



THE 20 BEST
Marketing and
Advertising Campaigns
We've Ever Seen



re•mark•able

worthy of being or likely to be noticed,
especially as being uncommon or extraordinary

When Seth Godin wrote his book, *Purple Cow: Transform Your Business By Being Remarkable*, he forced a lot of marketers to face the fact that we'd slowly but surely been digging our own graves via boring, traditional "mass marketing" -- and that the only way out was to stop being part of the herd, and "be remarkable."

There are a lot of advantages to being remarkable. Decreased sales and marketing spend, for one. Unfair competitive advantage, for another. And quite possibly, category domination and greater customer lifetime value.

But getting there isn't easy. In fact, most marketers don't have a clue where to begin.

So here's an idea: **Start by learning from THE BEST.**

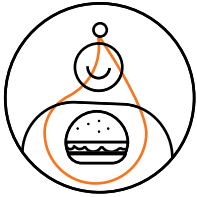
We've compiled our very own list of the top marketing and advertising campaigns ever, and included a few juicy details explaining what made each campaign so remarkable, and what strategies you should literally STEAL, er ... borrow, as inspiration for your next marketing initiative.

Enjoy!

THE WHOPPER SACRIFICE

BRAND: *Burger King*

CREATIVE PARTNER: *Crispin Porter & Bogusky*



Sacrifice ten Facebook friends. Get a free Whopper.

Sounds simple enough, right? But what made this campaign particularly remarkable is that it challenged the very nature of the platform on which it played out, and tapped into the essence of how social networks have changed our ideas of what “friendship” means. Whopper Sacrifice (a Facebook app) launched in early

2009 with little fanfare and almost no media support — and lasted only 10 days before Facebook shut it down on the basis of “user privacy violation” (the app notified friends when they were deleted). Sure, they gave away 20,000 free Whoppers. But the infamy and buzz they gained? *Priceless.*

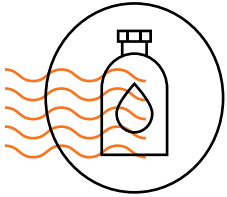
STEAL THIS

- *Use a really, really, really simple call-to-action.*
- *Don't be afraid to push the envelope.*

TRUE BLOOD: REVELATION

BRAND: *HBO*

CREATIVE PARTNER: *Campfire and Company*



What made the marketing campaign for HBO's first season of True Blood so remarkable was the way it was woven into the mythology of the show itself.

Vials of a mysterious red liquid with messages in a “dead language” were mailed to goth and horror bloggers, leading them to a “vampire-only” website called Blood-Copy.com. Videos featuring “real vampires” debating whether or not they should reveal themselves to an unsuspecting human populace were “leaked.” An outdoor poster campaign promoting a new beverage called TruBlood (available for sale at www.trubeverage.com) and featuring PSAs supporting equal rights for vampires appeared in major metro areas -- none of which ever mentioned the TV show.

By creating a complex backstory about a synthetic beverage that enabled vampires to “live among humans,” HBO and its creative partner, Campfire, were able to tap into an existing community of horror aficionados and organically build an audience that made True Blood one of HBO's most anticipated and successful show debuts.

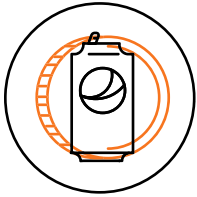
STEAL THIS

- *Find the “niche” audience that is super passionate about your product or mission, and explore ways to intrigue, inspire, and deeply entertain them.*
- *Invest in really good storytelling.*

THE REFRESH PROJECT

BRAND: *Pepsi*

CREATIVE PARTNER: *TBWA Worldwide*



After 23 years and hundreds of millions of dollars spent on Super Bowl ads, one of the world's biggest brands broke new ground in 2010

by opting out of the Super Bowl and pouring 1/3 of its annual marketing budget into a cause-driven social marketing campaign called “The Refresh Project.”

