

**75 (MORE)**

**GET  
INSPIRED!**

**CONTENT  
MARKETING  
EXAMPLES**



CONTENT  
MARKETING  
INSTITUTE™

## GET INSPIRED: 75 (MORE) CONTENT MARKETING EXAMPLES

While every brand brings a unique set of goals, values, assets, and circumstances to the content marketing table, at least one thing is universal: We can all learn from the experiences of those who faced the same challenges and came out on top. Fortunately, when it comes to content marketing, there are plenty of amazing brands we can look to for guidance.

In this e-book, we've gathered 75 of our favorite content marketing examples — new and old. Companies of various sizes, locations, and industries created these efforts and delivered them in a wide variety of formats. We hope they will give you a feel for the tremendous things brands can accomplish with content marketing — and inspire you to explore some new content marketing ideas of your own.



# SAINSBURY'S MAGAZINE

**Brand:** Sainsbury's

**Content type:** Multiplatform content

**Why we love it:**

U.K. supermarket chain Sainsbury's has elevated foodie content to a multimedia art form. Starting with its signature magazine — the biggest, fully paid for, food title in the U.K. — the company delivers well-balanced recipe features that are tested by some of the U.K.'s best home economists and aims to serve all types of readers' culinary needs. Add to that a hugely successful portfolio of social media channels, sell-out live cooking demonstrations, the magazine's Food & Drink Awards, and its series of editorial one-shots, and not only do you get a level of audience engagement that would make any content marketer's mouth water — you also get recognition as the 2016 Content Marketing Awards Project of the Year.

**Industry type:** Retail



Content Marketing Project of the Year:  
**BEST RETAIL PUBLICATION**



# IKEA'S VIRTUAL REALITY EXPERIENCE

**Brand:** Ikea

**Content type:** Interactive content/Virtual reality

## Why we love it:

Virtual reality is certainly an up-and-coming platform for content experiences in both the digital and physical worlds (Pokémon Go, anyone?). Ikea is getting a leg-up on the trend with this pilot program that enables shoppers with an HTC Vive-mounted headset to see how their favorite Swedish-named kitchen furnishings can be laid out and customized to suit their personal tastes. The developers also included a neat parent-friendly feature: Users can adjust the height of the person walking through the virtual rooms, allowing them to view potential remodeling projects from the eyes of a child.

**Industry type:** Retail



# COLORCHAT SMARTPHONE APP

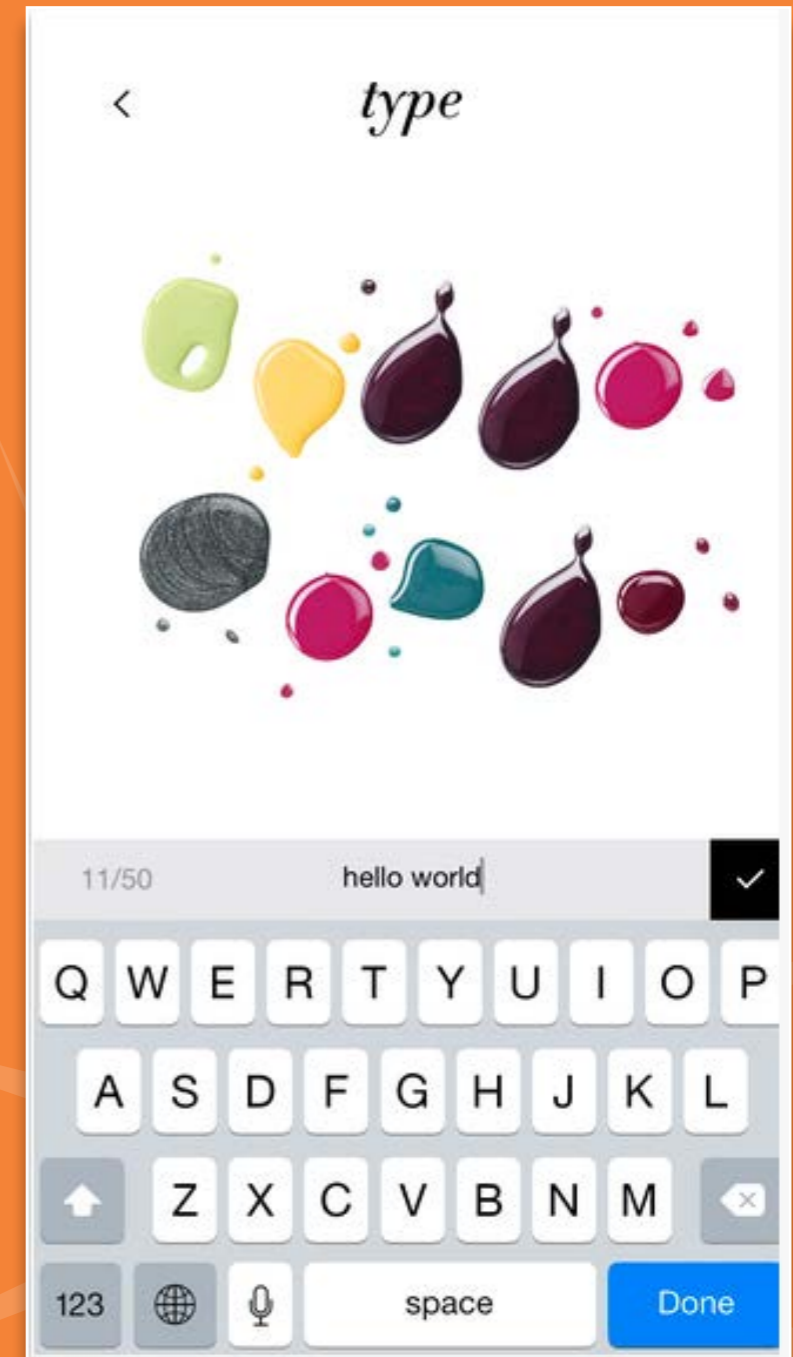
**Brand:** OPI

**Content type:** Interactive content/Virtual reality

**Why we love it:**

Who needs words when you can speak in color? The company behind nail polish with names like “I’m Not Really a Waitress” and “You’re Such a Budapest” aims to turn color into a universal language. In OPI’s ColorChat smartphone app, each letter and character is composed of colorful drops of OPI nail polish shades. The abstract shapes form an alphabet that can be used to write messages; the app also helps decode incoming communication.

**Industry type:** Health & Beauty



## COPING WITH HUMANS

**Brand:** IBM

**Content type:** Video

**Why we love it:**

This video imagines Star Wars star Carrie Fisher as the facilitator of a support group for robots that no longer feel valued, thanks to IBM's super-capable supercomputer, Watson. By confronting the source of their anxiety about becoming obsolete to the humans they serve (reluctantly, in some cases), the robots illustrate just how advanced today's IBM-based technology has become.

**Industry type:** Technology & Electronics

**Learn more:** [Native Advertising Hits Network Television](#)



# CREATOR MAGAZINE

**Brand:** WeWork

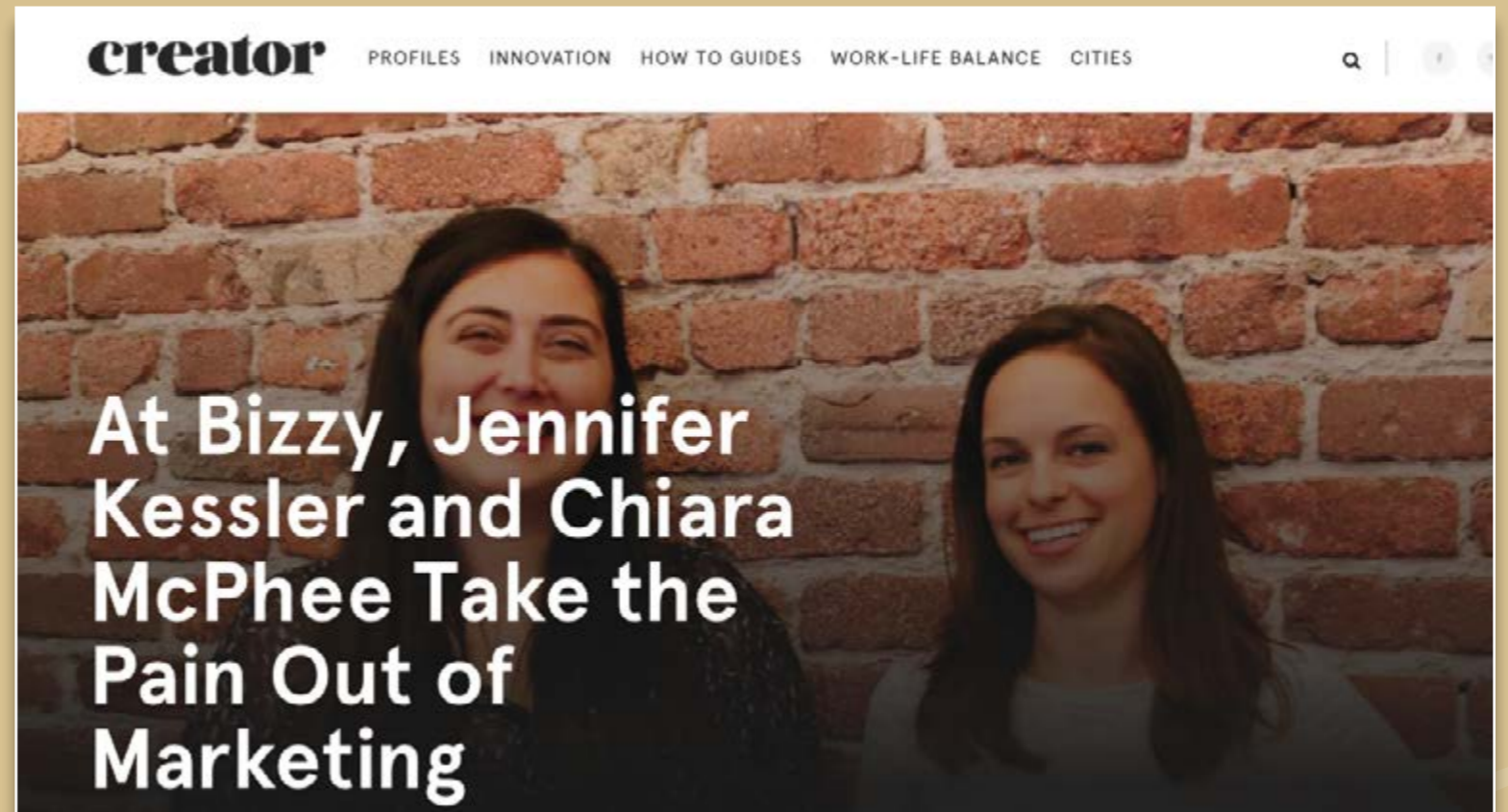
**Content type:** Digital publication

**Why we love it:**

Lifestyle magazine Creator tells the stories of the entrepreneurs who utilize WeWork's co-working spaces around the world. The writing and photography are top-notch and in addition to profiles, articles about innovation, and how-to guides, Creator has also featured special content series — including one that profiles women who have founded start-ups.

**Industry type:** Business Services

**Learn more:** [Instagram Follows Facebook to Land of Paid Social](#)



# THE STORY OF CONTENT

**Brand:** Content Marketing Institute

**Content type:** Documentary film

**Why we love it:**

This first-of-its kind film, focusing on the origins and evolution of the content marketing industry, contains some amazing case studies, as well as interviews with content marketing thought leaders and practitioners from around the world. To launch the documentary, the CMI team also created a [screening kit](#) to help drive group viewings in organizations, and to spark ongoing conversations among the film's various marketer audiences. If you have people in your organization who don't "get" content marketing, have them watch this documentary.

**Industry type:** Publishing & Media

**Learn more:** [Content Marketing Technology Investments Top \\$1 Billion](#)





# SHOT WITH IPHONE

**Brand:** Apple

**Content type:** Multiplatform content

**Why we love it:**

Apple combed through social media for outstanding photos taken with the iPhone, gathering shots from 77 people in 24 countries. The stunning showpieces were then featured in an ongoing series of videos, TV spots, and outdoor ads, with little to connect them to the brand, save for their tagline: Shot on iPhone. Despite the minimalist approach to content creation, the campaign was still able to tell complex and emotional stories — without saying a word.

**Industry type:** Technology & Electronics



# THE SCIENCE OF SEEING

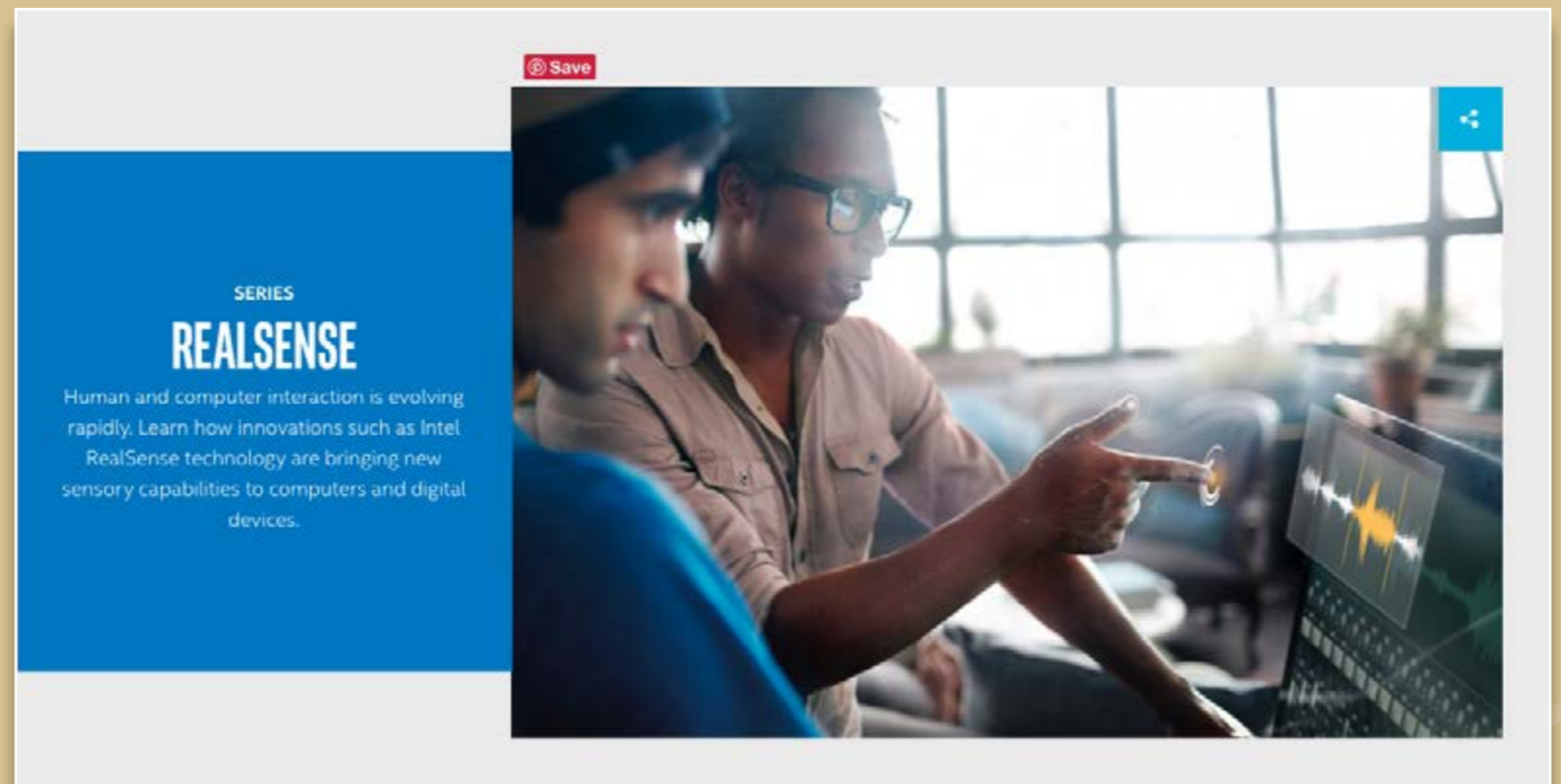
**Brand:** Intel

**Content type:** Digital publication

**Why we love it:**

What if your computer could see like you? To get people interested in its RealSense 3D camera technology, Intel created The Science of Seeing, a special edition of the company's digital magazine iQ. Intel's team of journalists and designers initially created nine multimedia stories — each exploring a different facet of how machines (and people) see, and what more human-like computers might mean for society. Intel concluded that iQ's Science of Seeing edition stories were three times more engaging than its traditional campaign landing page, and articles syndicated to Medium ranked among the site's top 10 most read.

**Industry type:** Technology & Electronics



# THINKGEEK DAILY ALERT

**Brand:** ThinkGeek

**Content type:** Email newsletter

**Why we love it:**

@ThinkGeek embraces “geek culture” in all its products, and its Think Geek Overlords aim to please readers with intriguing emails that really speak their languages (Klingon and Dothraki included). Plus, the company’s ever-present spokes-monkey, Timmy, is usually on hand with a clever disguise that helps to get readers into the spirit of the offering.

**Industry type:** Retail

**Learn more:** [Improve Your Email Content With a 7-Minute Workout Routine](#)



**TECHIE HAIKU**

*Mother of Dragons  
Wait, that's not your full name? Just  
Get your own Starbucks*

**Cindy L.**

Los Angeles, CA

**ACTION SHOT**



**Captain Picard'ing it.**

Dont Forget! Submit your [Action Shot](#) and [Techie Haiku](#) for a chance to be featured in our Newsletter.

# #NSFAVOURITES

**Brand:** Nederlandse Spoorwegen

**Content type:** Digital publication

## Why we love it:

The Dutch Railway operator, known as NS, wanted to encourage the country's citizens to travel more often by train. Having already established a successful print publication — #nsfavourites — the logical next step was to create a digital counterpart, where readers could discover helpful travel tips and exciting destinations in four popular Dutch cities, chosen by leading Dutch bloggers and influentials. The resulting magazine also contains exclusive offers and discounts for selected destinations, and allows users to compose their own lists of favorite locations — and to receive a map to help them find their way there and back from the closest railway station.

