film about the rise of NWA, is a perfect example. With a keen understanding of its target audience, the campaign encouraged fans to fill in the blank in "Straight Outta \_\_\_" with their own city (or anything else for that matter) and add a photo, resulting in a tremendous amount of content and viral distribution buzz. The campaign created one of the most shared, most engaging digital content experiences of the year, drove hundreds of millions of earned impressions and helped make the film one of the top-grossing features of the year."

## John Buzzell

Senior vice president, digital  
CSE

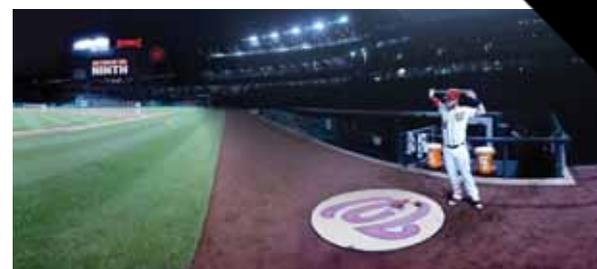


"A promoted video and tweet from eBay as part of their 20th anniversary campaign really grabbed my attention. As with all great brand storytelling, it relies on truth, relevancy, connection to the brand truths, and a direct, immediate emotional connection. The compelling core of the story is carried in the tweet — in only 15 seconds the video gets across that (a) eBay has been around for a long time, (b) it makes the exploration of personal passions more possible, (c) it's the glue that can connect people from all walks of life, and (d) it has served as a foundational platform for commerce-driven hobbies, lifestyles and businesses."

## Benjamin Hordell

Founding partner  
DXAgency

"I'm a huge fan of Under Armour's 'I Will What I Want' campaign. I caught the Misty Copeland TV spot and was so engaged, I sought out the rest of the assets on Under Armour's site. I am a father and, for the first time in a while, here's a marketing campaign I'd be proud to have my daughter wholeheartedly embrace. The strong message of empowerment is a great one. The striking visual images and direct and uplifting copy really resonate. I also think they picked great brand ambassadors, from a nice array of industries."



## Mary Scott

President, sports and experiential  
United Entertainment Group

"I've taken notice of several brands leveraging the growing world of virtual reality. Gatorade's recent virtual reality endeavor with Bryce Harper on YouTube 360 defines the very notion of cutting edge. The campaign seeks to put fans in the shoes of Bryce Harper and what it feels like to go toe-to-toe with a Major League Baseball pitcher. Fans can consume the video on desktop or mobile and can make the experience more lifelike with the use of Google Cardboard. This caught my eye because it truly creates an immersive, first-person experience for fans and highlights Gatorade's use of new technologies and platforms to bring unique experiences. It will be exciting to see where the industry goes as brands continue to push the boundaries of immersion with a keen eye to bringing fans closer to sports through technology."

## Monty Mullig

President, digital and analytics  
CSE

"I like the Samsung Galaxy native content campaign. I saw the campaign on Slate, but I believe it ran on multiple sites. It was an excellent example of relevant, entertaining and useful sponsored content (or native advertising) that was able to unobtrusively convey a brand message (superior camera quality). What I found especially innovative was the fact that they had multiple versions of the content for several cities, and they were able to target the city most likely to interest the reader. Targeted native advertising of such quality is rare."