The Refresh Project featured a pledge from Pepsi to hand out more than \$20 million in grants to do-good projects in six categories and in what has since been

coined “crowd-sourced philanthropy” (the audience voted on who got the grants). Sadly, the campaign was pulled after 10 months due to fraud allegations and slipping market share -- yet the influence of The Refresh Project as a remarkable example of behemoth brands committing more dollars (and brain cells) to digital and social media continues to be felt.

STEAL THIS

- *Been doing the same thing for 23 years? Surprise the hell out of everyone by not doing it. At least once.*
- *Even high-profile, high-budget “do good” programs don’t do much good if they’re not authentic and brand-relevant. Learn from Pepsi’s mistakes.*

ELF YOURSELF

BRAND: *Office Max*

CREATIVE PARTNER: *Jason Zada, EVB, Maccabee Group*



Who knew uploading images of yourself, friends, or loved ones -- then watching them dance as Christmas elves -- would be so remarkable?

It was a simple idea, but at the time of its launch in 2006, a groundbreaking one. Let people star in their own interactive ecard? Virtually unheard of ... but totally awesome. Six years and over half a billion

shares later, Elf Yourself can boast not only of being a viral phenomenon, but also an enduring success -- one that has literally become a holiday tradition.

STEAL THIS

- *Give your audience opportunities to “star” in your marketing.*
- *Create an annual tradition (that gets better every year!).*
- *Make it wicked easy to participate, and just as easy to “share.”*

THE MAN YOUR MAN COULD SMELL LIKE

BRAND: *Old Spice*
CREATIVE PARTNER: *Weiden + Kennedy*



The Old Spice Man debuted in a 2010 Super Bowl ad, bringing humor, sex appeal, and intrigue

to a brand that was all but forgotten. Five months later, he made marketing history by appearing in a series of 180 near real-time videos that not only got the attention of celebrities like Demi Moore and

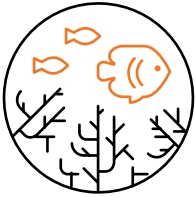
Ellen DeGeneres, but also helped Procter & Gamble amass over 40 million views on YouTube and enjoy a 107% increase in body wash sales within 30 days of the campaign launch.

STEAL THIS

- *Got a spokesperson for your brand? Make sure he/she appeals to and entertains both genders, and provide opportunities for your audience to engage with him/her both on and offline.*
- *Short, frequent, episodic, and highly shareworthy content will be shared more than the usual marketing fodder.*

THE BEST JOB IN THE WORLD

BRAND: *Queensland Board of Tourism*
CREATIVE PARTNER: *Nitro*



Wait ... you want to pay me \$150,000 to spend 6 months cleaning the pool, feeding the fish, collecting the mail, and exploring a gorgeous, little-known island off the Great Barrier Reef?

And all I have to do is submit a one-minute video about why I should get the job? Yes, yes, that's exactly what the Queensland Board of Tourism did in 2009 in a remarkable campaign that relied on a most unlikely media channel -- the "Jobs" section of newspapers.

Fueled by an extraordinary streak of PR and clever use of social media, the Board received over 7 million

visitors, 34,000 applicants from 200 countries, and 500,000 votes for this once-in-a-lifetime job. And the lucky winner? Well, he continues his reign of Remarkableness as the Ambassador of Queensland Tourism. Lucky bastard.

STEAL THIS

- *Experiment with non-traditional marketing channels.*
- *Remember that no brand is too small to make a giant, remarkable splash.*

IN RAINBOWS | BAND: *Radiohead*



*The music industry used to have a really simple formula:
talent + record label + plastic discs = dollars.*

But digital and social technology completely disrupted that formula -- and a few risk-taking, innovative folks like Thom Yorke of Radiohead, disrupted right back. In Rainbows, which was the band's seventh album, was released directly to fans with an offer that was altogether unheard of: Pay what you want. To date, the band reports that their OMFG! strategy

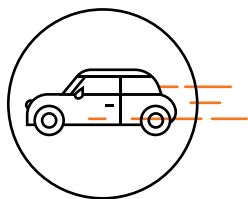
paid off -- with 3 million downloads in the first year and a cool \$10 million in revenue -- by far, the band's biggest commercial success EVER. It's no wonder The New York Times hailed this establishment-bucking quintet from Oxfordshire as a band "fast becoming assynonymous with technological mischief as they are with music." BOO-YA!

