21 BRANDS THAT WILL INSPIRE YOUR NEXT CAMPAIGN

CISION
Power your story.

Pinterest

Aritzia
http://www.pinterest.com/aritzia

40K+ followers **21** Boards

Why should you follow them?

They launch integrated campaigns that engage their target audience of young, fashion conscious, socially connected women.

What differentiates them?

- Over 36K followers on #FallForUs board alone
- #FallForUs focused on Instagram and Pinterest, but was also integrated directly into their website, giving the campaign a holistic feel
- #FallForUs has had ongoing success and longevity

Pantone Color
www.pinterest.com/pantonecolor

59K+ followers **46** Boards

Why should you follow them?

Colourful campaign inspiration targeting markets like craft bloggers, fashion designers, beauty bloggers, graphic artists and other artisans.

What differentiates them?

- They partner with a range of companies, including Sephora and Velspar
- Most boards have over 40K followers and there are fan boards dedicated to their brand
- Successful at pushing traffic to other social channels while retaining engagement on Pinterest

Random House
http://www.pinterest.com/randomhouse

1.4M+ followers **50** Boards

Why should you follow them?

Random House has used the Pinterest platform to convert followers into potential customers.

What differentiates them?

- Boards are divided into engaging and unusual topics like Rock and Roll Memoirs, Banned Books, Literary Tattoos, Adorable Readers, Culinary Classics, What Would Jane Austen Do?
- Positioned as Guest Pinner on Etsy Pinterest account
- Leveraged Pinterest's APIs to create a book discovery tool that also serves as an online bookstore

Google+

Hugo Boss
https://plus.google.com/+hugoboss

3M+ followers **35M+** Views

Why should you follow them?

Audience can start conversation directly with brand ambassadors. For example, #AskJason.

What differentiates them?

- Quippy callouts help to narrate their brand story
- They use Google+ as an e-magazine where they illustrate the design and production process of their clothing
- This platform acts as a hub for Hugo Boss to push traffic to their other social channels

NASA
https://plus.google.com/+NASA/

1.6M+ followers **510M+** Views

Why should you follow them?

NASA uses Google+ to educate and increase awareness.

What differentiates them?

- NASA uses Google+ to launch educational programs
- They post a variety of rich media assets that help explain their research
- Host Google+ Hangouts to increase personalized interaction with their audience - they share live updates from space!

H&M
https://plus.google.com/+HM/

4M+ followers **125M+** Views

Why should you follow them?

They offer a complete guide on how to be hip.

What differentiates them?

- Their lookbook layout is exceptionally styled
- H&M's content focuses on utility, making their products more accessible
- Case study published by Google specifically about H&M's use of the Google+ platform

Vine

Samsung Mobile
https://vine.co/SamsungMobile

122K+ followers **26M+** loops

Why should you follow them?

Samsung extends the creative limits of Vine to create artistic videos and entertain their audience.

What differentiates them?

- Ran an educational campaign on how to use Vine for Android
- Showed their commitment to the platform by constructing a custom Vine studio in their office
- Received earned media from Fast Company, Mashable and eConsultancy

Target
https://vine.co/target

51K followers **517K+** loops

Why should you follow them?

Target's in-house content team views the time limit of Vine as a creative challenge.

What differentiates them?

- Target US sends out packages of props to followers and encourages them to make Vine videos
- They post quirky videos that feature their brand attributes
- Vine is a permanent part of their media mix. A lot of time and resources are invested into making the end product.

MTV
https://vine.co/MTV

700K+ followers **196M+** loops

Why should you follow them?

They're the master teasers.

What differentiates them?

- Use Vine to announce award nominees and other events
- Repurpose their own content with a spin
- Invite fans to participate in award shows by creating their own Vines
- Overall tone is humorous and the language used is in line with their demographic

Twitter

Warby Parker
www.twitter.com/WarbyParker

63.8K+ followers

Why should you follow them?

They have successfully extended the call-and-response model to Twitter.

What differentiates them?

- Tweets are inspired by events, company culture and staff
- Warby Parker uses Twitter to strengthen their realtionship with their existing customers and prospects. For example, #WarbyHomeTryOn
- They aren't just online, they also plan community events across the USA

Charmin
https://twitter.com/Charmin

54K+ followers

Why should you follow them?

Their hashtags are central to their storytelling efforts.

What differentiates them?

