



THE 2016 TOP 100 MILLENNIAL BRANDS: A MOOSE TRACKER REPORT

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Moosylvania has been tracking the leading consumer brands and publishing industry reports since 2008. Each year, we survey up to 1,500 consumers and provide them with the opportunity to tell us their “three favorite brands”—completely unaided. Those answers are then followed up with specific questions on how and why they are connecting and participating. This informs our digital brand-building agency as our team is always on the hunt for innovation and originality.

The top 100 report is a ranking of consumer favorites along with an example that illuminates their success in a bite-sized paragraph. We believe that great ideas beget great ideas. Enjoy!

For clients who are looking for more specific actionable insights, follow up reports are available either in person or via web ex. This information can be parsed by category, five-year increments and gender.

As well, Idea Press Publishing will be releasing *The Participation Game*, a book based on our findings, early next year. Let us know if you'd like to [pre-order](#).

Subscribe to [Moosetracker](#) and get new reports weekly.

Thanks for your interest!

TOP 100 BRANDS: RANKED

1. APPLE
2. TARGET
3. NIKE
4. SONY
5. COKA-COLA
6. SAMSUNG
7. WALMART
8. AMAZON
9. MICROSOFT
10. VICTORIA'S SECRET
11. GOOGLE
12. STARBUCKS
13. EXPRESS
14. PEPSI
15. FORD
16. AMERICAN EAGLE
17. NINTENDO
18. ADIDAS
19. DISNEY
20. OLD NAVY
21. KROGER
22. CHICK-FIL-A
23. GAMESTOP
24. KOHL'S
25. LG

26. MICHAEL KORS
27. TOYOTA
28. UNDER ARMOUR
29. CHEVROLET
30. COSTCO
31. NETFLIX
32. BEST BUY
33. H&M
34. MACY'S
35. HONDA
36. DR. PEPPER
37. BMW
38. FOREVER 21
39. GAP
40. LEVI'S
41. NISSAN
42. HERSHEY
43. PLAYSTATION
44. JORDAN
45. MOUNTAIN DEW
46. NORDSTROM
47. RALPH LAUREN
48. SEPHORA
49. SOUTHWEST AIRLINES
50. TESLA

51. CHIPOTLE
52. HOT TOPIC
53. KRAFT
54. NORTH FACE
55. TRADER JOE'S
56. COACH
57. DODGE
58. GMC
59. KELLOGG'S
60. VALVE
61. VANS
62. VERIZON
63. WHOLE FOODS
64. XBOX
65. BATH & BODY WORKS
66. J. CREW
67. JEEP
68. MARSHALLS
69. NESTLÉ
70. POLO
71. WENDY'S
72. AEROPOSTALE
73. ASUS
74. BANANA REPUBLIC
75. CHASE

76. GUESS
77. HP
78. KATE SPADE
79. MCDONALD'S
80. MONSTER ENERGY
81. PANERA
82. TACO BELL
83. ALDI
84. CONVERSE
85. DELL
86. GUCCI
87. JCPENNEY
88. LAY'S
89. LULULEMON
90. MARVEL
91. MERCEDES BENZ
92. RUE 21
93. URBAN OUTFITTERS
94. ANN TAYLOR
95. AUDI
96. BARNES & NOBLE
97. BURGER KING
98. CARTER'S
99. DC COMICS
100. DOLLAR TREE

TOP 25

TOP 50

TOP 75

TOP 100

01. APPLE LOOKS TO USERS' IPHONE-PRODUCED CONTENT TO BUILD IMPRESSIVE CAMPAIGN



Apple continues to build and breed loyalty by using UGC to fuel its “Shot on iPhone” campaign. The campaign, which was created as a way to promote the camera quality of the iPhone 6, turned the world

into a gallery using the photos and videos of 162 different users. The content was strategically placed in and on billboards, posters, magazines, newspapers and within 15-second TV spots. Apple also created a World Gallery site with the content, accompanied by tips for shooting pictures and video using the camera. “Shot on iPhone” produced over 10,000 installations (all of which give credit to the user) in 25 countries, acting as the “largest mobile photo gallery in history.” The brand continues this initiative through stunts like “Moms,” in which they used UGC to produce a touching Mother’s Day spot, and through “Colors,” which showcases the color-capturing technology of the smartphone’s camera. The campaign won the 2015 Grand Prix for the outdoor category at Cannes Lions International Festival of Creativity and has received an overwhelming 6.5 billion media impressions—95% of such being positive mentions. Apple’s campaign was a success due to its focus on how we, as consumers, use its technology. Thanks, Apple!