**Industry type:** Transportation



2016 Content Marketing Awards Winner:  
**BEST NEW DIGITAL PUBLICATION**



# ONBRAND

**Brand:** Cleveland Clinic

**Content type:** Microsite/branding guide

**Why we love it:**

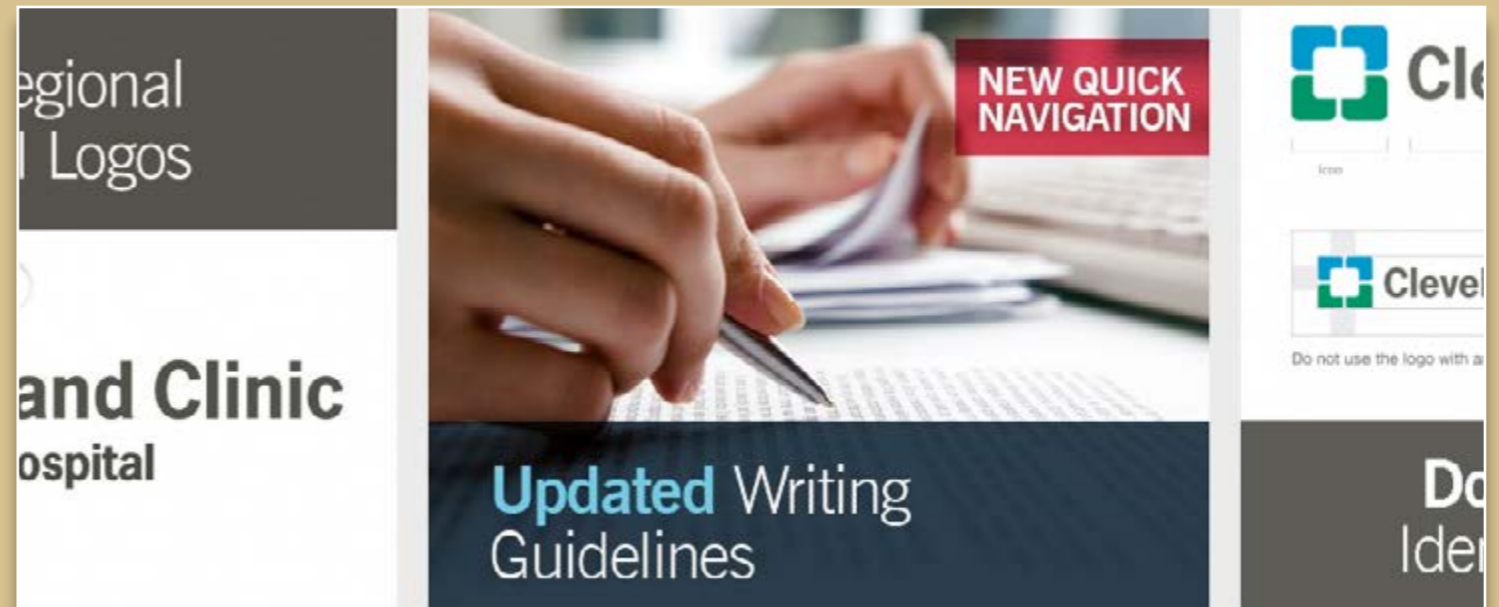
While many organizations have public style guides and press kits, and a separate set of internal editorial guidelines, Cleveland Clinic understands that to be a content-fueled brand, you must set your assets free. Developed by 2016 Content Marketer of the Year recipient Amanda Todorovich, the organization's OnBrand microsite is well equipped to support the complex requirements of these audiences, and more. From detailed writing guidelines to be used by its hundreds-strong army of content creators to media-rich facts and figures that can serve the needs of external influencers and the media, OnBrand is a model for content marketers aiming to scale their efforts.

**Industry type:** Healthcare

**Learn More:** [Brand Guidelines to the Rescue for Clear, Consistent Stories](#)



2016 Content Marketing Awards Winner:  
**MARKETER OF THE YEAR**



# VAN WINKLE'S

**Brand:** Casper's

**Content type:** Digital publication

**Why we love it:**

Mattress retailer Casper launched a web-based magazine (and a companion e-newsletter) devoted to all things sleep-related — from reporting the latest scientific findings on dreaming, to investigating the things that keep us awake at night. Cleverly named Van Winkle's, it operates completely independently of its e-commerce parent, avoids any overt promotion of Casper's products, and is managed by a talented team of experienced journalists who take an eye-opening and newsworthy approach to “exploring sleep with our eyes wide open.”

**Industry type:** Retail



# HOW TO CHECK YOUR HOTEL ROOM FOR BEDBUGS

**Brand:** Moxie Pest Control  
**Content type:** Visual content

## Why we love it:

This instructographic, created by Moxie Pest Control, reveals a seven-step process for sweeping a hotel room so that you don't bring home any unwanted insect souvenirs from your next travel adventure. It's a great example of how a company can take an "icky" topic and use it to create memorable instructional content that serves your audience's real-life needs.

**Industry type:** Home Services

**Learn more:** [8 Ways to Take a Fresh Approach to Content Formats](#)

### HOW TO CHECK YOUR HOTEL ROOM FOR BED BUGS

**SEVEN** Easy Steps You Can Do in **5** minutes

- 1 LEAVE YOUR LUGGAGE AT THE DOOR**  
Just in case! If the room has bed bugs, you don't want to risk them getting in your bags.  

- 2 CHECK OUT THE BED!**  
Begin by peeling each layer off the bed. On each layer check the seams, edges, and folds for spotting (fecal spots or blood spots), skins that have been shed, live insects, or eggs.  
This is what you are looking for:  

- 3 LIFT UP THAT BOXSPRING!**  
After you've checked all of the linens and the mattress, lift up the box spring and do another thorough check of that. Pay close attention to crevices, folds, and seams as that is where bed bugs love to hide.  

- 4 THE HEADBOARD**  
Lift it off and look behind it. If you can't move it, slide a piece of paper behind it several times. If there are bed bugs, they'll cling to the paper.  

- 5 THE NIGHTSTAND**  
Check the corners and crevices (do we sound like a broken record?). Check the binding on the Bible (seriously!) and any other books or magazines in the drawer.  

- 6 THE CLOSET**  
Check that ironing board just like you checked the bed - thoroughly! Also check the door tracks, shelving, and hangers.  

- 7 THE COUCH**  
Lift up the cushions and look closely at all of seams. If you're lucky, you might even find a couple quarters under there!  


#### WHAT SHOULD YOU DO IF YOU FIND BED BUGS?

1. Get out of the room immediately.  
This is why you were smart and left your bags at the door!
2. Do you have to stay at this hotel? If you don't, notify them of the issue and that you would like a refund and will be staying somewhere else. (if the hotel gives you a problem, call the credit card company you booked the room with for a faster refund)
3. If you have to stay there, get a new room and begin your inspection all over again.

**MOXIE**  
moxiepestcontrol.com

# SOULCYCLE POP-UP EXPERIENCE

**Brand:** Target + SoulCycle  
**Content type:** Live event

**Why we love it:**

Target teamed up with SoulCycle, a fitness studio known for its intense and inspirational indoor-cycling classes. The collaboration entailed a three-day, pop-up experience in 10 cities across the United States, with complimentary SoulCycle classes for those who snagged a spot by signing up online. The fitness experience was supplemented with pop-up shops in the 10 participating Target stores, as well as a capsule collection of SoulCycle clothing available to all Target shoppers.

**Industry type:** Retail





# LAY'S DO US A FLAVOR

**Brand:** Lay's

**Content type:** Interactive content

**Why we love it:**

Frito-Lay sponsored a contest, Lay's Do Us A Flavor, in which it invited people to submit ideas for a new chip flavor. AOL posted an article about the winner and used Apester to embed a quiz asking users, "Which flavor was your favorite?" Readers who clicked on their favorite could immediately see the results of the poll and received links to related content. Naturally, the quiz got tons of shares from readers who ultimately marketed Lay's new chip flavor to their friends.

**Industry type:** Food & Beverage

**Learn more:** [4 Tools to Create Interactive Content in Minutes](#)



# RUNBASE

**Brand:** adidas + The Boston Athletic Association

**Content type:** Live event

## Why we love it:

More than an adidas store conveniently located steps from the Boston Marathon finish line, the Boston Marathon RunBase is a museum, fitness center, and shop all rolled into one. Stories of the marathon's history — the first race was run in 1897 — rotate seasonally, told through historic photos and objects including race bibs, medals, and trophies. Interactive screens feature key moments in race history and an archive featuring every participant. The RunBase Run Club offers organized runs around the Boston's Back Bay neighborhood and expert speakers, visits from athletes, training plan assistance, and nutrition education. Visitors, of course, also can shop for the latest adidas footwear.

**Industry type:** Retail

**Learn more:** [Live Experiences Reinvent the Way Customers Interact With Brands](#)



# DREAM ADVENTURES

**Brand:** Expedia + St. Jude Children's Hospital

**Content type:** Interactive content/virtual reality

## Why we love it:

Expedia recognizes just how powerful an impact travel can have on a person's worldview. Though cancer-stricken children undergoing treatment at St. Jude Children's Research Hospital may not be able to experience the energizing effects of travel firsthand, Expedia has found a way to bring the world to them. As the above film demonstrates, through the use of virtual-reality camera technology, interactive live streaming, and a specially built screening room, Expedia's Dream Adventures takes St. Jude patients on explorations of places like jungles and exotic seascapes, and helps them transcend their physical limitations by expanding the boundaries of their imagination.

**Industry type:** Travel, Healthcare

**Learn more:** [Interactive Content: The Good, Bad, and Wicked Cool Quizzes and Games](#)



# ROAD TRIPS

**Brand:** Visit California

**Content type:** Microsite

**Why we love it:**

Capitalizing on iconic images of the California coast, mountains, and vineyards, Visit California’s Road Trips microsite offers sample itineraries for travelers interested in exploring the diverse natural landscapes the state has to offer. Combining jaw-dropping photography, inside information about each stop on the journey, and links for more local information, Road Trips is just the right balance of useful information and inspiration — a distinction that earned the campaign both a 2015 Content Marketing Award for Best Integrated Program and a 2015 Webby Award.

**Industry type:** Travel & Tourism



# THE HOUSE ON HALLOW HILL

**Brand:** Target

**Content type:** Interactive content/video

**Why we love it:**

As a seller of seasonal novelties and holiday decor, Target knows a few things about invoking the spooky spirit of Halloween. To inspire and assist consumers' efforts to deck their own haunted hallways, the retail brand created a mysterious storytelling adventure using an interconnected series of clickable videos. As visitors go from room to room to move the story along, they are treated to elaborately designed scenes, each of which features some of the merchandise Target sells to help party planners set the right mood — such as a skull-themed cantina fiesta or a ghoulishly moonlit graveside gathering. And before “House” guests are allowed to escape Hallow Hill, they are given an opportunity to click through to Target’s online Halloween shop where they can browse, select, and purchase the decorations they saw inside.

**Industry type:** Retail

**Learn more:** [Live Experiences Reinvent the Way Customers Interact With Brands](#)



# TRACTION NEWS



2016 Content Marketing Awards Winner:  
**BEST TRANSPORTATION PUBLICATION**

**Brand:** Tireweb Marketing  
**Content type:** Digital publication

## Why we love it:

Tires help make the world go ‘round; but if they aren’t careful, tire-related businesses can easily find themselves spinning their wheels without making progress toward their goals. Enter Traction News, an online publication designed to help these businesses become more profitable overall. Despite its sales-driven purpose, this trade publication is run just like a professional newsroom. In fact, Tireweb Marketing takes a refreshing, hands-off approach to its content, letting the editorial roll without interference, advertorials, or even obvious calls to action — a smart decision that has earned it a listing by Google News, Bing News, and Yahoo News as a legitimate news source.

**Industry type:** Transportation



# MAILLIFT SERVICE

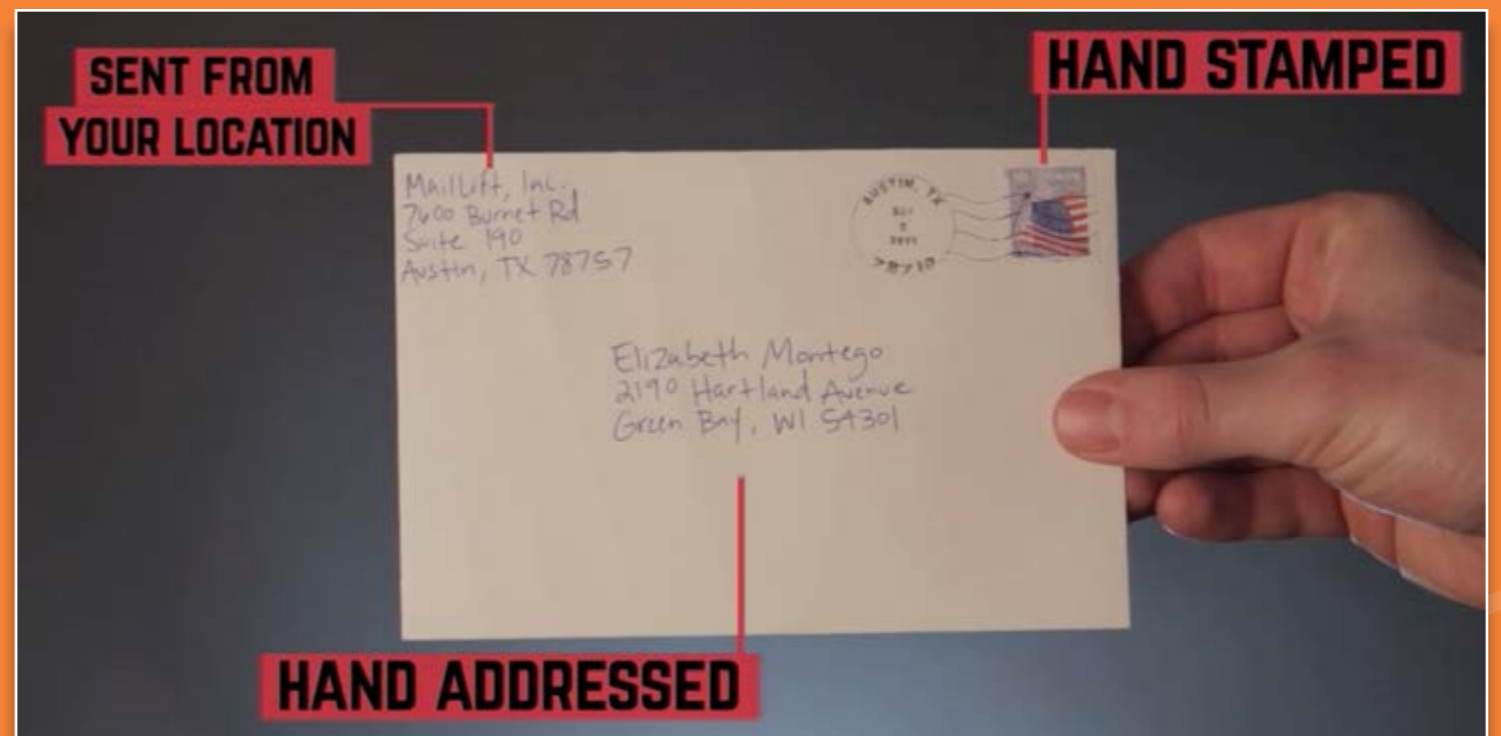
**Brand:** MailLift

**Content type:** Services

**Why we love it:**

In this brave new world where it can be hard to tell if the customer service representative you're speaking with is human or robot, start-up MailLift offers a handwritten-letter service for marketers and sales professionals. "A tool that builds customer relations through emotional connection," MailLift hires "handwriters" (i.e., people) to write letters and ships them via U.S. Postal Service with a local postmark. The company is building integrations with Salesforce and other systems to enable their customers to send handwritten letters from their CRM.

**Industry type:** Marketing Services



# WESTIN OUT OF OFFICE GENERATOR

**Brand:** Westin

**Content type:** Interactive content

## **Why we love it:**

Out-of-office emails started as a simple way to manage the expectations of clients, customers, and other contacts during rare times when you may not be able to respond right away, but they have grown to be a de facto way to creatively express your personality in absentia. Trying to conceive of just the right message can pile on the pressure — especially when your pre-vacation to-do list is already a mile long. Thankfully, you can easily cross off this creative task with a little help from Westin. By partnering with the master humorists at McSweeney's, the travel brand's helpful tool provides clever little anecdotes that suit pretty much any out-of-office experience, and do so with memorable style.

**Industry type:** Retail

**Learn more:** [24 'Baller' Tactical Plays That Will Up Your Content Marketing Game](#)





# #ACTUALLYSHECAN

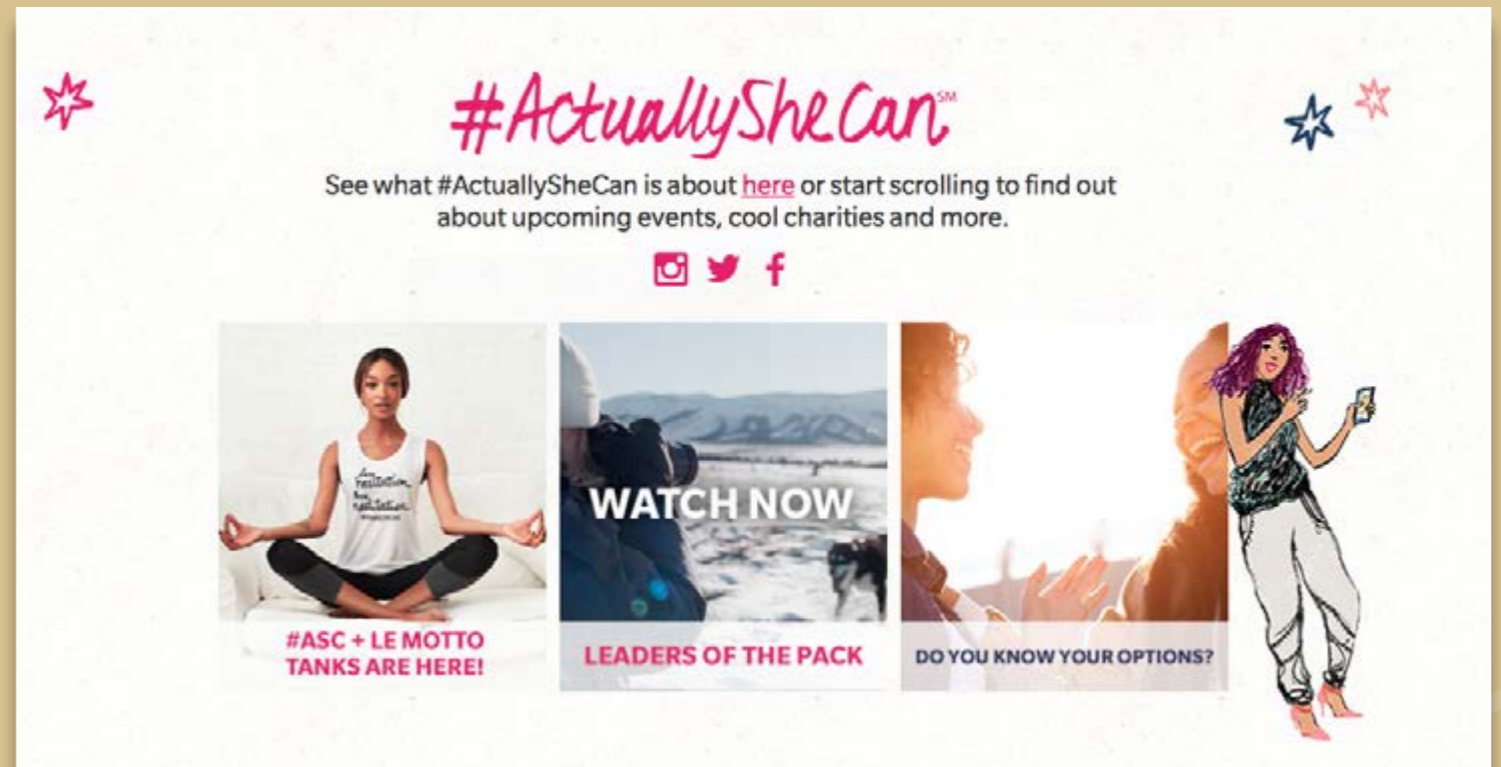
**Brand:** Allergan

**Content type:** Multiplatform content

**Why we love it:**

Pharmaceutical company Allergan is targeting Millennial women with the #ActuallySheCan content marketing campaign for Lo Loestrin Fe birth control pills. A play on the popular phrase “I can’t even,” used to express speechlessness, the #ActuallySheCan campaign was designed to empower Millennial women to have meaningful conversations with each other on birth control-related topics. Starring an illustrated character named Violet, the campaign’s pop-culture references should be familiar to any Millennial with an Instagram account. In addition to a digital presence, the campaign includes live events, celebrity endorsements, a branded content partnership with Cosmopolitan magazine, and engagement with physicians.