STEAL THIS

- *Explore new ways to embrace the very thing (technology, competition, etc.) that's disrupting your business model.*
- *Invest in, cultivate, and nurture deep, direct relationships with your fans/loyal customers/promoters. One day soon, that will really come in handy.*

LET'S MOTOR

BRAND: *Mini Cooper*
 CREATIVE PARTNER: *Crispin Porter + Bogusky*



In Europe, the Mini Cooper had long been an icon.

But in the gas-guzzling, SUV-loving USA, the teeny weeny Mini had only 2% brand awareness and even less market share. So what's a clever marketer to do? Why, accentuate that difference, of course!

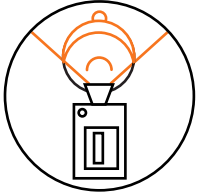
Rather than pursue the same-old, same-old TV/print/radio ad formula that most car brands were following at the time, Mini and its ever-innovating agency partner decided to eschew traditional media in favor

of playing up the fun-factor of the car itself -- in shopping malls, on street corners, glued to billboards ... and other unlikely places where only a tiny vehicle with awesome gas mileage and a kind price tag could shine. Ten years later, Mini had not only far surpassed its goals of market share and sales in an indisputably disastrous automobile market -- it also saw the U.S. surpass the UK as the brand's biggest-selling single market in the world.

STEAL THIS

- *Focus on the one thing that makes you undeniably different from all your competitors. Double down on that one thing.*
- *Screw the cow path. Blaze your own trail.*

THE BLAIR WITCH PROJECT | BRAND & CREATIVE: *Artisan Entertainment*



Arguably the very first online “viral” marketing campaign

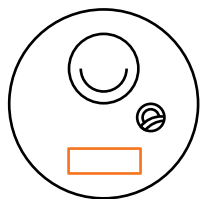
predating YouTube, Facebook, MySpace, and even Friendster, The Blair Witch Project remains an often-imitated, never-duplicated runaway success. Shot on a shoestring budget of just \$22,000, the film raked in over \$250 million, thanks in part to its novel approach of terrifying audiences into believing that

the fictitious story of three missing film students was 100% real. The key? A deft combination of “found footage,” strategically seeded rumors on online message boards, and a series of low-budget ads and trailers that perpetuated the legend.

STEAL THIS

- *TELL GREAT STORIES! (Sound familiar?)*
- *It doesn't have to cost a fortune to be remarkable.*

2008 PRESIDENTIAL CAMPAIGN | BRAND & CREATIVE: Barack Obama & Team



In early 2007, Barack Obama was a one-term senator with a funny-sounding name & less than 10% brand recognition.

Eighteen months later, Obama went on to raise more money than any other presidential candidate in U.S. history, ultimately landing him the title of 44th President of the United States of America.

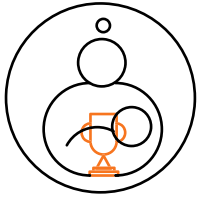
How did he achieve this? In part, because of a brilliantly executed marketing campaign that leveraged social technology and grassroots support in ways his competitors hadn't even considered. He dominated not only YouTube with over 20 million views, but also claimed the most popular fan page on Facebook (with

2.5 million fans vs. McCain's 625,000 at the time), broke down barriers with his social media-friendly campaign website that bestowed genuine, in-action photos, videos, and issue-oriented calls-to-action upon its visitors daily -- and ultimately, rode that online popularity all the way to the White House, becoming not only the first U.S. President to have a presence on social media, but also the first one to fully grasp and connect with his constituents across ALL of the channels that matter to them now.