1. APPLE USES CELEBRITY TAYLOR SWIFT TO GAIN THOUSANDS OF SHARES



Apple released a series of videos featuring icon Taylor Swift dancing, exercising and getting ready to songs from various genres using Apple Music, which eventually lead to an impressive 429.6 thousand shares on Facebook. Swift, whose Instagram account has over 80.2 million followers, posted one of the videos on her account and received 6 million views, adding to the 16 million views the video received on Facebook. Overall, the campaign chose to have fun with their brand as opposed to sharing facets of information on the service. The videos end with the promise of a free three-month trial, allowing viewers to feel good about the service in store. You too can dance, exercise and get ready to your favorite songs like your favorite star—for free! Well, for three months, anyway.

02. TARGET BECOMES ONE OF THE FIRST BRANDS TO PRODUCE ECOMMERCE ADVERTISING



Target continues its dominance at the top of the list by being the first to create content for Snapchat's new eCommerce abilities. eCommerce allows viewers of Snapchat to shop online without leaving the app. The ads, which appear on Cosmopolitan's Discover channel, showcase Target products and encourage viewers to swipe up for more information (or down to purchase the shown product). Target is taking advantage of Snapchat's capped 10 second advertisements, being that it was found in 2013 that the average attention span is eight seconds. eCommerce advertising enables Target to effectively distribute relevant content, and in turn enables the audience to engage in this content quickly and actively.

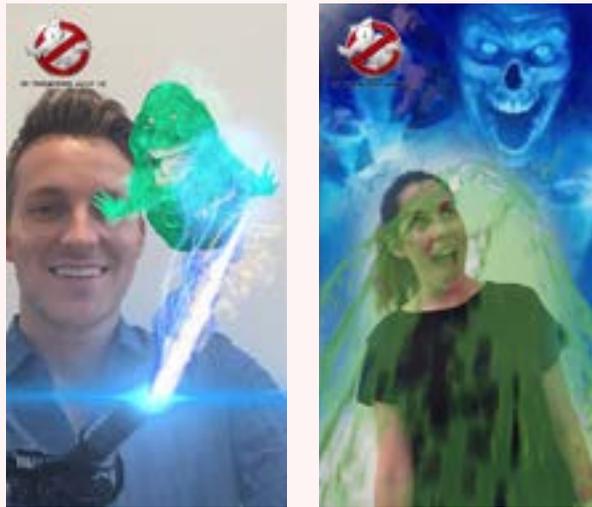
03. NIKE SURPRISES BASKETBALL FANS WITH SWEET CAMPAIGN



As a part of its “Unexpected Moves” campaign, Nike released four special edition versions of its Kyrie Irving sneaker. The Cleveland Cavaliers’ point guard, who is known for his surprising tricks on the basketball court, inspired the “unexpected” aesthetic of the campaign’s special edition designs—one of which was inspired by the global doughnut company, Krispy Kreme. While fans had the option of purchasing the “Ky-Rispy Kreme” on the NikeiD custom site, the campaign distributed the doughnut-themed shoes on the “Sweet Moves Tour.” The tour, which traveled to Cleveland, Baltimore, Manhattan and Brooklyn, had a Krispy Kreme traveling truck with the special edition shoes available for purchase and packaged in a signature box. Fans were not only willing, but excited to participate in the brand’s new release of the “Ky-Rispy Kreme.”

04. SONY UTILIZES BOTH CAMERA LENS ON PHONES TO CREATE NEW SNAPCHAT EXPERIENCE

In order to promote the release of its Ghostbusters reboot, Sony partnered with the popular app Snapchat. Sony did something that no other brand had done previously with the app and utilized both cameras of phones (front and rear). The typical lens that brands use when collaborating with Snapchat is the front, allowing users to apply the filter to themselves.



Sony worked so that Snapchatters could not only use the front camera to interact with apparitions, but also “slime” others through, for the first time, the rear camera. Music from the movie’s soundtrack also played in the background while using the filters, fully immersing users in a Ghostbusters-like experience. Sony’s stunt was unique and memorable, leaving users asking—who ya gonna call?