- They are transparent. They share tips and tricks from their own marketing strategy
- They have been celebrated for their fun yet tasteful sense of humour by NY Times, Business Insider, Mashable, Ad Age
- Their #TweetFromTheSeat campaign has had strong, ongoing engagement since its launch

American Express
https://twitter.com/americanexpress

760K+ followers

Why should you follow them?

Amex's tweets are an interesting mix of influencer marketing and e-commmerce offers.

What differentiates them?

- Partnered with Twitter to create Amex Sync for Twitter
- Customers can purchase products and claim offers using hashtags
- They work with other major brands like Whole Foods, Zappos and Best Buy to diversify their content
- Amex has successfully launched a brand ambassador campaign, #CFFrost

Facebook

Skittles
https://www.facebook.com/skittles

26M+ likes

Why should you follow them?

A good lesson in how to create a lot with a little.

What differentiates them?

- Has one of the largest fan bases of any brand on Facebook
- They use the first-person voice to offer a personal tone
- Their silly posts have been praised and amplified across the web, including mentions by Buzzfeed and Vanity Fair

Tim Hortons
https://www.facebook.com/TimHortons

2.5M+ likes

Why should you follow them?

Tim Hortons uses Facebook as a major highway, directing traffic between their various properties.

What differentiates them?

- They directly integrate cool apps, microsites, contests and quizzes into their Facebook page
- They feature user generated content. For example, the drive-thru wedding proposal video
- For Tim Hortons, Facebook acts as an extended community

Time Magazine
https://www.facebook.com/time

6.7M+ likes

Why should you follow them?

They offer a quick, bite-sized dose of daily news where conversation takes place.

What differentiates them?

- Time's headlines and teasers fuel conversation
- Their Facebook community has a high volume of weekly traffic
- The news outlet nearly doubled their Facebook likes in Q2 of 2014

Tumblr

Whole Foods
darkryemag.tumblr.com

Why should you follow them?

Whole Foods has created an online magazine, Dark Rye, that explores areas beyond their products.

What differentiates them?

- Whole Foods uses Tumblr to educate and share stories from wellness pioneers in the food industry
- They touch on other creative industries like photography, mixology and industrial design
- They produce a video series that allows the magazine to stretch from Tumblr across other platforms

Calvin Klein
calvinklein.tumblr.com

Why should you follow them?

Calvin Klein uses Tumblr as a living billboard of their iconic brand.

What differentiates them?

- Calvin Klein leverages Tumblr as a lookbook and online magazine for their brand
- They mix black and white photos with colourful GIFS to illustrate their current products
- Calvin Klein was one of the first large fashion corporations to purchase sponsored mobile ads on Tumblr

GQ
gq.tumblr.com

Why should you follow them?

GQ's Tumblr boasts that it only posts content that is hand-picked by the GQ editors, lending an exclusive feel to the blog.

What differentiates them?

- They do not use the space for self-promotion, but rather as an inspiration board for men's fashion and lifestyle goods
- Several spin-off blogs amplify the GQ brand even further on Tumblr
- GQ recommends other Tumblrs that fashionable men should follow. This positions Tumblr as a supplementary source of information apart from the magazine

Instagram

Michael Kors
instagram.com/michaelkors

2.9M+ followers

Why should you follow them?

Michael Kors uses Instagram to provide a glimpse into their luxurious world.

What differentiates them?

- First brand to initiate Instagram ads in 2013
- Use the platform to promote product but also to advocate for the non-profits they support, such as #WatchHungerStop
- Average post receives over 30K likes

National Geographic
instagram.com/natgeo

8.3M+ followers

Why should you follow them?

Simply put, National Geographic's Instagram account has the most incredible amount of engagement on their inspirational photo editorials.

What differentiates them?

- First brand to partner with Instagram in 2010
- Have a network of photographers around the world who post to the corporate account
- Captions on posts provide context of the full story

Mercedes-Benz
instagram.com/mercedesbenz
www.glapacked.com

1.2M+ followers

Why should you follow them?

Mercedes-Benz is leveraging influencers to reach a new audience on Instagram.

What differentiates them?

- There is a strong focus on their own product, but they feature the car in creative ways
- Worked with Instagram influencers to promote new vehicles. For the #GLApacked campaign, Mercedes-Benz asked bloggers who have significant influence to document their travels on Instagram
- They have conducted studies to prove the ROI on running Instagram and Facebook ads simultaneously

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