**Industry type:** Healthcare



# THE MESSAGE PODCAST

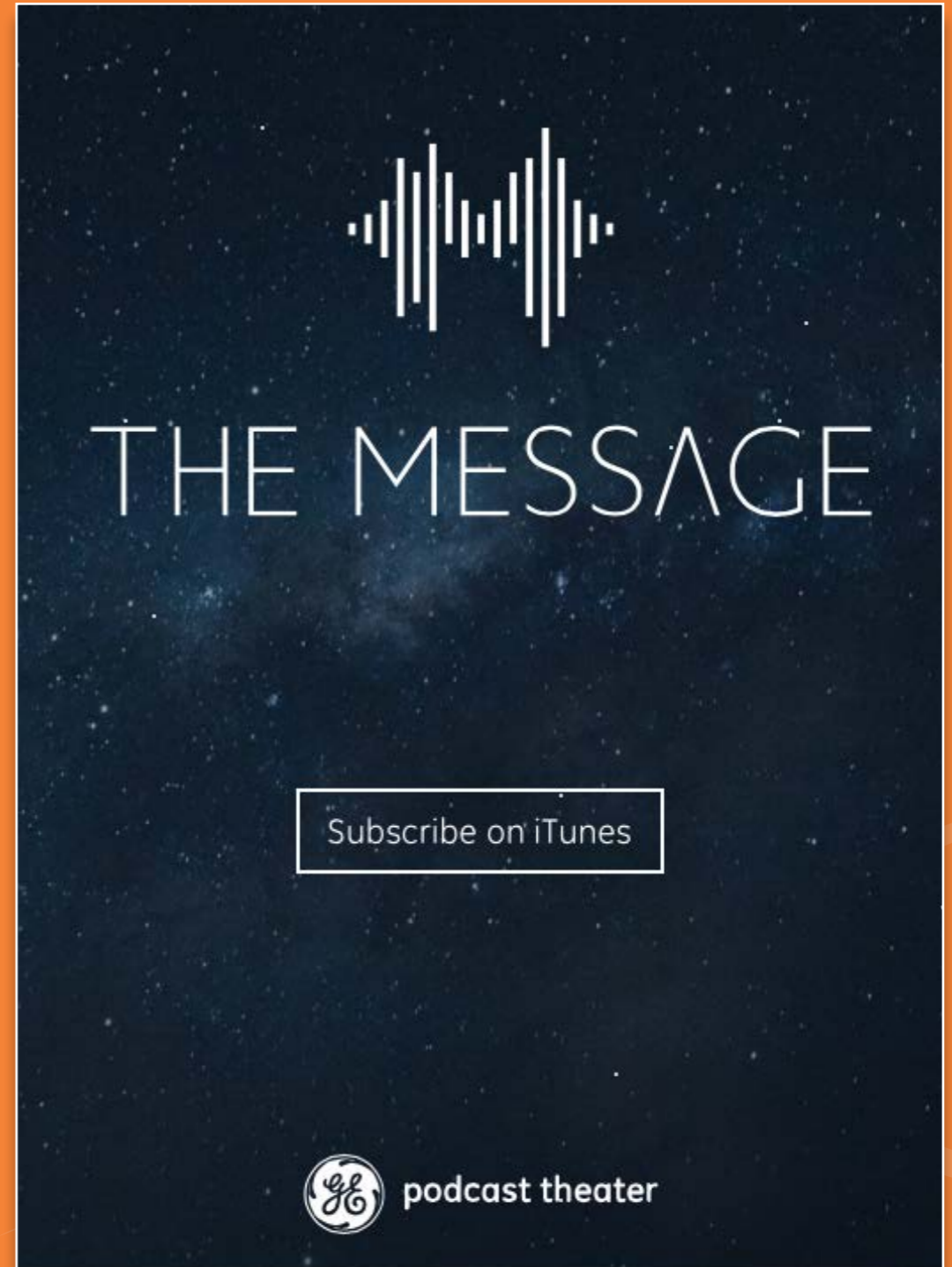
**Brand:** General Electric

**Content type:** Podcast

**Why we love it:**

To raise its profile among a younger, tech-savvy audience, GE produced an eight-episode sci-fi podcast called The Message. The story follows a 70-year-old message that came from outer space, the decoding of which is achieved by the members of Cypher — a fictional encryption think tank, whose experts rely on real ultrasound technology (developed by GE) to get the job done. Andy Goldberg, GE’s global creative director, astutely describes the effort as “science fiction meets real science.”

**Industry type:** Technology & Electronics



# ARC MAGAZINE

**Brand:** Lincoln Electric

**Content type:** Print publication

**Why we love it:**

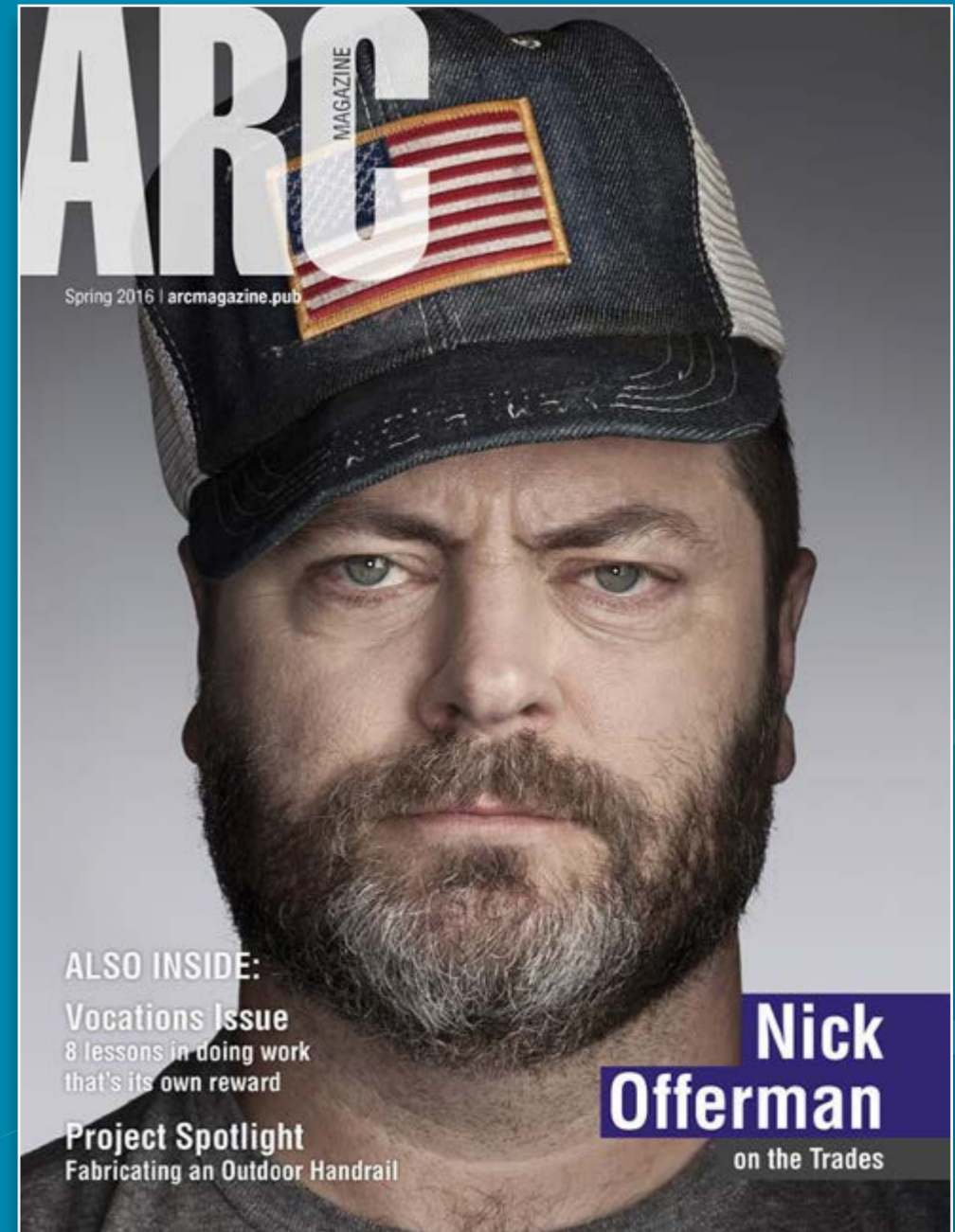
Arc welding product manufacturer Lincoln Electric takes a subtle approach to incorporating its brand into the editorial content of its print publication, ARC Magazine – which is among the reasons it won the 2016 Content Marketing Award for Best New Print Publication. Consider its cover story on the celebrity duo from Gas Monkey Garage who brought their business of refurbishing and selling old cars onto the small screen in Discovery Channel’s Fast N’ Loud series. The article definitely brings the cool factor to welding; and even though it doesn’t directly promote Lincoln Electric, it’s a natural fit because Lincoln Electric provides much of the equipment used on the show.

**Industry type:** Manufacturing

**Learn more:** [Is Print Still Relevant? Lincoln Electric Says Yes](#)



2016 Content Marketing Awards Winner:  
**BEST NEW PRINT PUBLICATION**



# IS YOUR TRAVEL PARTNER A PERFECT MATCH?

**Brand:** Orbitz

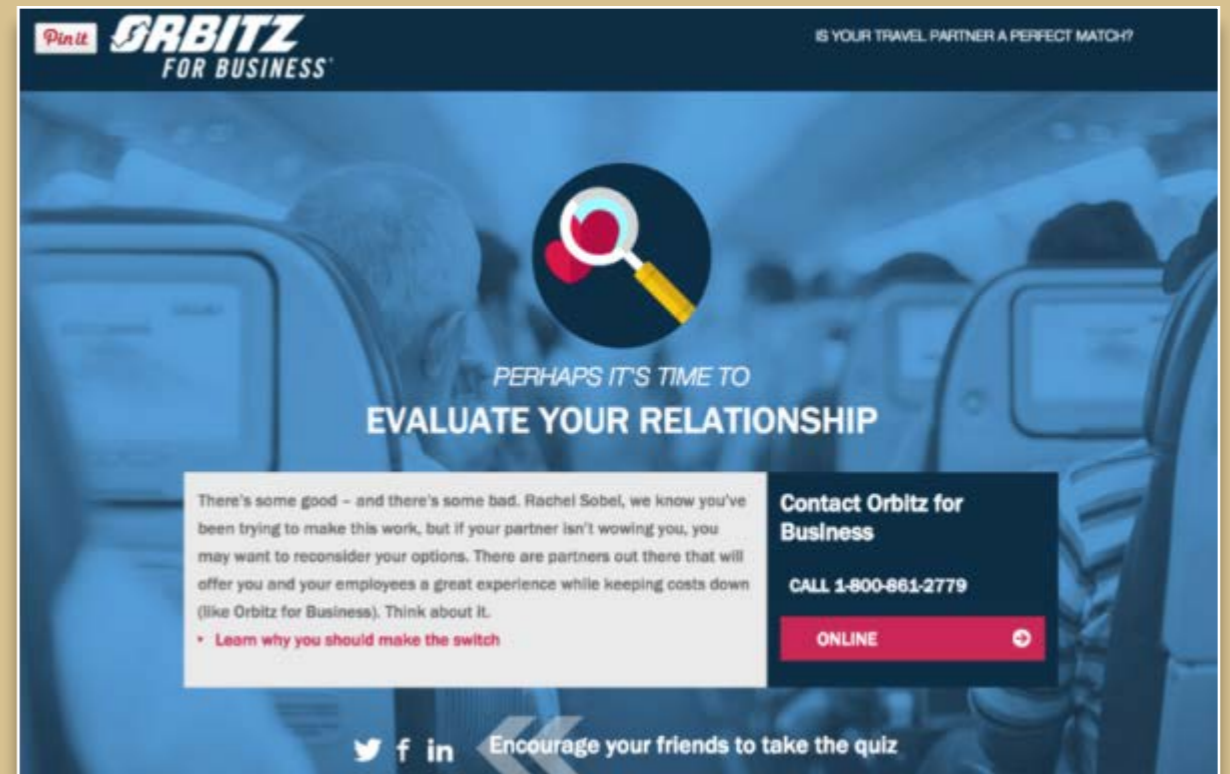
**Content type:** Interactive content

## **Why we love it:**

Orbitz for Business created a quiz that shows business travelers just how compatible they really are (or aren't) with their travel service provider. Users whose results indicate dissatisfaction are served a message that's personalized to the pain points they provided and a little encouragement to consider Orbitz as a solution to improve their travel-planning experience.

**Industry type:** Travel & Tourism

**Learn more:** [8 Ways to Take a Fresh Approach to Content Formats](#)



# #WORTHSAYING

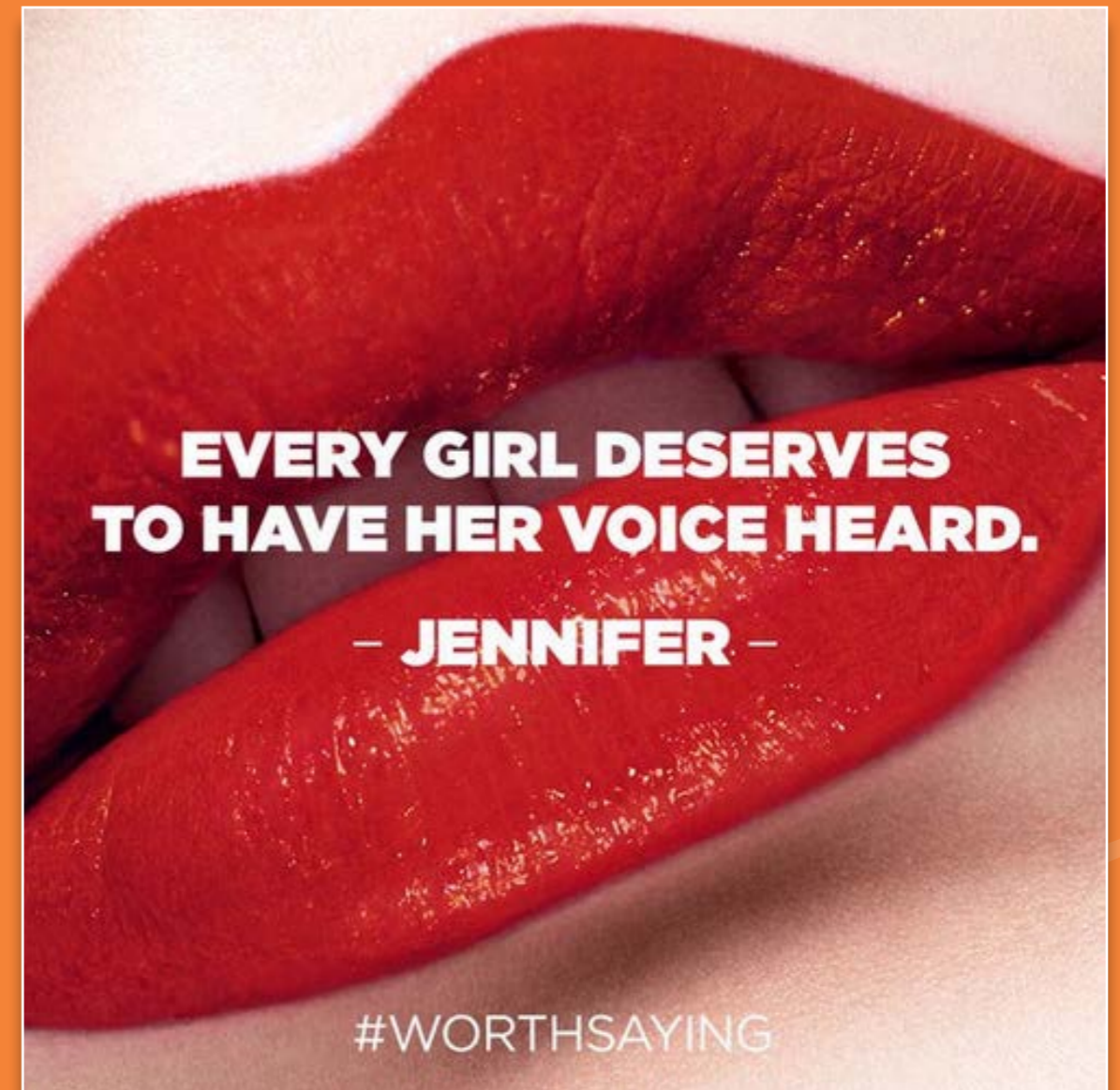
**Brand:** L'Oreal Paris

**Content type:** Social media

**Why we love it:**

L'Oreal Paris launched the #WorthSaying campaign at the 2016 Golden Globes red carpet. The campaign asked women to share on social media about their careers, passions, and anything else they thought was worthwhile. The idea, according to L'Oreal, was to seize control of the discussion surrounding the event and deliberately point it in a meaningful direction. #WorthSaying may be a simple idea, but the campaign elegantly supported L'Oreal's brand message, with its legendary slogan: Because You're Worth It.

**Industry type:** Social Media



# THE DOG TAG EXPERIENCE

**Brand:** The National WWII Museum

**Content type:** Multiplatform content

## Why we love it:

The National WWII Museum in New Orleans, Louisiana, has collected more than 7,500 oral-history interviews with WWII veterans and turned them into a unique and ongoing storytelling experience. Each visitor to the museum receives their own “dog tag” — an electronic key card that connects them with one particular war veteran, allowing them to follow the veteran’s personal experiences during WWII by touching the key card to electronic displays as they move through different sections of the exhibit. By providing an email address, enthusiasts can access the dedicated Dog Tag Experience microsite — where they can catch segments they may have missed at the museum and browse additional, exclusive content — and receive regular email updates on the latest happenings at the museum.

**Industry type:** Arts & Culture

## WELCOME TO YOUR DOG TAG EXPERIENCE!

We hope you enjoyed your visit to The National WWII Museum's Campaigns of Courage! Below, you can find all of the chapters of your WWII Story as well as any item you collected while at the Museum. You'll also find additional items selected by our curators which might interest you, including links back to our Digital Collection where you can listen to the full oral histories from our collection.

## YOUR WWII STORIES



**JACK BRADLEY**

JUNE 19, 2015 12:39

# TWO BELLMEN



2016 Content Marketing Awards Winner:  
**BEST USE OF VIDEO IN CONTENT MARKETING**

**Brand:** Marriott

**Content type:** Video

## Why we love it:

While traditional hotel advertising normally focuses on price and location, Marriott's Two Bellmen short films instead cast its properties as integral characters in an engaging pair of stories. The action is highly choreographed and thoroughly entertaining, yet the marketing message still shines through loud and clear — thanks to the subtly integrated branding elements, including Marriott luggage carts and key cards. All in all, it's a well-executed balance of artistic ethos and brand value that earned the effort a 2016 Content Marketing Award for Best Use of Video.



**Industry type:** Transportation

**Learn more:** [8 Ways to Take a Fresh Approach to Content Formats](#)

# FAST COMPANY FILM SERIES

**Brand:** Church's Chicken  
**Content type:** Documentary

**Why we love it:**

In 2015, Church's Chicken teamed up with World's Fastest Drummer (an event that invites drummers to play the most single strokes in 60 seconds). But rather than just sponsor the event, Church's Chicken produced an eight-episode documentary that explores the lives of those vying for a title by mastering the use of their drumsticks. Each 2-minute episode follows a condensed hero's journey, exposing the hard work and passion required to reach the top echelons of speed drumming.