COKE = #ITSMINESWEEPSTAKES

05. COKE HELPS FAN BASE TO CELEBRATE UNIQUE QUALITIES



In hopes of celebrating the unwavering love that Diet Coke fans hold for their favorite product, Coke launched the "IT'S MINE" project. The project, which is a part of Coke's newest "Get A Taste" campaign, features millions of uniquely designed Diet Coke bottles. No two of the vibrant bottles are the same, created by HP Inc.'s HP Indigo digital technology. The project was promoted through the IT'S MINE sweepstakes and encouraged fans to share a photo depicting both their personal style and their exclusive Diet Coke bottle, accompanied with the hashtag #ITSMINESweepstakes. Coke looks forward to its customers being able to select a design they find "uniquely their own."

SAMSUNG = #S7MYPIC

06. SAMSUNG'S NEW PRODUCT HELPS RECREATE INSTAGRAM USERS' FAVORITE MOMENTS



Samsung wanted to promote the release of its new Galaxy S7 by showing consumers the crisp quality of the smartphone's camera. In order to do so, Samsung offered do-overs on both poor quality pictures and videos captured by everyday social media users. The brand did so by searching through popular hashtags on Instagram, finding photos and videos of grainy or poorly lit quality and retaking them with the Galaxy S7. Consumers had the opportunity to win the new phone by sharing imperfectly captured moments over Instagram, accompanied with the hashtag #S7mypic. Samsung used a bit of hilarity and re-shot the photos in a slightly off (high quality) manner. Not only did this campaign showcase the quality of the new product, but stimulated positive WOM by reaching out to real consumers.

WALMART = #GREENLIGHTVET

07. WALMART ENCOURAGES SUPPORT OF OUR NATION'S HEROES



Walmart launched the “Greenlight A Vet” campaign in order to show support for veterans making their transition out of uniform. Though vets are not always visible, Walmart wants to ensure that they always see that they are supported, so inspired communities to change a visible light to a green bulb. To reach Millennials, Walmart created the hashtag #greenlightvet, asking participants to post pictures documenting their support. The campaign released five videos exploring the lives of five different veterans, and viewers were encouraged to share these moving stories. Walmart has pledged to the Veterans Welcome Home Commitment, promising to hire 250,000 veterans by the year 2020. This, in turn, enables the consumer to feel good about the brand. Shine on, Walmart.

AMAZON = "BIGGEST AMAZON PRIME BOX EVER"

08. AMAZON'S INTERACTIVE STUNT GIVES PARTICIPANTS GLIMPSE INTO JETBLUE PARTNERSHIP



Amazon set up an immersive pop-up movie theater in JFK International Airport to promote its partnership with JetBlue. Amazon set up the "biggest Amazon Prime box ever" inside the NYC airport's Terminal 5 and encouraged commuters to sample the brand's original content streaming on JetBlue's flights. Amazon Prime members who fly JetBlue can access the content on their devices, with non-members being able to pay a fee to rent or stream content on the airline's Wi-Fi, which they called Fly-Fi. The pop-up activation consisted of a large glass box with benches and headphones so that passersby could experience Fly-Fi's offerings. In addition, a kid area was set up in which children could watch Amazon's original children's series. Amazon's ability to bridge the gap between its innovative technology and an experiential event left the travelers with a positive outlook on the brand's partnership with JetBlue.

09. MICROSOFT INVITES STARTUP TO ASSIST IN INNOVATIVE HOLOGRAM



Microsoft collaborated with VNTANA to introduce HOLLAGRAM, an “interactive and social media integrated hologram system,” as a part of Microsoft Ventures—the initiative in which the brand aims to connect with startups and help emerging innovators. The HOLLAGRAM holographic system operates through both gesture control and real-time video to immerse the users into an augmented reality experience. The collaboration’s removal of wearables keeps Microsoft ahead of the VR fad. Users can interact with any object they please (celebrity, product, etc.), as HOLLAGRAM can bring digital objects into the real world. The system then emails participants a GIF, video, or photo of their holographic experience to be shared on social media. The system is trendy and enables experiential validation, both of which will surely appeal to tech-savvy Millennials.

10. VICTORIA'S SECRET PROMOTES RETAIL THROUGH SOCIAL MEDIA SURROUNDING ANNUAL FASHION SHOW



Victoria's Secret captured the attention of millions of Millennials through its social media strategy surrounding the annual Victoria's Secret Fashion Show. The brand started promoting the event through its Instagram account a week before the actual show. They used the hashtag #VSFashionShow (memorable and accessible) during the preceding week to drive traffic toward the event and its media, and had its models—who have millions of followers—do the same. This week was doused in social media sneak peeks and previews of the models rehearsing the show. In this seven-day period, the brand received over 21.6 million likes on its feed and generated 265,518 engagements. On the night of the actual broadcast, the brand reached up to 8.7 million engagements on Instagram. The brand's social media burst was successful in boosting sales by tactically promoting its retail to the 500 million people who tuned in to watch.