STEAL THIS

- *If the freakin' president of the USA can master this social media stuff, so can you.*

WORLD'S TOUGHEST JOB | BRAND & CREATIVE: *Cardstone*



These days, people don't usually get too excited about greeting cards.

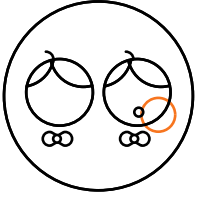
That's why Cardstone teamed up with ad agency Mullen to create a fake job description for a "Director of Operations" -- aka "Mom." The job application included degrees in medicine, finance, and culinary arts. 24 people applied, and they set up a fake Skype interview for the position -- then compiled the interviews into a video. The ad made people realize just how much

mothers do for their children, and it hit all four categories of OMFG awesome: awe-inspiring, emotional, positive, and surprising. After the video launched it was quick to spread around social media and news channels. Cardstone saw 2.7 million impressions, over 21 million views, and 1.6 million social shares

STEAL THIS

- *Show gratitude for your customers in your marketing campaigns.*
- *A little trickery never hurt anyone if there's a good ending.*

ALMOST IDENTICAL | BRAND & CREATIVE: *Beldent*



Trident gum (known in South America as Beldent) created an interesting experiment at Museum of Contemporary Art in Buenos Aires, Argentina.

Since chewing gum is a simple, no-frills product, Beldent wanted to highlight its social benefits. They paired sets of identical twins -- one expressionless and one chewing gum -- and asked questions like “Who is more social?” and “Who is more likely to get a raise?” The campaign was a success due to the

unique context in which it was presented and the fact that it engaged onlookers without being an overt advertisement for the specific brand. The video resulted in ~7 MM YouTube views – and by the way, 73% of people preferred gum chewers.

STEAL THIS

- *Ask people their opinion. People love sharing their point of view.*
- *Get people involved with your product, and to it in unexpected ways.*

THANK YOU, MOM

BRAND & CREATIVE: Proctor & Gamble



On Mother's Day 2012, P&G launched a campaign called "Thank You, Mom." Throughout the campaign, P&G featured Olympic athletes training from a young age,

and emphasized the impact their mothers had on their lives. The "Thank You, Mom" campaign also included the "Raising an Olympian" video series to highlight specific athletes' experiences.

For a company whose products or services aren't directly related to sporting goods, P&G generated more coverage for this campaign than a lot of other companies like Nike whose products relate directly to the Olympics. Each "Raising an Olympian" video received close to 1 million views, and the main "Thank You, Mom" video received about 53 million views.

Marketers can learn a lot from P&G's example. Through their **effective use of newsjacking**, they not only leveraged the popularity of a major, worldwide event, but they also stayed true to the lifestyle of their brand and the audience they cater to. As a result, they were also able to attract a lot of media coverage and thus, reach a global audience. When you're coming up with your next marketing campaign, think about ways you can expand its reach to more people. Could newsjacking be one of them?

STEAL THIS

- Stay on top of popular events, and look for tie-ins to your brand, even if they're indirect.
- Don't be afraid to pull on their heartstrings a bit.

ELECTION PROTECTION | BRAND & CREATIVE: *JetBlue*



Ever hear someone say, “If my candidate doesn’t win, I’m going to leave the country”?

Well, JetBlue actually gave 1,006 lucky customers the opportunity to do so. In its election-themed campaign, the airline asked people to vote for their candidate of choice. If that candidate lost, 1,006 people would be given the opportunity to fly off to some awesome destinations including the Bahamas, Costa Rica, Turks & Caicos, St. Maarten, & the Grand Cayman.

The campaign video got close to 100,000 views and hundreds of media placements. Thousands of people participated in the contest and anxiously awaited the results (some of which I’m sure some were torn between

winning a vacation or their chosen candidate winning the election ;-).