**Industry type:** Food & Beverage





# TILLAMOOK CO-OP

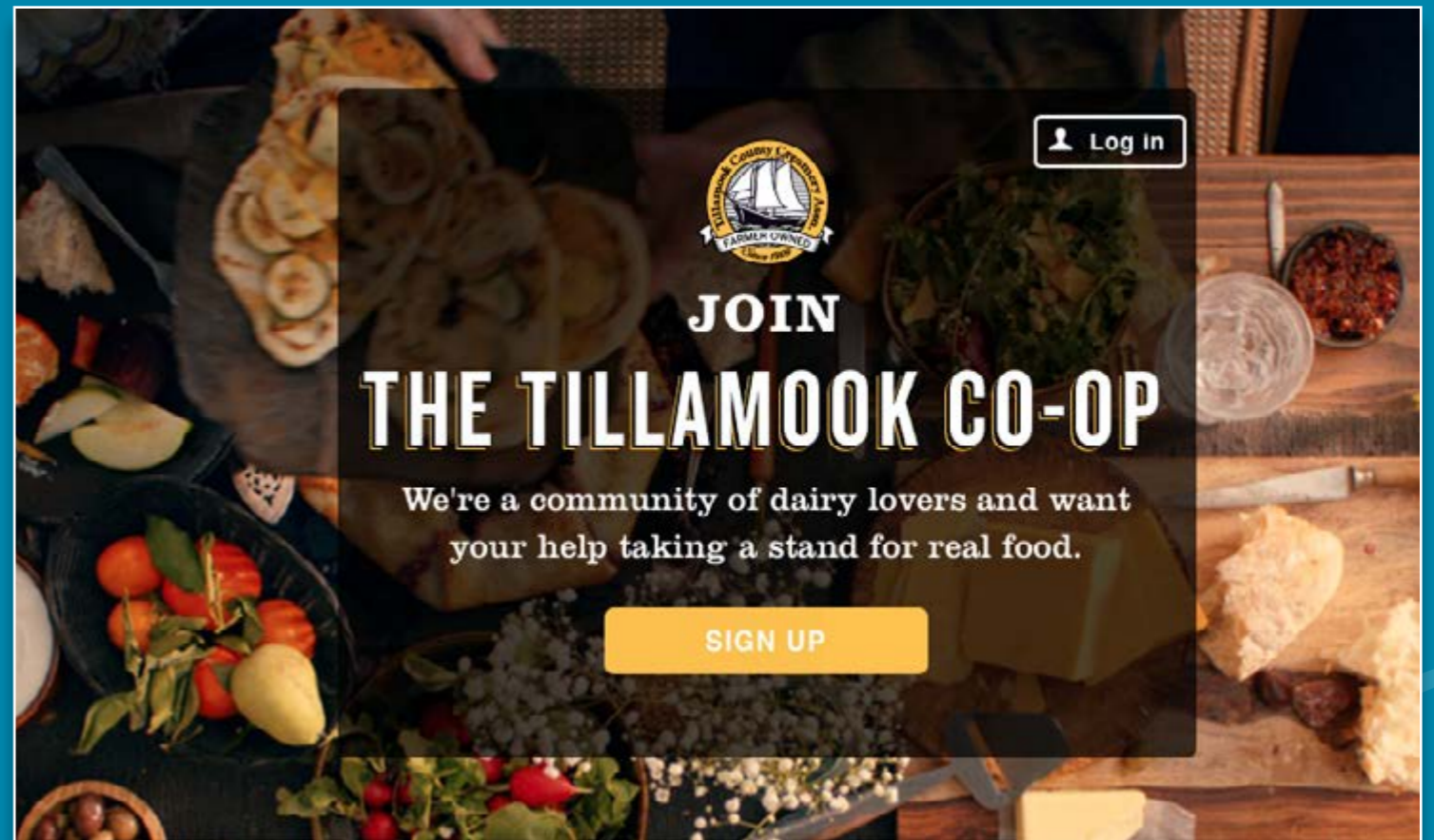
**Brand:** Tillamook

**Content type:** Social media

**Why we love it:**

Consumers who like their dairy products with a side of transparency have a cool place to connect: The Tillamook Co-Op is an online community created to “empower consumers to take a more active role in understanding and influencing their dairy products.” Launched by the Tillamook County Creamery Association — a 106-year-old farmer-owned cooperative — the dairy lovers’ social network includes membership meetings, product idea submissions, invitations to exclusive events, and the opportunity to take part in a microloan program powered by KivaZip to support community food projects.

**Industry type:** Food & Beverage



# XAVIER PLAYBOOK

**Brand:** Xavier Men's Basketball Team

**Content type:** Email newsletter

**Why we love it:**

The Xavier men's basketball team began sending out a stapled print newsletter to 800 Ohio-area coaches, in the hopes of building a better recruitment program. Today, it's an email newsletter that is sent to more than 30,000 coaches in 17 countries. Members of the Xavier coaching staff who contribute maintain complete transparency in their articles, holding nothing back. In the last 15 years, this newsletter has helped Xavier grow from a little-known men's basketball program into an NCAA powerhouse today.

**Industry type:** College Athletics

**Learn more:** [FTC to Brands — It's All on You](#)

The diagram illustrates a basketball offensive play titled "MAN OFFENSE - 1-4 HIGH FIRE". It consists of three numbered diagrams showing player movements on a basketball court. Diagram 1 shows a player (1) dribbling to the wing, with a shallow cut (2) to the top of the key and a cut (3) to the opposite corner. Diagram 2 shows a player (1) driving the ball hard to the baseline, with a stagger screen (4 & 5) set for player (2) to come behind player (1) for a shot. Diagram 3 shows a player (1) in the key, with a pass (2) to player (1) on the opposite wing and a cut (3) to the opposite corner. The diagram includes the Xavier Basketball logo, the Twitter handle @XUNEWLETTER, and the Big East logo. At the bottom, it lists contact information for Xavier Men's Basketball: 3800 VICTORY PARKWAY • CINTAS CENTER • CINCINNATI, OH 45207 • 513-745-3169 • WWW.GOXAVIER.COM.

# RICK AND MORTY RICKSTAVERSE

**Brand:** Adult Swim

**Content type:** Social media

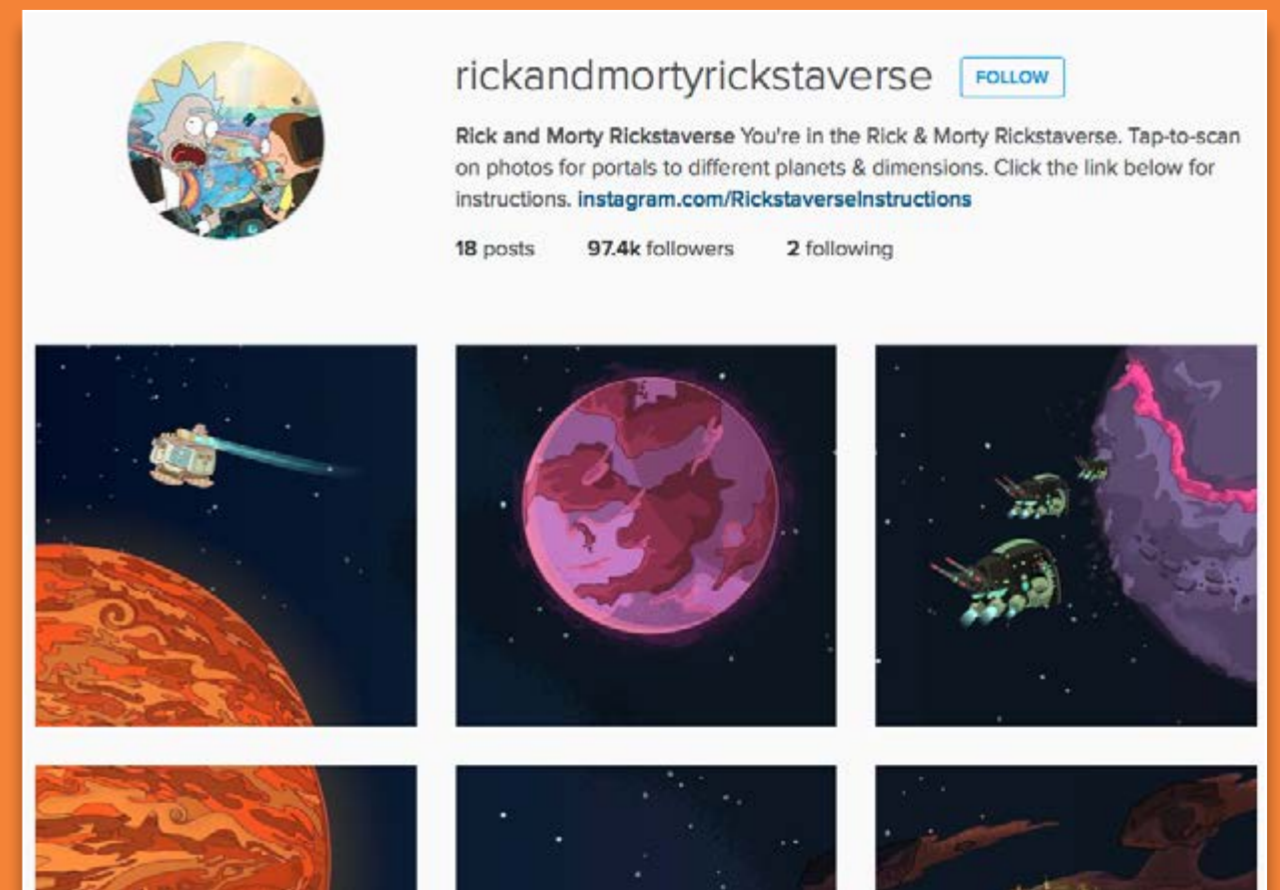
## Why we love it:

Explore the universe — Rick and Morty style. It's part interactive photo album, part hidden-object game, part Choose Your Own Adventure-style experience, and all fun! The "Rickstaverse" enables fans of the subversive cartoon to join Rick and Morty on an exploration of 11 different planets through a web of 80 linked Instagram accounts. Followers can dive in and out of photo-powered versions of locations seen on the show and access a... um... universe of exclusive content, Easter eggs, and hidden in-jokes.

**Industry type:** Entertainment

**On Instagram:** [@RickandMortyRickstaverse](https://www.instagram.com/RickandMortyRickstaverse)

**Learn more:** [24 'Baller' Tactical Plays That Will Up Your Content Marketing Game](#)



# UP THERE

**Brand:** Stella Artois

**Content type:** Documentary film

**Why we love it:**

Belgian brewer Stella Artois funded a documentary that became the source material for an ad campaign about the disappearing art of hand-painted advertisements. Through poignant interviews with artists, Up There takes a loving look at the history of hand-painted billboards, and the few artists who still paint beautiful murals on buildings in New York City today.

**Industry type:** Food & Beverage



# THINK PROGRESS

**Brand:** Lenovo

**Content type:** Integrated content

## Why we love it:

In the crowded B2B tech space, top PC vendor Lenovo recognized that it needed to move beyond price-based messaging to compete for a share of IT buyers' attention. So its agency, King Content, developed an "always-on" integrated approach to creating and sharing original branded content — in seven different languages, on topics of interest to IT decision-makers. The content was hosted on a series of B2B sites called Think Progress, and was designed to engage the target audience on an emotional level, entertaining them and enabling them to explore the latest technology trends while simultaneously demonstrating Lenovo's understanding of their pain points.

**Industry type:** Technology & Electronics



2016 Content Marketing Awards Winner:  
**BEST CONTENT MARKETING  
ROI/MEASUREMENT PROGRAM**



# MODCLOTH ON FACEBOOK

**Brand:** ModCloth

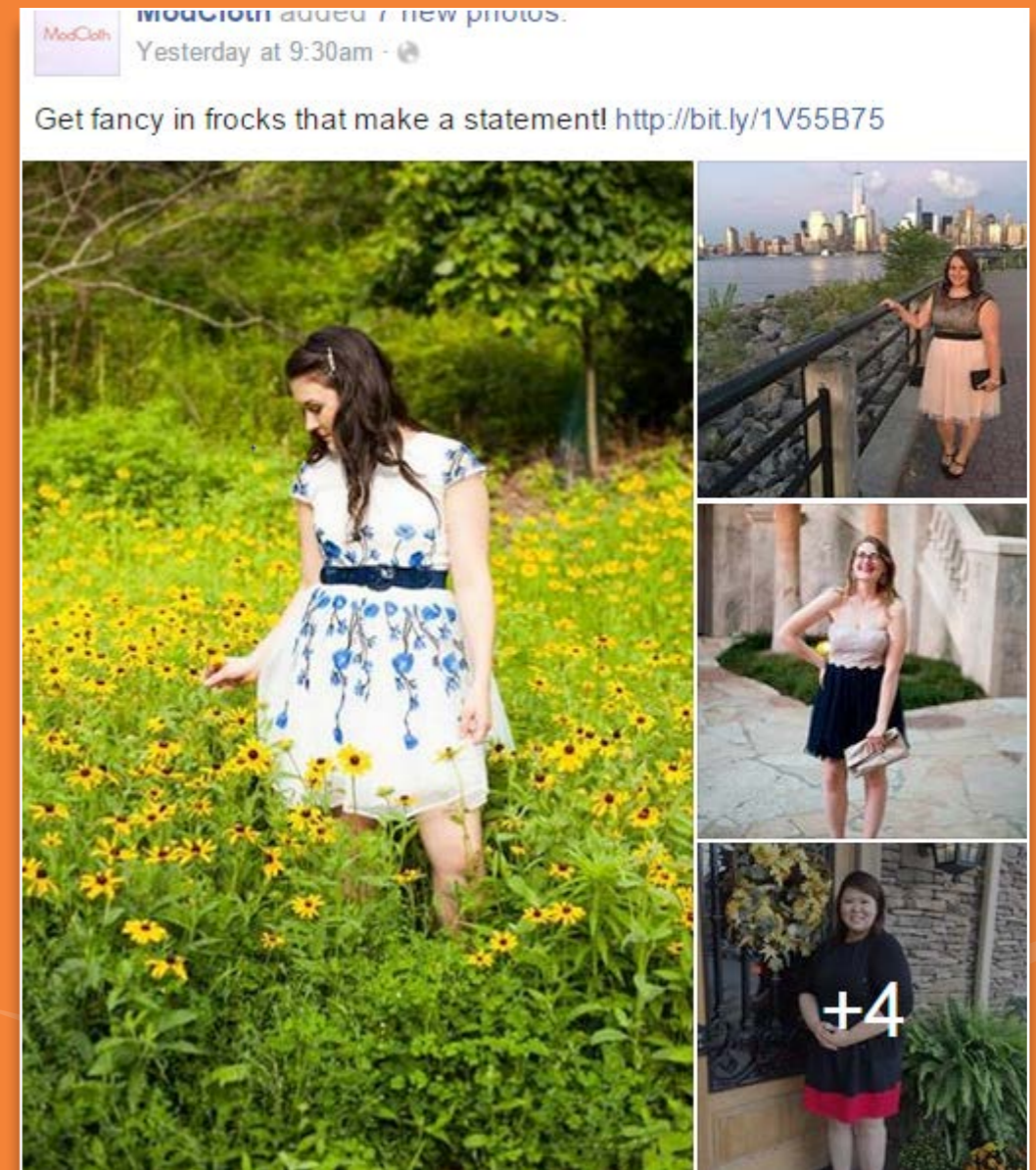
**Content type:** Social media

## Why we love it:

On its company page on Facebook, visitors see photos of ModCloth clothing worn by models of all shapes and sizes and of customers sporting their latest acquisitions. Comments from customers are abundant — they are really engaged. A style gallery allows customers to upload photos in their new outfits. Other customers comment — a lot. (And, smartly, a viewer can click on any part of the outfit and immediately be taken to its spot in the catalog for purchase.) Customers are also asked, both on the website and on social media, to vote on whether items should be sold by ModCloth.

**Industry type:** Retail

**Learn more:** [Learn How to Engage Gen C \(It's Not Just Millennials\)](#)



# 37 WAYS BRANDS USE BITLY

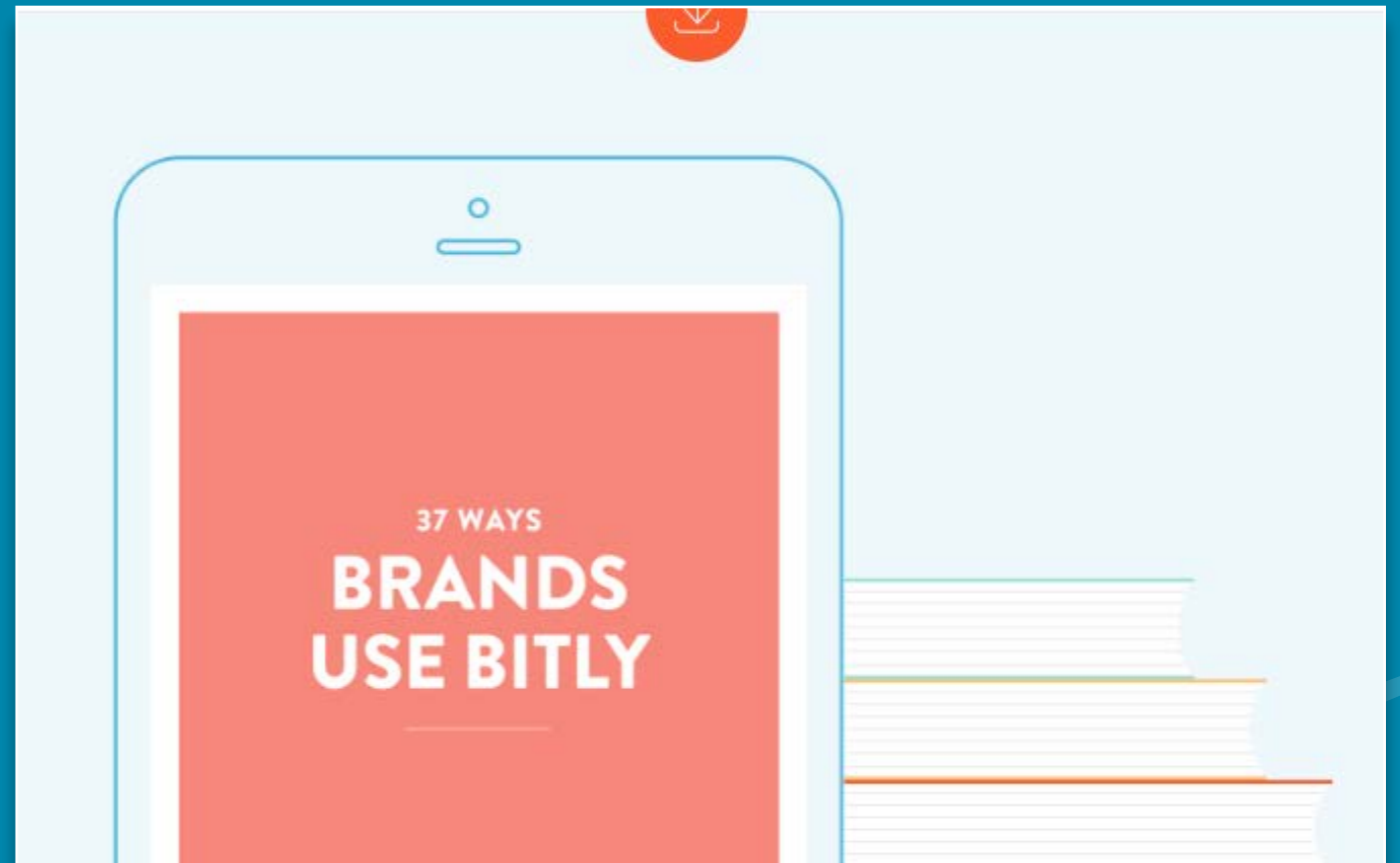
**Brand:** Bitly

**Content type:** E-books

## **Why we love it:**

Did you know this useful link shortener can be used to help marketers track leads, and even find the best channel to push a particular product promotion to? Bitly leveraged the e-book format to highlight the unexpected ways its little links can be used to make a big impact on branding, social media, metrics, and content marketing efforts. By including over 30 third-party examples, along with perspectives from marketers who are personally using the service for their business, the company makes a pretty compelling case for marketers to buy in to Bitly.