11. GOOGLE MAKES CELEBRATION OF PRIDE ACCESSIBLE FOR ALL



Google documented Pride parades using 360 technologies to create a VR montage for those unable to celebrate the LGBTQ community. Google recognized that in more than 70 countries it is illegal to be gay, and in seeing this, wanted to send a strong message of the importance of equality. The brand worked with various LGBTQ Googlers in 25 different countries to march and document local Pride parades over the course of several weeks. The footage was then made available on the YouTube 360 and Google Cardboard platforms for those who cannot march. Google invited people to stand up for and embrace those unable to participate in the parades by using the hashtag #prideforeveryone. Google has stated that its mission is to “make information universally accessible,” and through its VR Pride initiative, the brand did just that—in a forward-thinking and admirable way.

12. STARBUCKS' REWARDS OFFERS SHINY NEW PERKS

To promote the revamping of its loyalty program and mobile app, Starbucks ran a sponsored Snapchat lens, allowing users to overlap the Starbucks' graphic onto a video or photo. The filter consisted of gold stars, both in the eyes of and surrounding the user, and served as a reminder of the rewards' system's symbol: the star. The app, which now includes new perks for its 17 million users, has been used to place up to 7 million orders a month.



Seeing that Snapchat reaches a large population of Millennials, the promotion was a smart and fun marketing technique which helped to create buzz for its latest revamping.

13. EXPRESS USES SNAPCHAT TO BUILD RELATIONSHIP BETWEEN CONSUMERS AND EMPLOYEES



Express used the social media platform Snapchat to its advantage in order to boost job applications among the millennial audience. An Express intern took Snapchat on a POV experience, showing what an average Manhattan day means for her as an Express employee. By performing job tasks and illustrating the intern lifestyle, Express was able to drive an authentic relationship between its employees and consumers. Not only did Express use its account to tap into this untouched concept of job

recruitment through social media, but they had fun with its audience as well. The brand asks fans to send their Snapchat account photos of themselves sporting their favorite Express styles, and in turn rewards them with eligibility to be reposted on the public account. Express will also play with the users, for example, asking them to snap the account a song to use in its next photoshoot—stunts as such helping the relationship between the consumer and brand to feel organic.

14. PEPSI USES EMOJIS TO GRAB THE ATTENTION OF UNIVERSAL AUDIENCE



Because emojis are universal and well-liked, Pepsi started the #PepsiMoji Can Campaign as a part of #SayItWithPepsi. The campaign features 70 different can designs featuring emojis, and are sold in almost 100 markets. Along with traditional advertising platforms, Pepsi is using both Instagram and Twitter in order to encourage consumers to share their #PepsiMoji experience. The campaign released a 35-character keyboard that users can download from the iTunes' App Store, in addition to the emojis can be found floating around in the latest fashion and film. Pepsi has also teamed up with Pizza Hut in order to create #PizzaHunt, a project in which consumers will receive a free personal pan pizza from Pizza Hut if they are to find a Pepsi bottle with the pizza emoji on it. Advertising so good, you could eat it!

15. FORD CREATES "ESCAPE THE ROOM"-LIKE TEST DRIVE



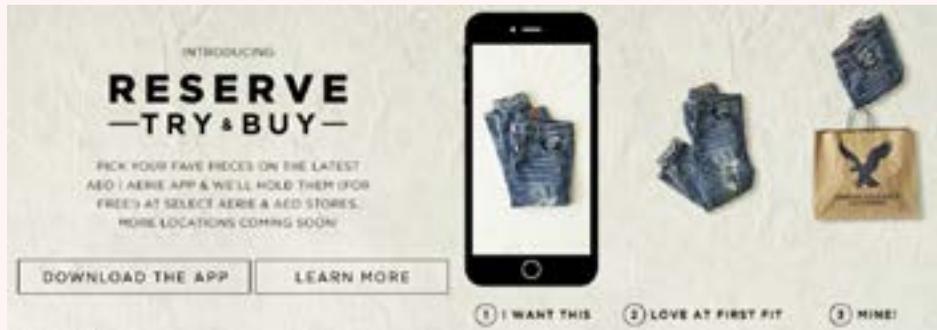
Ford created the world's largest (and first driveable) "escape the room" game. Teams of four were challenged to maneuver through the New York-themed game in the brand's 2017 Ford Escape SUV. Participants drove from room to room using the SUV's capabilities to overcome obstacles they faced in order to escape. After participants were done with the game, the footage of their experience was turned into a Ford Escape commercial and was sent to the participant, allowing them to share it on social media, validating their experience. The 1,000 pre-registration spots were sold out within the first 24 hours. Ford saw that traditional test driving was no longer enough to convince Millennials to buy a car, making the brand's experiential event the perfect campaign to influence its targeted market.