This campaign was creative because it took a company that had nothing to do with politics and afforded them a piece of the popular election pie. Important events like this -- which millions of people are already talking about -- can be a great opportunity for your next marketing campaign. Think about what current events are on the horizon and if there are ways to maximize their popularity for your business. So many companies have had success with this strategy ... you could, too!

STEAL THIS

- *Take a humorous spin on an issue to add some levity to it – especially when it involves gregarious claims that people probably don’t really mean. (Right?)*

STRATOS JUMP | BRAND & CREATIVE: RedBull



They jumped out of outer space!

Seriously though, when you think of Red Bull, you may think of their creative tagline, “Red Bull gives you wings.” Well this year, Red Bull decided to put that tagline into the hearts and minds of their audience by hiring Austrian extreme athlete Felix Baumgartner to break the world record of the longest freefall jump of 128,000 feet above the Earth, reaching the high speed of 833.9 miles per hour. Talk about intense!

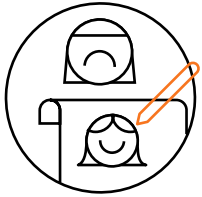
Over 8 million people watched the jump live, and over 30 million people have relived the jump on YouTube since then. Furthermore, the live jump was shown by over 40 TV stations and 130 digital outlets. Red Bull’s Facebook photo of the jump generated 216,000 likes, 10,000 comments, and over 29,000 shares. The jump was also a trending topic on Twitter worldwide.

Breaking world records is always an exciting way to garner some attention. Last year at HubSpot, we **broke the world record for the largest webinar**, and it was a huge success. One of the reasons it worked so well was because it aligned with our mission to educate people about marketing. Red Bull’s jump also aligned with its tagline, “Red Bull gives you wings.” As a marketer, you always want to make sure your marketing campaigns are aligning with your company’s mission and the interests of your audience. You may not always have the opportunity to break a world record, but an important lesson from Red Bull is to remember that your company’s culture and mission should also be taken into consideration when executing any campaign.

STEAL THIS

- *Do something remarkable for the sake of being remarkable.*
- *Don’t worry about tying it to your brand message every time.*

REAL BEAUTY | BRAND & CREATIVE: Dove



A woman describes herself for a forensic artistic,

and then someone she just met describes her to that same artist. The results are surprising because of the stark contrast in the sketches. The campaign put forward

the simple truth that people do not recognize their own beauty. Within a month, Dove's "Real Beauty Sketches" became the most viral video ever released.

STEAL THIS

- *Take a stand on issues that matter*
- *Do you really know who your persona is?
Make sure your content reflects the actual them, not the cartoon version.*

DAILY TWIST | BRAND & CREATIVE: Oreo



Forget the blackout at the Super Bowl -- Oreo was “winning” long before the lights went out.

With its “Daily Twist” campaign, Oreo was early to the game of using a newsroom-style production method for advertising. For 100 days, it created a graphic that embodied what people were talking about that day -- from a rover landing to the new “Batman” premier to

Cheesecake Day (July 30 if you need to update your calendar). To top it all off, they have a brilliant design team that creates beautiful, funny, simple images that say more than volumes of copy ever could.

STEAL THIS

- *Clean, witty design that does the talking for you*

SMALL BUSINESS SATURDAY | BRAND & CREATIVE: *American Express*



“Small Business Saturday” won a Blue award

at the inaugural Facebook Studio Awards, and the New York Festivals International Awards deemed it the “World’s Best Idea.” But this campaign became more than just a once-a-year push to get people to swipe their credit cards at more local establishments.

It raised the awareness of the public about who they spend their money with, got local officials -- and even the President -- involved, and taught local merchants how to use digital to garner community support.

STEAL THIS

- *Create content that creates a movement – when you get behind good causes (or create your own), they can take on a life of their own.*

INVISIBLE CHILDREN: KONY

BRAND & CREATIVE: *Invisible Children*



In March 2012, Invisible Children launched a video to bring awareness to the violence from Joseph Kony and the Lord's Resistance Army (LRA).

