



**Social & Online Media Virtual Learning**

# **HS/Introduction to Social and Online Media**

**April 23, 2020**



Lesson: [Media & Advertising Lesson Part 2 (4/23/20)]

**Objective/Learning Target:**

**Understand social media's role in the modern age of advertising. Determine what factors help create successful social media advertising. Decide whether or not social media platforms are critical to the success of business.**

## Video Option

Link: [https://youtu.be/YGN\\_pc-HhMs](https://youtu.be/YGN_pc-HhMs)

# Bell Ringer

1. Think of a time you remember seeing an advertisement and instantly wanting what was advertised? Why did you want the product? What was effective about the advertisement?

# Great Social Media Campaigns



And what makes them great campaigns

Bat Kid

**Why do you think this  
campaign went viral?**

# What Bat Kid Campaign Did Well

- It clearly reflected the Make-A-Wish foundations goals.
- It centered itself around something human that was easy to relate to
- It was promoted across all platforms
- It focused on generating engagement and made people feel good for wanting to participate in the campaign



**Gillette - The Best Men Can Get**

**What makes this campaign  
a success?**

# Gillette campaign

- Gillette actually took a lot of heat for this ad and it was considered controversial
- The hashtag #TheBestMenCanBe was trending on twitter for weeks after the first post
- They generated 1.5 million social media mentions during a three-day period...they had less than 10,000 over the previous week
- A recent study showed that 64% of people will support a brand if they agree with its political messaging...so sometimes it is very much worth the risk to use politics in messaging
- This is a great job of a brand promoting its ideas as much as a new product.

# Eggo Waffles & Stranger Things

# Examples from the campaign



 **Eggo®**   
@eggo 

TFW your commercial gets interrupted, but it's  
[@Stranger\\_Things](#) so you're not even mad. #StrangerThings

8:57 PM - Feb 5, 2017

 1,497  748 people are talking about this



 **Eggo®**   
@eggo 

uaɐɓɐ sn ɥɹɹw ɓuissɐw noɿ ɐɹɐ [@Stranger\\_Things](#) 'ɹɐɥ

8:57 PM - Feb 5, 2017

 19K  8,918 people are talking about this




**Stranger Things**  @Stranger\_Things

Feb 5, 2017

Replying to @eggo

sorry about the glitch during your Big Game ad. We have the Hawkins A/V club looking into it.



**Eggo**® 

@eggo



.@Stranger\_Things It's cool. Just one question, is Eleven back?! Friends don't lie to each other. [pic.twitter.com/cM4fruC6nL](https://pic.twitter.com/cM4fruC6nL)

9:14 PM - Feb 5, 2017



 2,786  946 people are talking about this



## Eggo Episode Pairings:

Chapter 1: *Eggo's Mad Max Munchies*

Chapter 2: *Trick-or-Treat Eggo Freak*

Chapter 3: *Eggo's Peanut Polliwog*

Chapter 4: *Eggo's Will the Wise*

Chapter 5: *Eggo's Dig Dug*

Chapter 6: *The Eggo Spy*

Chapter 7: *Eggo's Lost Sister*

Chapter 8: *The Eggo Mind Flayer*

Chapter 9: *The Eggo Gate*

The *Eggo Triple Decker Extravaganza*, as seen in Chapter 3

**Why did this campaign work?**

# Reasons for success

- It used a crossover with a more popular brand and more viral brand to boost its own signal.
- They made sure to retweet and share creative fan tweets to encourage engagement.
- They found themselves on the inside of an inside joke and used that to make Eggo seem like a brand that was built for a new generation.
- Creativity!



**McDonald's gets creative  
during the Super Bowl**

# McDonald's Super Bowl Approach

- Rather than run a bunch of expensive Super Bowl ads McDonald's chose to use social media.
- Every time one of their competitors ran a commercial they sent out a tweet about it and also gave people a chance to win something courtesy of McDonald's.
- They used their competitors platforms to push their own content.



 **McDonald's**   
@McDonalds 

Lovin' the love btwn father & son in @NissanUSA's spot. RT to try & win a Nissan Altima you could drive someday soon  
[cards.twitter.com/cards/16ac3u/b...](https://cards.twitter.com/cards/16ac3u/b...)

7:44 PM - Feb 1, 2015



**18+, US Only, Click Learn More for Official Rules**  
[lovinwins.com](http://lovinwins.com)

 1,063  8,704 people are talking about this 

**Applebees Uses Fan Generated Content**

# Fantographer

- Applebees used its instagram account to have fans take photographs of their food. Then they would share the best photos on their account with the label “#fantographer”
- This promoted fan engagement and users began to take part at a rapid rate.
- A recent study showed that nearly 93% of marketers are getting big results from fan generated content.
- This campaign also developed its own hashtag which led to more engagement.



1,115 likes

applebees Tables were meant to be used. Photo credit: @kinghenjr #Applebees #Fantographer

# Assignment

Read [this article](#) on how social media marketing is helping businesses grow and fueling the economy (this is an opinion piece, so know that the information while fact based is slanted with opinion).

1. Do you agree with the premise of the article? Explain your reasoning.
2. Why does the article believe social media marketing is so important to businesses?
3. How does social media change the way information works?
4. After reading the article, do you believe a business can survive in the modern age without using social media? Explain your answer.