**Industry type:** Digital Services





# THE CONNECTED

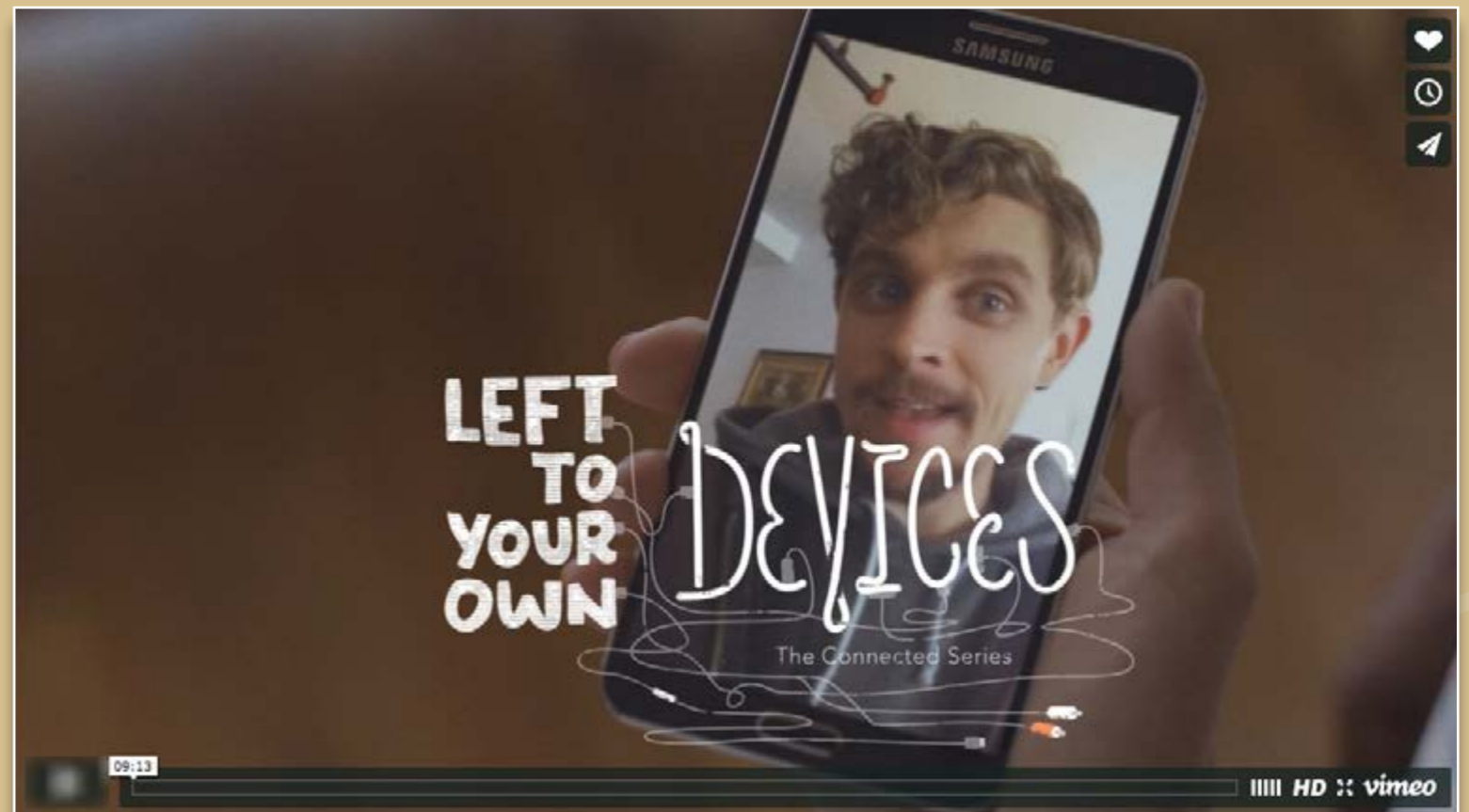
**Brand:** Samsung

**Content type:** Video

**Why we love it:**

Samsung collaborated with Vimeo's brand studio team to produce The Connected — a series of short films that examine the complicated relationship that exists today between humans and technology. Each film is artfully created by members of Vimeo's Staff Picks community and, while the partnership enables Samsung to freely distribute the films wherever it wants (through the use of Vimeo's embedded video player), brand mentions in the films are kept to a minimum to retain an authentic, art-house film vibe.

**Industry type:** Technology & Electronics





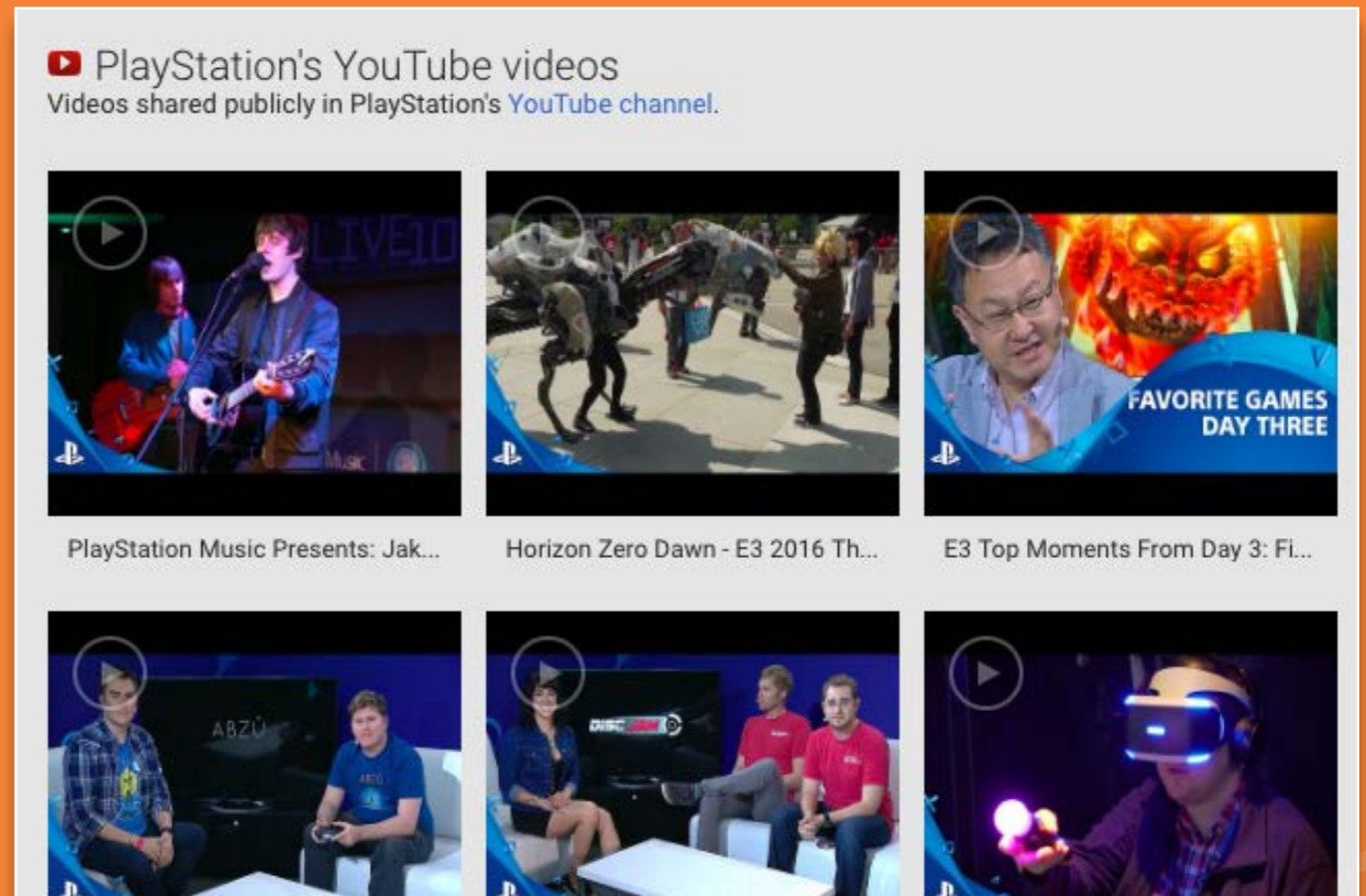
# PLAYSTATION ON GOOGLE+

**Brand:** Sony PlayStation  
**Content type:** Social media

## Why we love it:

Sony's entertainment console division is one of the most active and engaged brands on the Google+ platform, posting nearly every day to keep fans updated on the latest game releases, music tie-ins, playing tips, beta test results, and discount offers. PlayStation's Google page also features video highlights from e-gaming competitions — like the [Call of Duty World League](#) — where fans attend immersive, professional sports-like live events that are built around popular PlayStation game titles.

**Industry type:** Technology & Electronics



# ABOVE AND BEYOND VIDEOS

**Brand:** WestJet

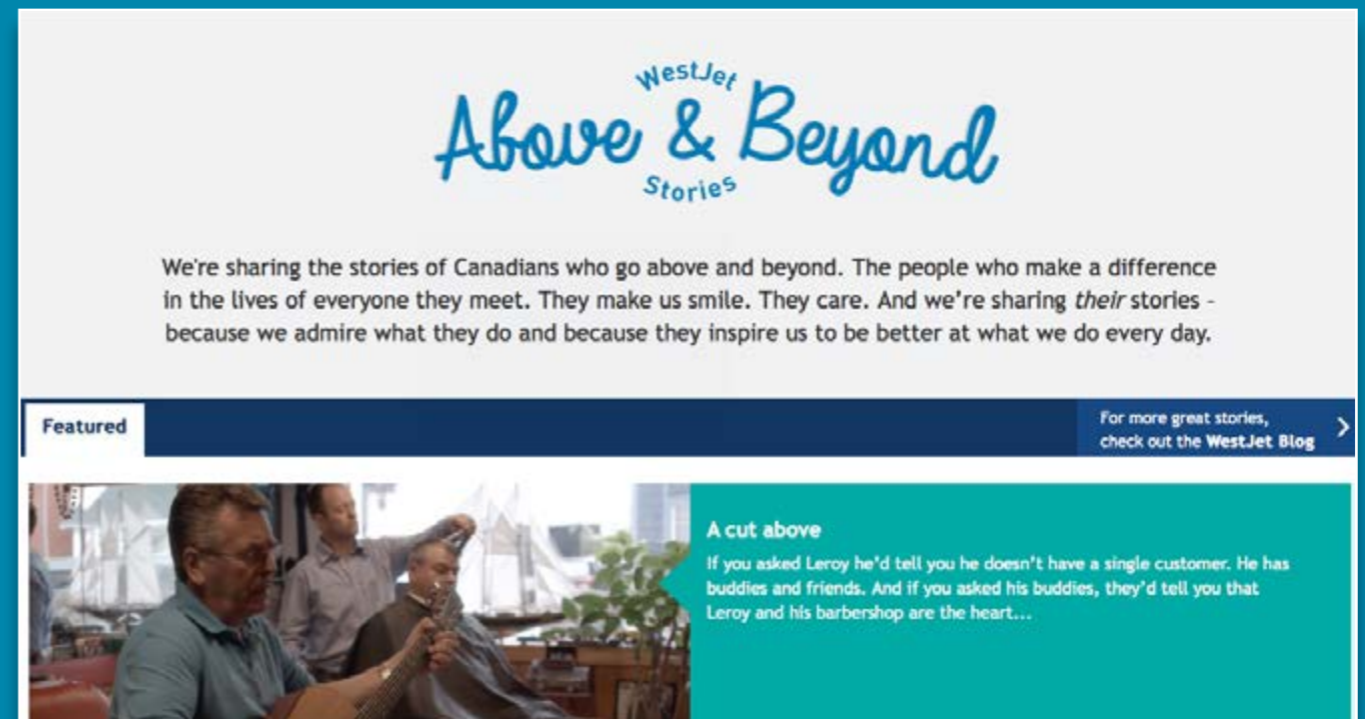
**Content type:** Website

## Why we love it:

Canadian airline WestJet operates the Above & Beyond website, on which it shares the stories of Canadians who make a difference in the lives of others. These inspiring stories are told in the form of 5- to 6-minute videos. One of them, about a young man named Josh who had a unique way of dealing with his father's passing, has gone viral, with over 2.5 million views. It's an awesome example of a brand creating value outside of the product or service it provides.

**Industry type:** Travel & Tourism

**Learn more:** [Why is Marketing Still Subservient to Sales?](#)



# #WHYNOTTONIGHT

**Brand:** Priceline

**Content type:** Social media/video

**Why we love it:**

During the promotion for its last-minute, Tonight Only travel deal search service, the Priceline team worked with the YouTube-famous Eh Bee family to post a series of videos on Facebook about connecting through a moment with the family. For example, when the mom gets fed up with constant interruptions from her family while trying to have a little “me” time, she uses Tonight Only to book a hotel getaway for the night — just for her. The campaign aims to help customers have fun, enjoy their lives, and not worry about the details.



**Industry type:** Travel & Tourism

**Learn more:** [Onward & Upward: Go Behind the Scenes of Priceline’s Social Media](#)

# THE 360-DEGREE BRYCE HARPER VIRTUAL REALITY EXPERIENCE

**Brand:** Gatorade

**Content type:** Interactive content

## Why we love it:

To allow baseball fans to experience what it's like for a Major League Baseball player to step up to the plate, Gatorade created the 360° Bryce Harper Virtual Reality Experience, a 3-minute video. Using YouTube 360, the viewer steps up to the plate as Washington Nationals star Bryce Harper with two outs in the bottom of the ninth inning of a tie game. Created using a combination of real-action video and computer-generation imagery, Gatorade's video should be viewed in the YouTube mobile app or the Chrome desktop browser. In one virtual at-bat, the fan can experience hitting a walk-off home run.

**Industry type:** Food & Beverage



# CHEVY MUSIC SHOWCASE

**Brand:** Chevrolet

**Content type:** Video

## **Why we love it:**

The Chevy Music Showcase is an online community and short-form documentary series dedicated to the local music scene. Sponsored by Chevy dealers in communities including North Texas, Oklahoma City, Kansas City, and St. Louis, the showcase helps musicians get noticed with promotion on social media and local TV stations. For the regional Chevy dealer associations, the branded content program is a new way to reach 25- to 34-year-old music fans and potential car buyers in their markets.

**Industry type:** Automotive



# #DRUMMONDPUDDLEWATCH

**Brand:** Drummond Central

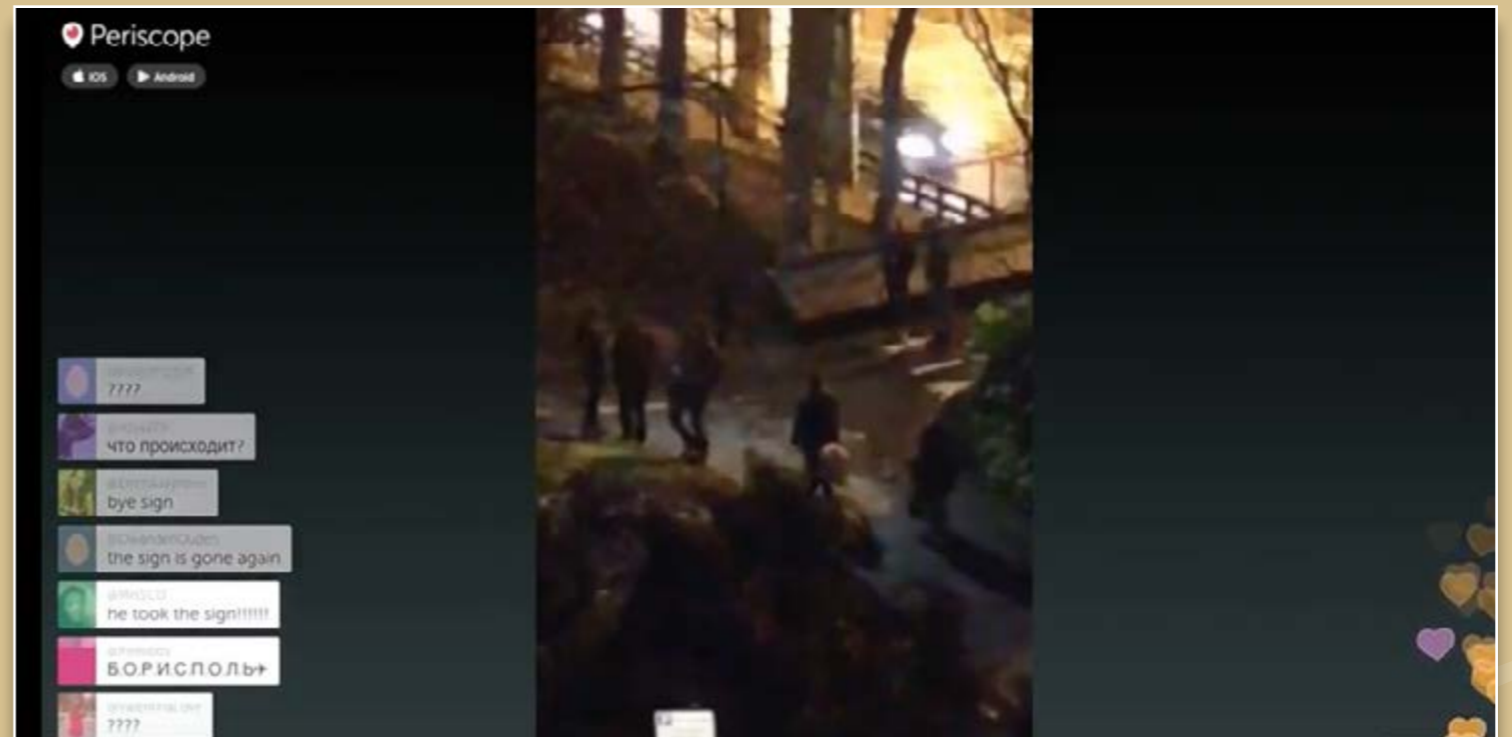
**Content type:** Social media/streaming video

## Why we love it:

If the name Drummond Central sounds familiar to you, the small marketing agency may have a large puddle to thank for its sudden boost in global visibility. After the U.K. agency set up a live feed of the puddle outside its office, tens of thousands of people on Periscope watched pedestrians try to get around the puddle, which took up the width of the pavement. A trending hashtag, #DrummondPuddleWatch, emerged on Twitter.

And of course, brands including Domino's Pizza, Star Wars, and MTV joined the conversation. Thanks Drummond Central for a random little idea that thoroughly entertained us that one dreary January day — serving as a reminder that ordinary, everyday life can inspire awesome, addictive content.