There were positive and negative reactions to the video when it went viral. On a positive note, some people thought it brought awareness to a global issue needed to be addressed. On a negative note, some people thought it did not properly highlight the facts of the issue.

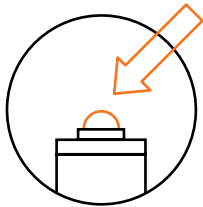
The video went viral with help from celebrities including Oprah Winfrey; it generated over 16.6 million views on Vimeo and over 94 million views on YouTube. More than 1/3 of the U.S. Senate supported the capture of Kony.

If you're a nonprofit, take a look at the example set by Invisible Children. Even though they weren't a well-known organization and were supporting a cause that was also not very well-known, they were able to receive global attention through the marketing of this video. Think about your mission and cause, and who you may want to align with to accomplish your goals. Invisible Children saw an opportunity to work with celebrities like Oprah to get the word out, and they were extremely successful.

STEAL THIS

- *Think about partnerships that can help you generate awareness and capture the attention of your audience on a larger scale.*

PUSH TO ADD DRAMA | BRAND & CREATIVE: TNT



When the network TNT launched in Belgium, they made a pretty big splash.

They chose a normally quiet square in Belgium and placed a large arrow that said “Push to add drama,” (influenced by TNT’s tagline, “We know drama”). After that, chaos ensued. Literally. Car chases and all.

In less than 2 days, TNT had generated over 6.5 million views. Eight months later, there are close to 40 million views on YouTube.

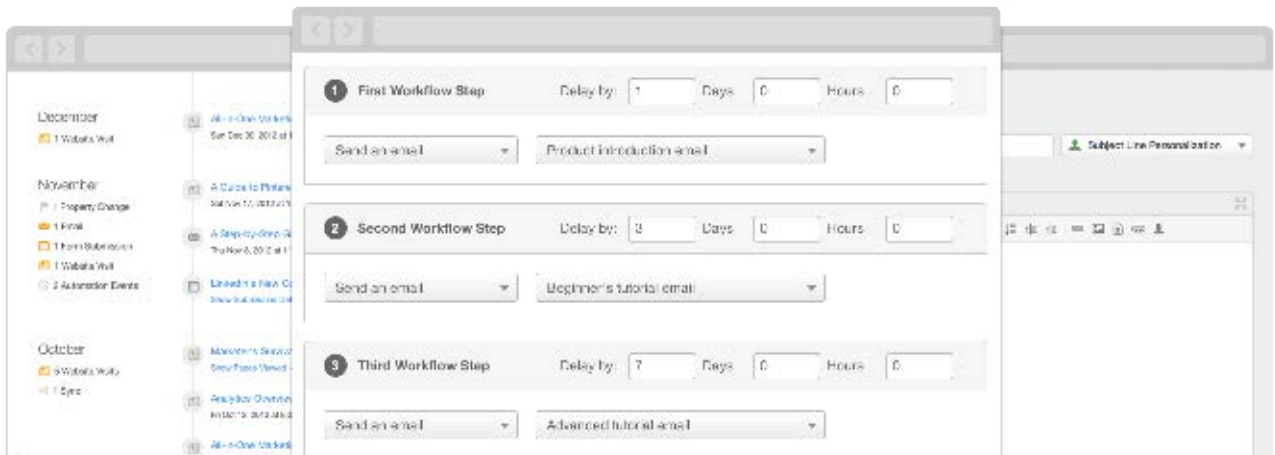
Experiential marketing is not easy, but TNT managed to pull it off successfully while also ingraining the message that they are the network for drama. While thinking of your next campaign, even if it doesn’t leverage experiential marketing, think about how you can ensure that your audience walks away thinking about the message your company wants to promote.

STEAL THIS

- *Not everyone wants drama, but most like some fun. Surprise people with something they’re not expecting.*
- *Too much of marketing is the same old thing – but it doesn’t have to be.*

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