**Industry type:** Marketing



# PUPPYHOOD

**Brand:** Purina Puppy Chow

**Content type:** Microsite/video

**Why we love it:**

Every new parent struggles to adjust to the lifestyle changes brought about by their little bundle of joy. Just because the bundle in question happens to be an adorable puppy doesn't make the adjustment period any easier — or less hilarious. In this series of videos, Max finds his soul mate in Chloe — a Cavalier King Charles Spaniel puppy who not only steals his heart, but also opens his eyes to the fact that dog ownership is equal parts joy and responsibility. And just when you can no longer stand the cuteness, you can head on over to Purina's Puppyhood microsite for plenty of guidance on puppy training, health, nutrition, exercise, and all the other tasks you are signing up for as a loving puppy "paw-rent."

**Industry type:** Retail



# WHOLE FOODS MARKET ON TUMBLR

**Brand:** Whole Foods Market  
**Content type:** Social media

**Why we love it:**

Whole Foods Market customers aren't just buying organic food, they're buying a way of living. The company uses Tumblr as an extension of its online magazine Dark Rye, telling stories of regular people creating sustainable lifestyles. By repurposing existing content and curating other material, Tumblr helps Whole Foods Market continually build its brand and reinforce its sustainable living persona.

**Industry type:** Retail





# AUSTRALIA'S AQUATIC EXPERIENCES

**Brand:** Tourism Australia  
**Content type:** Interactive content

**Why we love it:**

Riffing off its tagline that Australia is “a place you don’t just visit, you feel,” the official website for Australia’s tourism agency has created a series of stunningly realistic 360-degree scrolling videos that simulate an action-packed vacation

experience at some of the country’s iconic adventure spots. From swimming with a pod of playful dolphins in Tasmania to snorkeling along the Great Barrier Reef to feeding marsupials on the shores of Kangaroo Island, each video is designed to entice tourists to explore Australia’s exotic shores for themselves — virtually first, and then in person.

**Industry type:** Travel & Tourism



# CART SMARTS WITH BEN BAILEY

**Brand:** Aldi

**Content type:** Video

## Why we love it:

German grocery chain Aldi is getting increasingly creative with its content as part of the company's efforts to expand its footprint and become better known in the United States. Aldi partnered with Ben Bailey, comedian and host of Discovery Channel's Cash Cab, on a web series, Cart Smarts with Ben Bailey. Dressed as an Aldi employee and armed with a megaphone, Bailey asks customers at a Chicago store what they love best about the low-cost grocery chain. The short, funny videos entertain while putting the spotlight on some of Aldi's most popular products. Mmmm... cheese.

**Industry type:** Retail



# FACTORY TOURS

**Brand:** Everlane

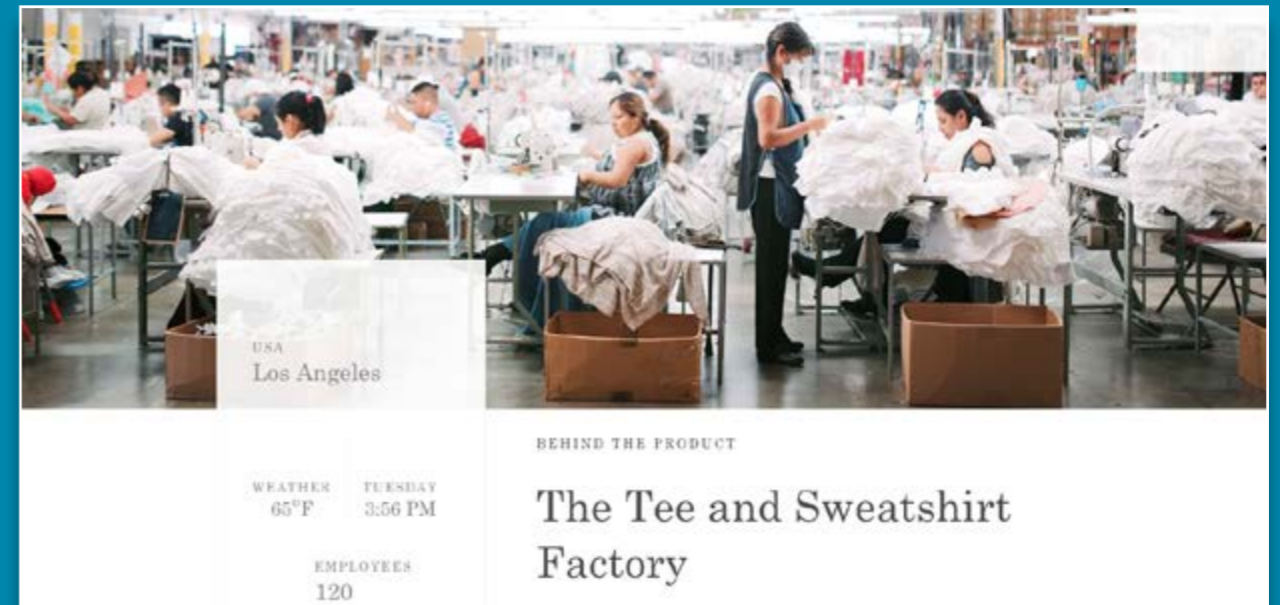
**Content type:** Website

**Why we love it:**

Every item on the Everlane website includes the story about the factory where that particular item of clothing was manufactured. As you read the stories, you'll learn details about how long the factory has been in existence, how Everlane came to work with it, what materials it uses, information about the owner, and how many people work there. It's this type of transparency that helps Everlane's consumers feel confident that they are supporting a company that cares about ethical working conditions.

**Industry type:** Retail

**Learn more:** [24 'Baller' Tactical Plays That Will Up Your Content Marketing Game](#)



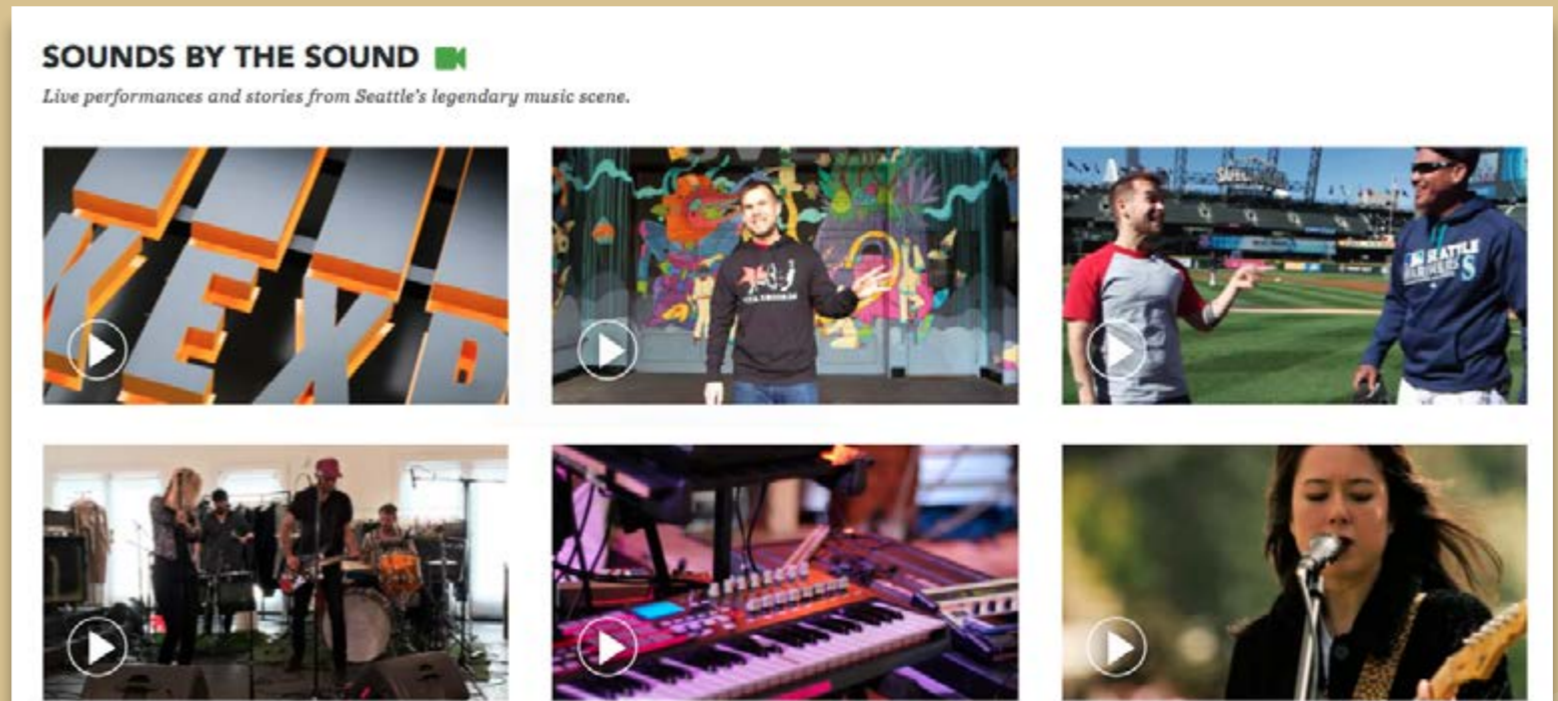
# SOUNDS BY THE SOUND

**Brand:** Visit Seattle  
**Content type:** Video

**Why we love it:**

Tourism agency Visit Seattle hired Revolt TV to create and run a weekly half-hour show: Sounds by the Sound. The eight-episode series explores Seattle's music scene while showing off landmarks such as the Space Needle, CenturyLink Field, and Chihuly Garden and Glass. Parallel to the TV series, Visit Seattle is also launching a video series, First Takes, showcasing Seattle visitors describing their first visit to the city.

**Industry type:** Travel & Tourism



# PICTURES FOR THE PEOPLE

**Brand:** Art Gallery of New South Wales  
**Content type:** Interactive content

**Why we love it:**

Authoritative and influential brands can lend their events some added gravitas by placing them in the context of relevant history — just as the Art Gallery of New South Wales did with the creation of this embeddable timeline in conjunction with its Pictures for the People art exposition.

**Industry type:** Arts & Culture

**Learn more:** [Add Jaw-Dropping, Interactive Visuals to Your Content: 5 Tools to Help](#)

**PICTURES FOR THE PEOPLE**

Created by the Art Gallery of New South Wales in conjunction with The Greats: masterpieces from the National Galleries of Scotland, the timeline looks at some key moments in the development of public art museums. Many of these institutions, including the National Galleries of Scotland and the Art Gallery of New South Wales after it, have been founded on the notion of 'pictures for the people'.

**KEY MOMENTS IN THE DEVELOPMENT OF PUBLIC ART MUSEUMS**



1683: The first purpose-built university museum, the Ashmolean, opens at the



1759: The first public museum, the British Museum opens in Montague House in London 'not only for the inspection of the learned, but for the general use and

# YOU NEED A BUDGET

**Brand:** You Need a Budget

**Content type:** Website

## Why we love it:

You'll find lots of budgeting software options out on the market touting their features and benefits, but You Need a Budget (YNAB) bills itself as a way of life. Visit the website and you'll learn all about the YNAB method, which relies on four simple rules to change your relationship with money. Attend a nine-day class to understand the rules in depth or read about real people who took control of their finances. It's a refreshing, education-first approach to software marketing.

**Industry type:** Financial Services

**Gain Total Control of Your Money.**  
*(that means paying off debt, saving more money, and breaking the paycheck cycle)*

Email  Password  [TRY YNAB FREE FOR 34 DAYS!](#)

**A Proven Method**  
The power of YNAB lies in our four, simple rules that will change the way you think about money.

**Amazing Software**  
We do budgeting better than anyone. With our apps for the web, iPhone and Android, you and your budget are inseparable.

**Finally Get Ahead**  
On average, new users save \$200 the first month and more than \$3,300 by month nine. YNAB works.

# ASK DR. DIESEL

**Brand:** Foley Engines

**Content type:** Blog

## Why we love it:

The first thing you notice when you visit this engine distribution company's website is its focus on content, not products. A reference to the Ask Dr. Diesel blog is prominently displayed on the home page. This is a knowledge-sharing service, which enables customers to ask technical questions related to diesel engines, which are answered in detailed technical blog posts. The website also contains extensive lists of Tech Tips and how-to videos.

**Industry type:** Wholesale Distribution

**Learn more:** [WSJ Ditches LinkedIn](#), [LinkedIn Ditches Bizo](#)

## Ask Dr. Diesel™

Have a marine or industrial engine or transmission question? Let *Dr. Diesel™* help.

He is one of the leading experts in the field, and you can draw on his experience by submitting your question. Click the button to fill out our form. [Contact Dr. Diesel](#)

### Sharing Our Knowledge

Knowledge is power. Power to build ties to engine users. To build a relationship with our customers, we share with you our 90 years of knowledge in many ways. We have this special section called "Ask *Dr. Diesel™*" where you can pose questions about engines, transmissions, industrial hand clutches, exhaust scrubbers, etc. We also have an ongoing series of [Tech Tips](#) that you can easily download and print for your future reference. We include a sampling of these Tech Tips in every package we ship. Additionally, *Dr. Diesel™* insists that every engine overhaul parts kit, marine transmission, or industrial power take-off that we ship goes out with a Workshop Manual. We also are sought out for interviews by national trade publications such as Hard Hat News, National Fisherman, etc. We willingly share our experience on engines and transmissions with their readers. Our customers tell us that no one else in the industry, certainly not an 800 number catalog house, a local rebuilder or parts store, is willing or able to give them this necessary information.



# APOSTROPHE MAGAZINE

**Brand:** Lands' End

**Content type:** Digital magazine

## Why we love it:

Lands' End produces a quarterly online magazine, Apostrophe, which does a wonderful job of layering editorial over the top of its e-commerce catalog. Articles include recommended foods to serve at holiday meals, what men should be wearing today, and fashion tips. The content is well-written and artfully presented, and is tightly integrated with the Lands' End catalog. In other words, if you click on a product image in an article, you can immediately order the item.

**Industry type:** Retail

**Learn more:** [The Media Industry Is Desperately Confused](#)





# THINK WITH GOOGLE

**Brand:** Google

**Content type:** Case study

## Why we love it:

Google has played a role in many of the most innovative marketing campaigns; yet here, Google itself relies on the tried-and-true case study to offer testimony to its marketing prowess. With its straightforward approach, Google highlights the need-to-know takeaways of each campaign — its goals, approach, and results — then uses video to take viewers deeper inside the strategy, execution, and other dynamics that led to its success.

**Industry type:** Digital Services



# PANDORA ON LINKEDIN

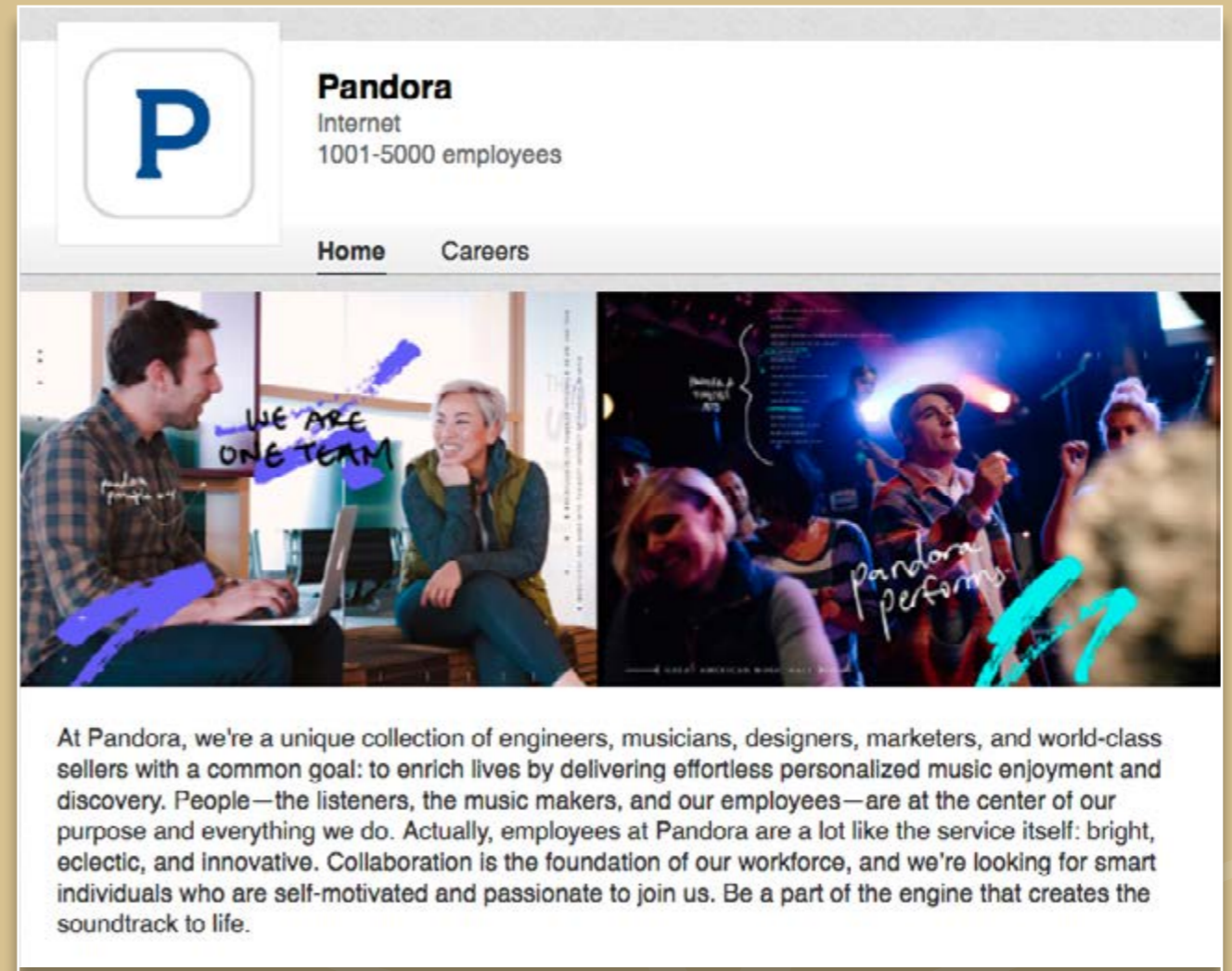
**Brand:** Pandora

**Content type:** Social media

## Why we love it:

Naturally, a tunes-centric company like Pandora would choose to share articles that promote its many entertainment channels, partnerships, artists, and offerings. But Pandora doesn't just focus on the music side of the music business equation. It also uses LinkedIn as a workplace-education and HR-recruitment forum, publishing detailed articles on available job opportunities at the company, as well as sharing general workplace advice, showcasing memorable in-office events, and highlighting the insights and thought leadership of its executives and other team members.

**Industry type:** Entertainment



# SADDLEBACK LEATHER'S BLOG

**Brand:** Saddleback Leather

**Content type:** Blog

**Why we love it:**

It takes a tough leather company to create a blog full of tender-hearted tales. Focused on topics of interest to founder Dave Munson — like family, philanthropy, solid craftsmanship, and travels he took with his faithful dog, Blue — the Saddleback Leather blog doesn't just talk product, it highlights the aesthetic of adventure and the love of a life well-lived. Not only does this content position Saddleback as a purveyor of high-quality, ethically-sourced leather goods that will help travelers go the distance, it demonstrates just how far its employees will go to live and breathe the causes they support.

**Industry type:** Retail

A hot wife, two fabulous kids, 14 Rwandan sons and daughters, a cool dog and a crooked federales sent to kill me kind of makes up the Saddleback story. And here's how it happened.



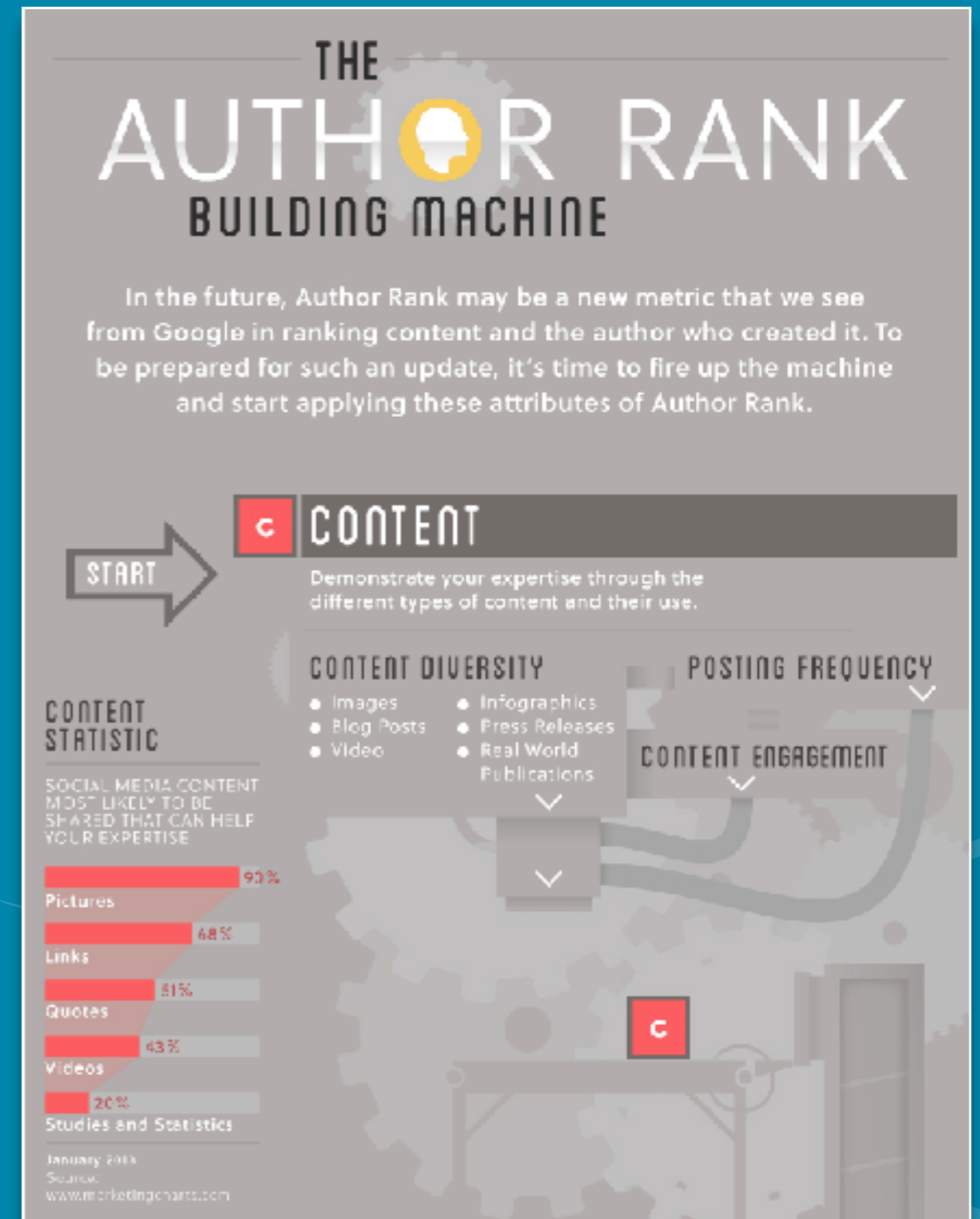
# THE AUTHOR RANK BUILDING MACHINE

**Brand:** Vertical Measures  
**Content type:** Infographics

## Why we love it:

Think infographics are all checklists and cartoony graphics? This example from Vertical Measures will have you thinking again. Using GIF animation, the graphic brings the idea of a productive content engine to life, while walking viewers through all the technical steps that factor into the ranking process. Though more complex to create, the eye-catching effects — and deeper engagement potential — make it well worth the effort.

**Industry type:** Marketing



# THE EVOLUTION OF A SALESPERSON

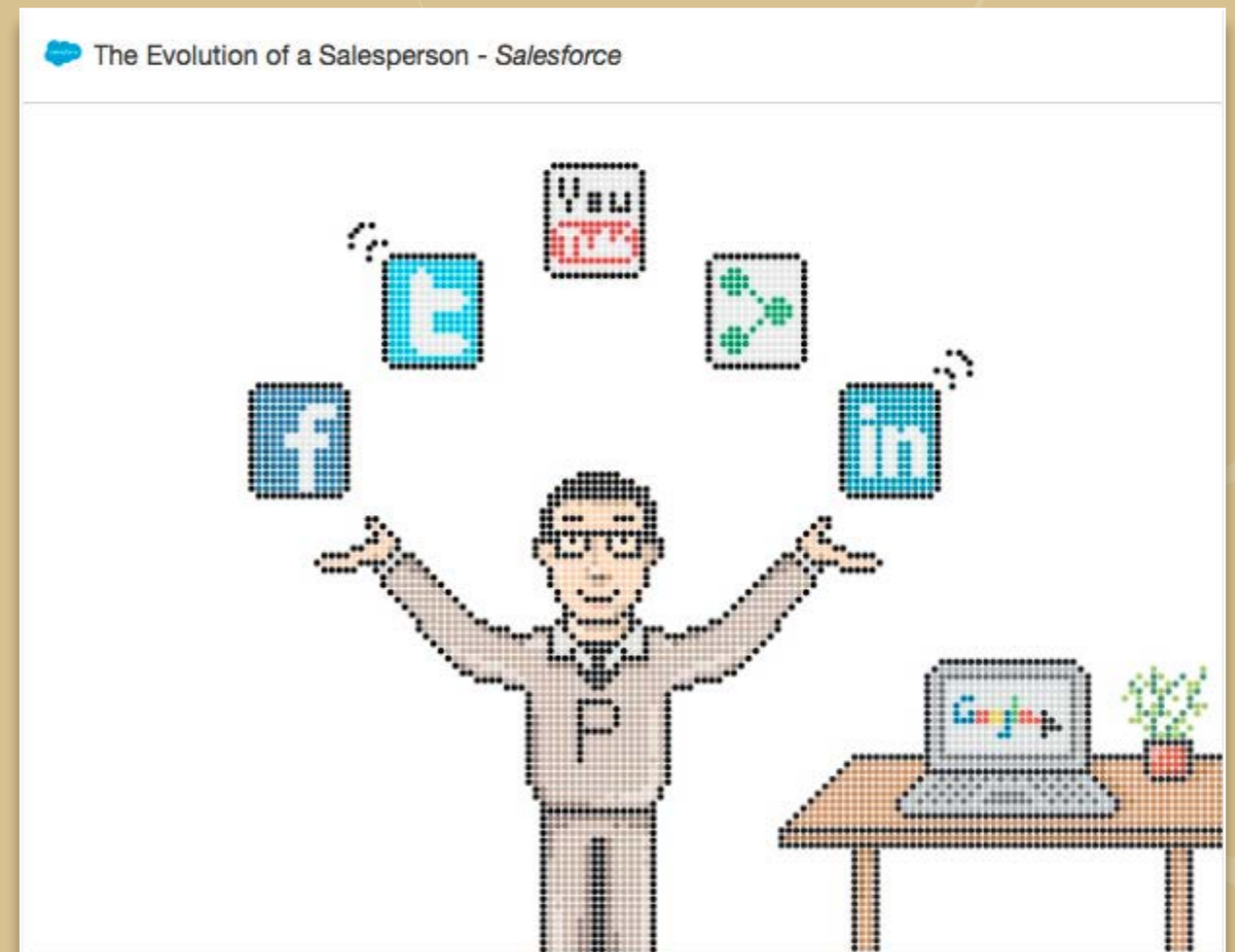
**Brand:** Salesforce

**Content type:** Online presentation (SlideShare)

**Why we love it:**

Salesforce takes full advantage of the storytelling potential of SlideShare with this imaginative presentation on how its connected selling solutions can help teams overcome the complex challenges of selling in the digital age. Designed using 8-bit-style animation, viewers rapidly click through the slides to simulate a story being told in the style of a flipbook. It's an artful example of how to deliver useful, practical information that the audience can quickly scan through without missing a single detail.

**Industry type:** Business Services



# ASCD WEBINARS

**Brand:** ASCD

**Content type:** Webinar

**Why we love it:**

The Association for Supervision and Curriculum Development (ASCD) is a global community dedicated to excellence in learning, teaching, and leading. Given its educational focus, it's no surprise that webinars are featured prominently among its content meant to help members stay at the head of the class (so to speak).

The organization's robust professional development online resource center features a rich collection of webinars addressing timely and relevant topics like student engagement, classroom technology, and instructional strategies. By offering these learning opportunities for free — including its open-access events, as well as members-only lessons — ASCD is promoting the value of lifelong learning, and is teaching that lesson by example.

**Industry type:** Education



# PWC'S ANNUAL CEO SURVEYS

**Brand:** PwC

**Content type:** Research reports

**Why we love it:**

Released at the World Economic Forum's Annual Meeting in Davos each year, the PwC CEO Survey provides access to insights from more than 1,000 business and government leaders. But it's also a stellar example of how a brand can repurpose the data it generates from a single research activity into dozens of different content options — from full reports, data charts, and video roundtables to key findings summaries, statistics snapshots, microsites, and custom research projects.

**Industry type:** Financial Services

**Diversity**  
Finding different ways of thinking and working

*CEOs share insights on talent diversity*  
[Watch video](#)

**Different ways of thinking and working**

CEOs are looking for a good talent mix by:

Seeking a broader range of skills when hiring	81%
Using multiple channels to find talent	78%
Searching across markets/sectors/demographics	71%

**85%**  
of CEOs whose organisations have a diversity and inclusiveness strategy say it's enhanced performance

# THE BATHROOM MINUTES

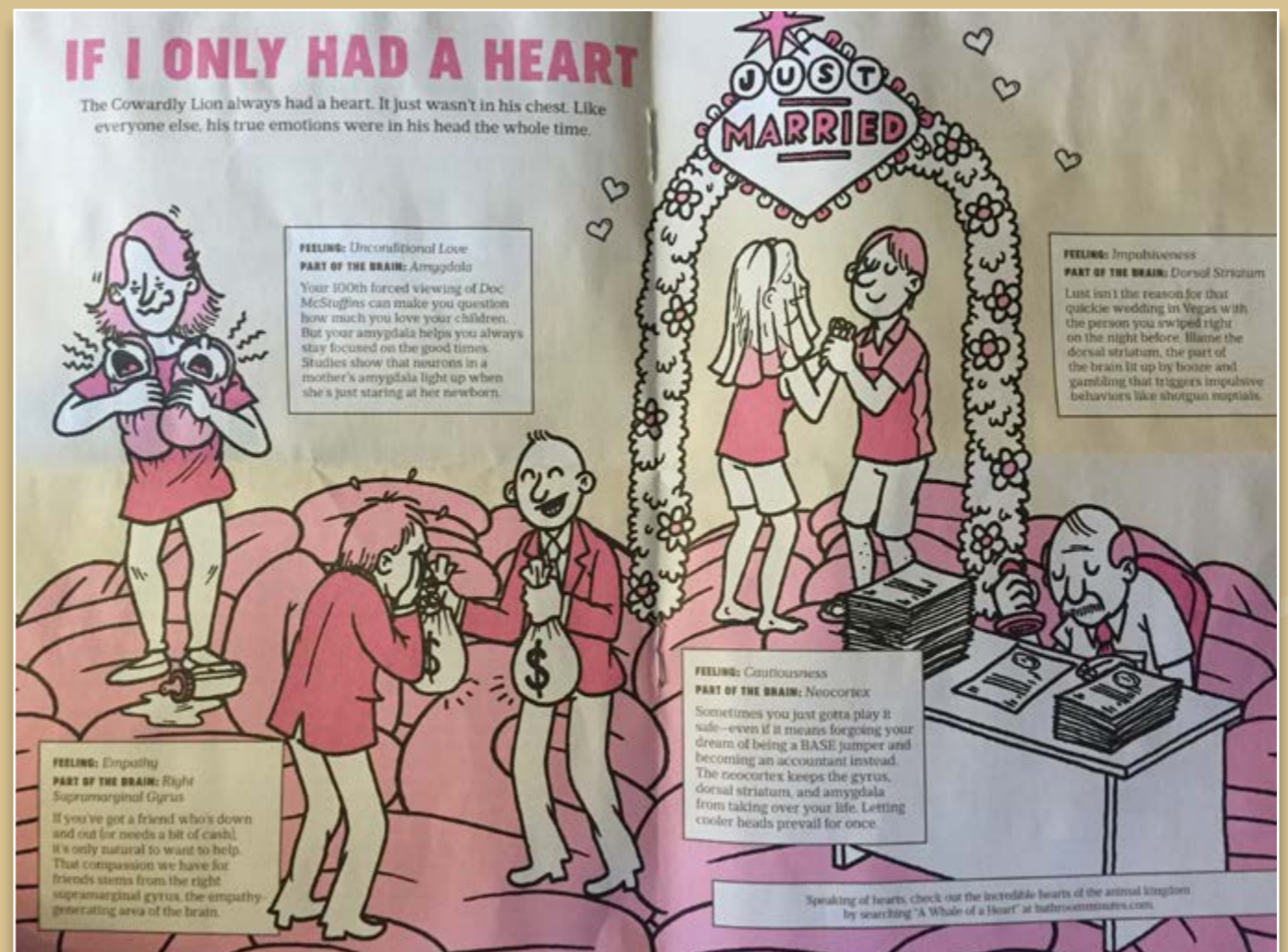
**Brand:** Dollar Shave Club

**Content type:** Print newsletter

## Why we love it:

What better way for Dollar Shave Club to extend its influence over men's grooming habits than to give its razor service subscribers an entertaining read that's perfectly suited for use during their daily "me" time? Full of grooming tips, puzzles, and hygiene-related factoids, the monthly print newsletters also give special recognition to some of its customers' personal interests, as well as their notable achievements (i.e., those that take place outside the confines of the water closet).

**Industry type:** Health & Beauty





# DATA HEALTHSCAN

**Brand:** Dun & Bradstreet NetProspex

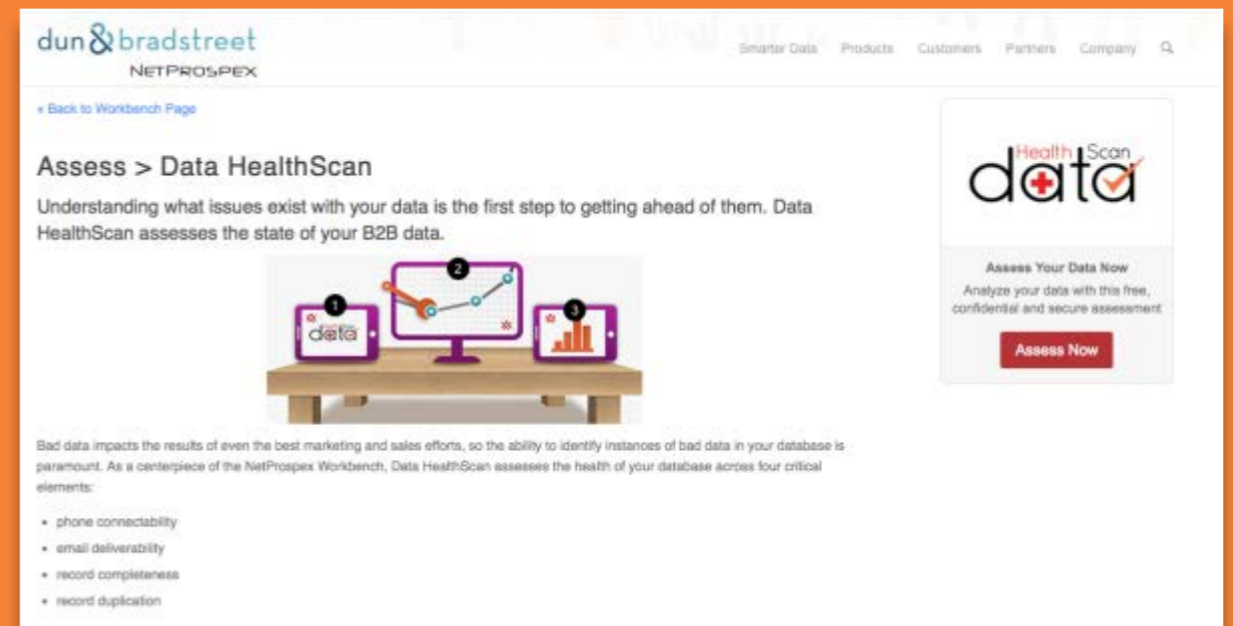
**Content type:** White paper

## Why we love it:

Dun & Bradstreet NetProspex, a B2B data and contact management company, created a data health scan tool in conjunction with a State of Marketing Data interactive white paper about record completeness. Not only did the white paper achieve a high click-through rate, the assessment (which required registration to access) provided the company's marketing team with vital information on how each prospect answered each question.

**Industry type:** Digital Services

**Learn more:** [Interactive Content: The Good, Bad, and Wicked Cool Quizzes and Games](#)



# UFIX TROUBLESHOOTING TOOL

**Brand:** AT&T UVerse

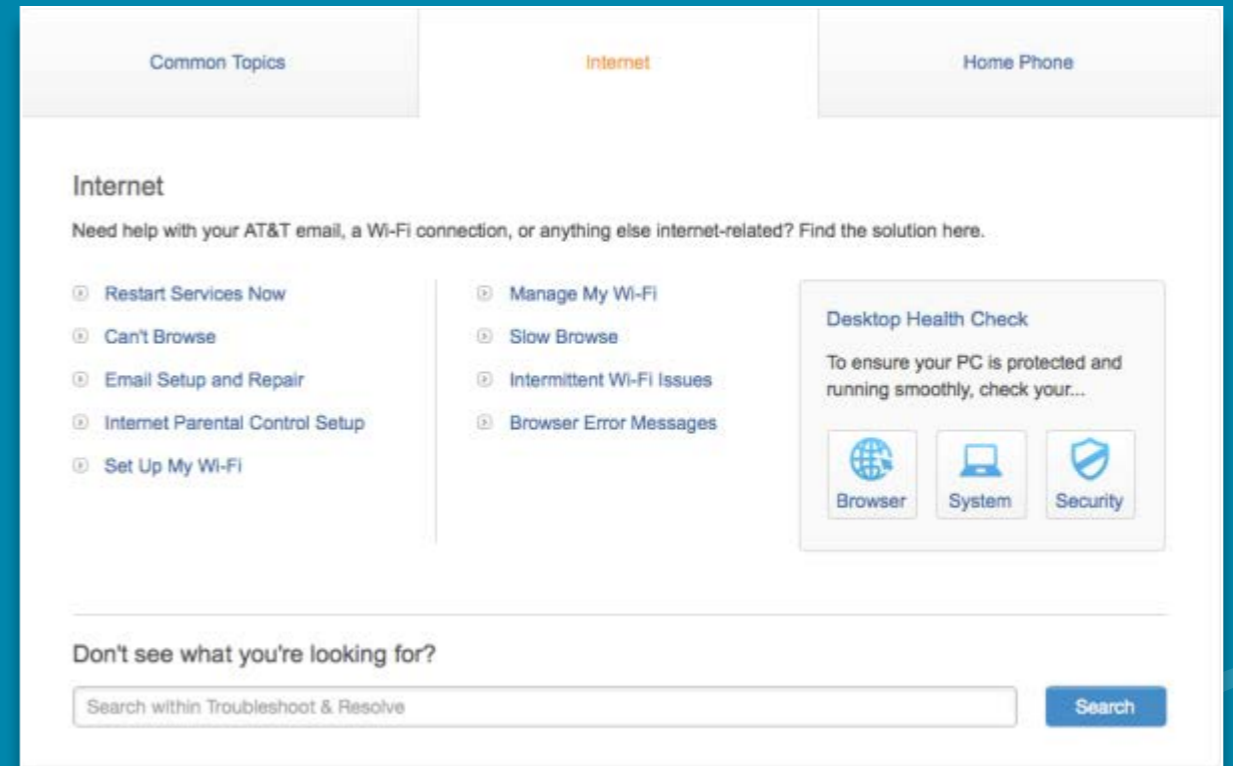
**Content type:** Interactive content

## Why we love it:

AT&T U-Verse recognizes the importance of responding to customer-service inquiries quickly and resolving phone, television, or internet connectivity issues promptly. It's UFix diagnostic system was designed to offer customers on-demand, self-service access (both online and on mobile devices) to some of the same troubleshooting tools its own call-center technicians use. The tool helps the company cut down on wait times by enabling customers to check for local service outages, diagnose the most likely cause of the problem, follow step-by-step instructions for managing simple fixes, and schedule a home visit when on-site support is needed.

**Industry type:** Technology & Electronics

**Learn more:** [Interactive Content: The Good, Bad, and Wicked Cool Quizzes and Games](#)



# PROJECT 7 GIVES BACK

**Brand:** Project 7

**Content type:** SMS

## Why we love it:

Gum for Good: You're in the supermarket checkout line when bright pink packaging catches your eye. It's birthday-cake gum! How can you resist birthday-cake gum? (You can't.) You buy the gum, and as you tear open the package, you notice something next to the nutrition label: "Text 'Peace' to 41411 to get current giving reports." You see, this isn't just any gum. This is Project 7 gum. A specialty gum-and-mint brand making "products for good," Project 7 partners with nonprofits to give back to seven areas of need. Depending on which flavor of gum you purchase, you contribute to and can learn more about a specific area of need. Birthday-cake gum purchasers contribute to anti-bullying programs, while coconut-lime gum-lovers contribute to housing shelters. Text one of seven keywords to the number on the package, and the company will send you giving reports for that area of need via SMS.

**Industry type:** Food & Beverage



# SHOPPABLE VIDEO BY JOHN VARVATOS

**Brand:** John Varvatos

**Content type:** Video

## **Why we love it:**

When menswear brand John Varvatos debuted its fall collection, a traditional look book wasn't enough. The collection was accompanied by a "shoppable" video powered by Cinematique, a platform that enables "touchable" video. As customers watch the 1-minute video, they can click or tap on the items worn by the models. When the video ends, everything clicked or tapped appears in a tab that slides to the right of the video. From there, customers can view product information and click a buy-now button that sends them to that item on the John Varvatos website.

**Industry type:** Fashion



# FREEFORM VIRTUAL LAUNCH PARTY

**Brand:** Freeform

**Content type:** Social media/video

**Why we love it:**

When ABC Family rebranded as Freeform earlier this year, viewers were invited to celebrate with an all-day virtual party. Fans could follow the festivities on Periscope, which included music, a muralist, custom pancakes, and appearances by Freeform actors. But the most interesting aspect of launch day was the opportunity for Freeform fans to see their #FreeformLaunch tweets interpreted by 3D artists.

**Industry type:** Entertainment



# PARKFINDER

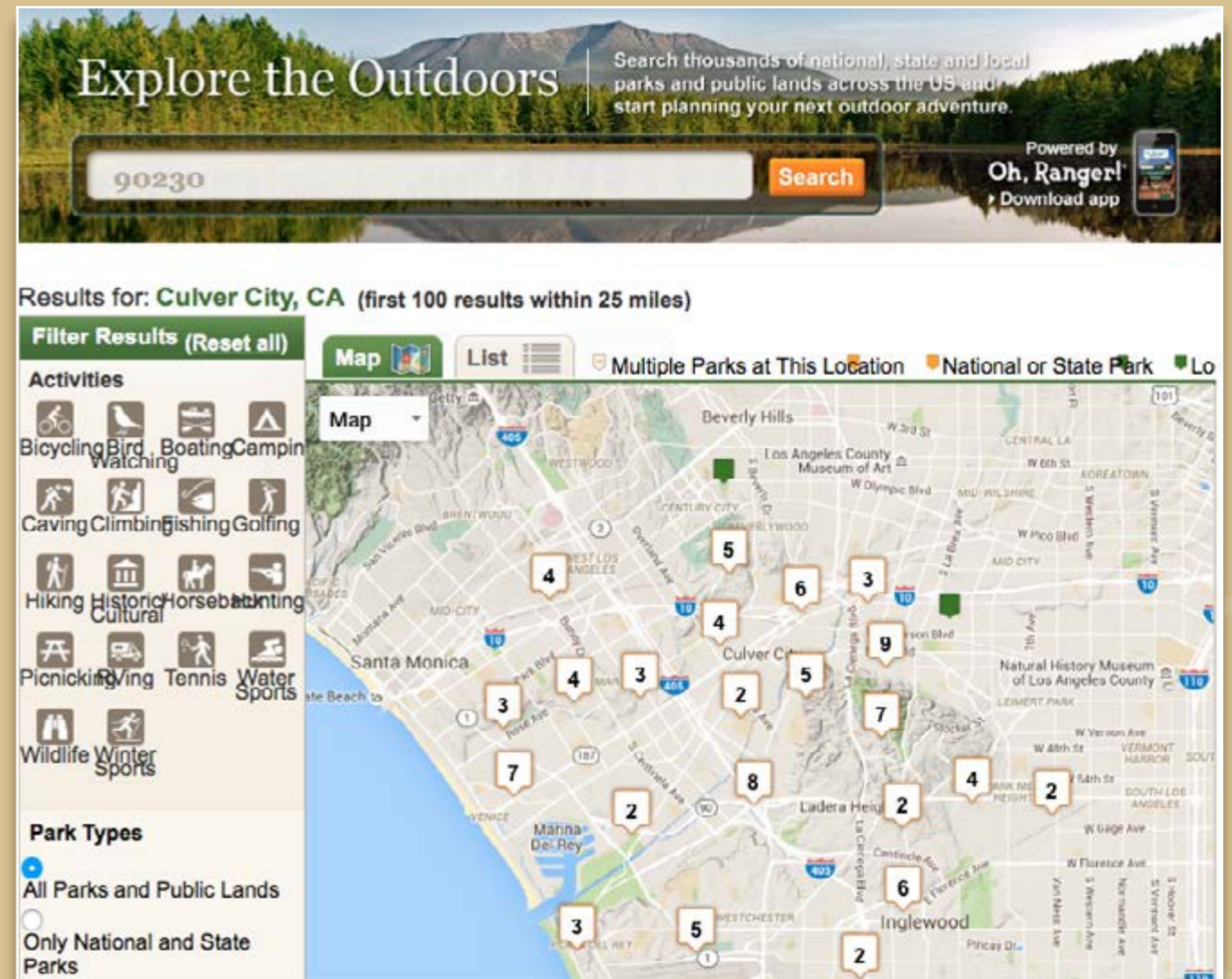
**Brand:** L.L. Bean

**Content type:** Website

## Why we love it:

L.L. Bean, a retailer known for outdoor apparel and camping gear, encourages its customers to explore the outdoors with the L.L. Bean ParkFinder, a database of thousands of parks and public lands across the United States. But you don't have to visit the website to start planning your next outdoor adventure: Shipping confirmations come with some nearby ParkFinder recommendations based on your shipping address.

**Industry type:** Retail



# CHANGE YOUR WORDS, CHANGE YOUR WORLD

**Brand:** Purplefeather

**Content type:** Video

**Why we love it:**

U.K.-based web designer Purplefeather created the powerful Change Your Words, Change Your World video. In it, a four-word plea — I'm blind. Please help. — is changed into a nine-word sentence: It's a beautiful day and I can't see it. The text transformation generates far more compassion. Since its 2010 debut, the video has been viewed over 24.7 million times and received thousands of comments on YouTube.

**Industry type:** Design

**Learn more:** [54 Content Writing Examples, Tools, Tips, and Resources](#)



# THE POWER OF VISUAL CONTENT INFOGRAPHIC

**Brand:** Market Domination Media

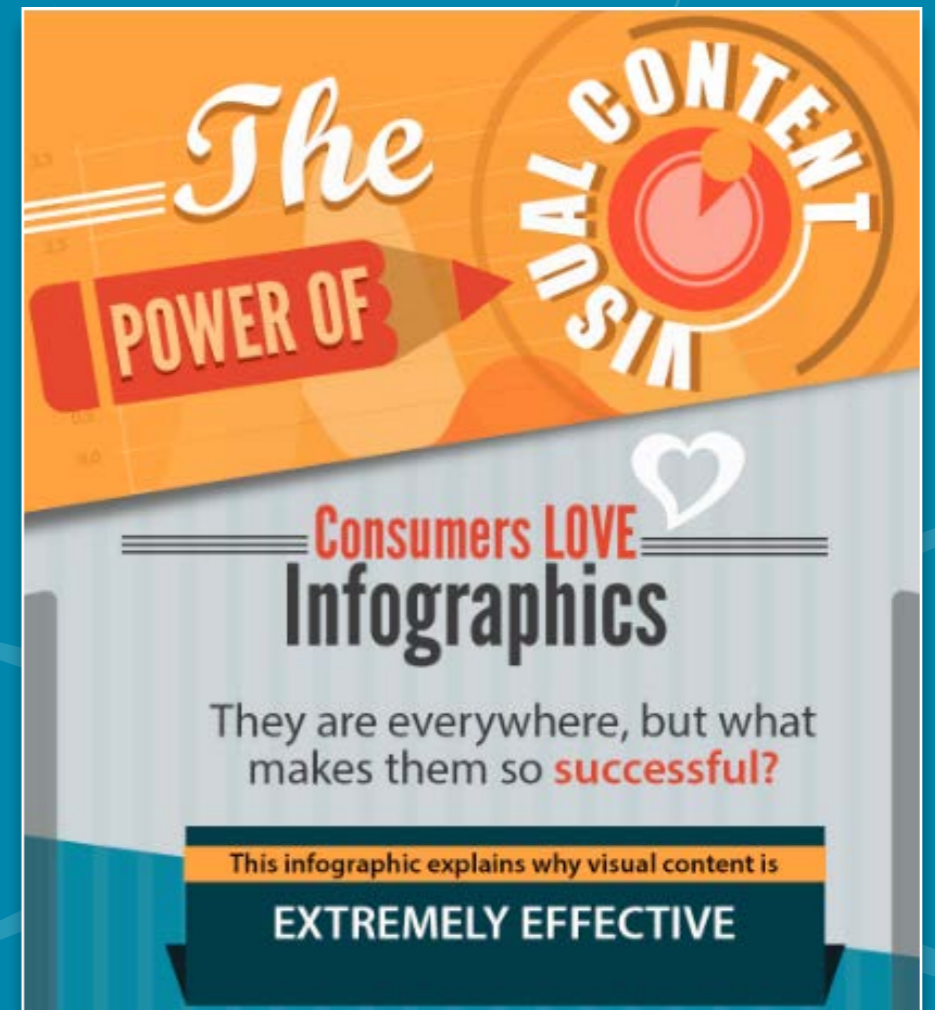
**Content type:** Infographics

**Why we love it:**

Market Domination Media took a meta approach to explaining why infographics work by creating an infographic. Note that the text is minimal and gets straight to the point, stressing facts over long descriptions.

**Industry type:** Publishing & Media

**Learn more:** [54 Content Writing Examples, Tools, Tips, and Resources](#)





# TOHOKU TABERU MAGAZINE

**Brand:** Tôhoku Kaikon

**Content type:** Print publication/subscription service

**Why we love it:**

Upon discovering that a disconnect existed between food producers and the urban consumers their products were sold to, nonprofit organization Tôhoku Kaikon devised an innovative content subscription program to help bridge the gap, as well as to increase confidence in the quality of locally sourced food. Tohoku Taberu Magazine shares the personal life stories of the hard-working harvesters, while also delivering the actual products of their labor directly to subscribers — along with recipes for cooking with the delivered food and sumptuous foodie images to motivate their culinary efforts.

**Industry type:** Nonprofit



2016 Content Marketing Awards Winner:  
**BEST NONPROFIT PUBLICATION**



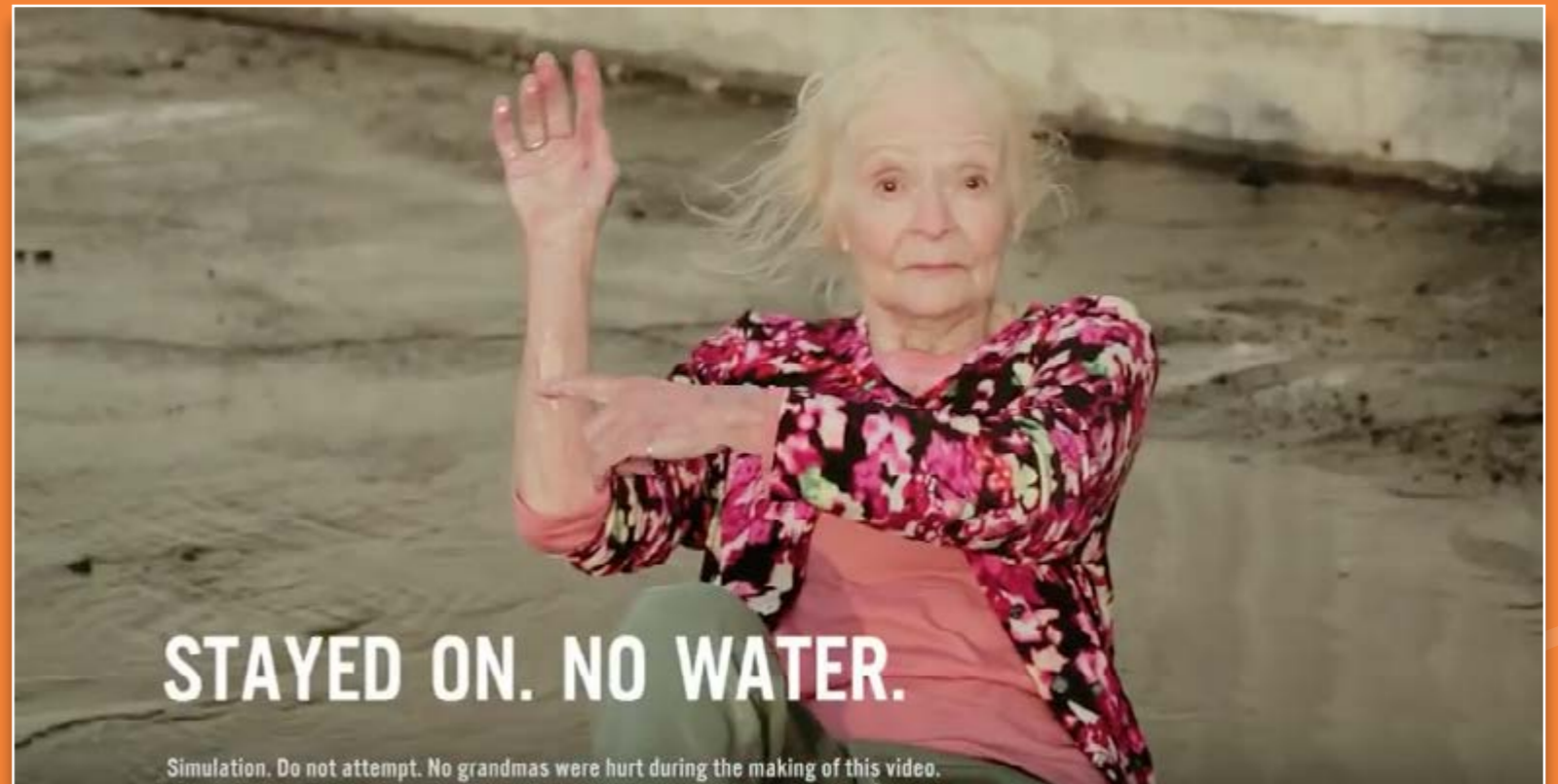
# WILL IT OR WON'T IT

**Brand:** Nexcare/3M  
**Content type:** Video

**Why we love it:**

This series of videos shines a spotlight on Nexcare Nana, a daredevil grandma product tester who proves that even high-pressure fire hoses, dives into the trash bin, or an encounter with a dirt-filled dump truck are no match for the strength and durability of Nexcare waterproof bandages. Fans of the brand who happen to have an adventurous nana of their own are invited to submit stories about the feisty family member for a chance to be featured in the Hall of Toughness.

**Industry type:** Health & Beauty



## SPENT

**Brand:** American Express

**Content type:** Documentary film

### Why we love it:

American Express created a long-form documentary as part of a larger program to teach its audience about financially underserved communities in the United States. The documentary exposed the underbelly of the U.S. financial system: payday lending, check-cashing services, and other short-term, high-interest loans marketed to those without access to traditional banking services. It shows both the heavy toll it exacts on working-class families, as well the ways in which both the financial services industry and government can help those at risk.

**Industry type:** Finance



# ICEBOX DERBY

**Brand:** ComEd

**Content type:** Live events

**Why we love it:**

ComEd believes that women should hold more than just 25% of the science, technology, engineering and math (STEM) jobs, so the electric utility company decided to spark increased interest in STEM education and activities among the young women in its community. One such effort is the Icebox Derby, in which teen girls from the Chicago area team up to put their science smarts to work, transforming recycled refrigerators into race cars and racing them in an annual competition for STEM Cup glory.

**Industry type:** Utilities

**Learn more:** [Live Experiences Reinvent the Way Customers Interact With Brands](#)



# CHUBBIES' USER-GENERATED CONTENT

**Brand:** Chubbies

**Content type:** Social media

## Why we love it:

Men's clothing retailer Chubbies recognized how enthusiastic its fans were when it came to showing off their shorts. So instead of interrupting their experience with product shots and promotional pitches, the brand puts their photography skills to good use, filling its Facebook page and Pinterest boards with the user-generated videos, pictures, and stories that fans were already sharing on social media. By leveraging fans' interest in co-creating content, Chubbies did more than feed their passion for fashion — it provided them with an outlet for creative self-expression.

**Industry type:** Retail

**Learn more:** [Are Your Customers Unsubscribing? 3 Ways to Deliver Delightful Content Experiences](#)



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- ▶ Share your own favorite examples and inspirations during our weekly **Content Marketing World Twitter Chats**.
- ▶ For dozens of additional best-of-breed examples and takeaways, get our **2016 Content Marketing Playbook** and **2016 Social Media Survival Guide**.



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**Content Marketing Institute** is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's **Content Marketing World** event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the **Intelligent Content Conference** event is held every spring. CMI publishes the bi-monthly magazine **Chief Content Officer**, and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this [video](#) to learn more about CMI, a UBM company.