16. AMERICAN EAGLES' AERIE ENCOURAGES BODY POSITIVITY



Aerie, American Eagle's lingerie sub-brand, is using #AerieREAL to promote the Millennial trend of female empowerment and body positivity. Its tagline, "the real you is sexy," began in 2014 when Aerie quit the use of Photoshop on its models. The brand is encouraging Instagram and Twitter users to post unretouched photos of themselves (with the hashtag #AerieREAL), and are offering to donate one dollar to the National Eating Disorders Association (NEDA) for every post. Those who post are also qualified to be posted on the Aerie website, Twitter and Instagram account. #AerieREAL showcases various "models" and its appreciation for what society considers to be imperfections (curves, tattoos, stretch marks, webbed toes, etc.) The stunt resulted in a 32 percent sales jump for Aerie and a seven percent jump for American Eagle. The campaign received 4 billion media impressions over the course of 2015 through its creation of a more believable, and therefore powerful, campaign.

16. AMERICAN EAGLE APP LETS USERS EASILY RESERVE IN-STORE PRODUCTS



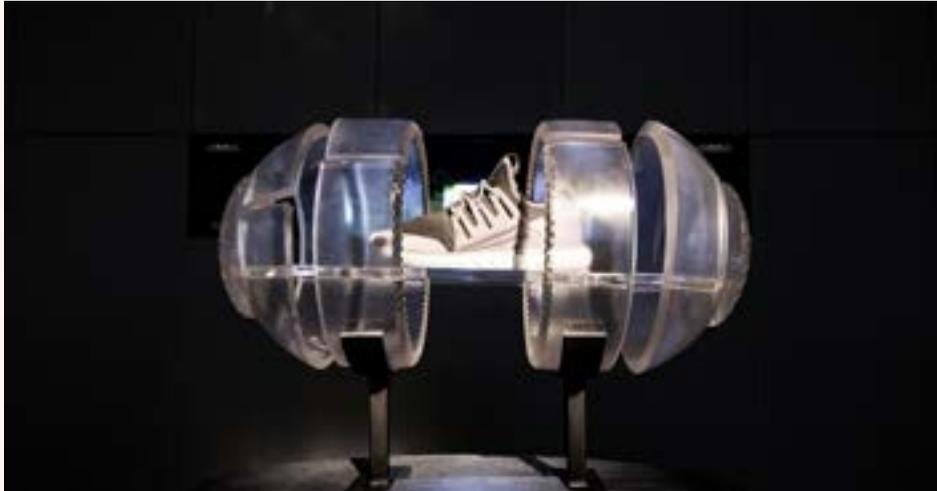
American Eagle enhanced its shoppers' experience by using a mobile-first perspective while creating an app. Its app, which is used by its most loyal customers, offers "reserve, try and buy." While using the app, shoppers have the option of reserving a product online while on any page of the mobile-enabled experience. The app finds the nearest store in which the wanted color and size of the product is available for the user and informs the customer (within an hour) when their item is ready to be tried on. With the knowledge that 50 percent of its customers are shopping online and that its app had been growing at a triple-digit rate, American Eagle used the app experience to service toward the Millennial mindset of instantaneous action and reward.

17. NINTENDO RELEASES APP BASED ON BELOVED POKÉMON FRANCHISE



Nintendo released the Pokémon Go app so that fans of the beloved franchise could catch and battle Pokémon in their own backyards. The app is a mixture of virtual and real aspects, the use of geolocation technology and the cult-phenomenon that already existed within the Pokémon name. The app has proved to be so successful that within the first six days of the release, it received over six million mentions on twitter. The app received an instant millions of downloads, being recognized as the “first mass-consumption nostalgia product for Millennials.” Other brands have even picked up on the success, promoting products as ways to improve players’ Pokémon Go strategies. Overall, within five days the app made Nintendo worth over seven billion dollars more than before the release, growing its stock by over 30 percent.

18. ADIDAS GIVES CONSUMERS GLIMPSE INTO THE FUTURE



As a part of its "Futures" campaign for Adidas Originals, Adidas worked with 10 artists to create visions of what the future may look like, displaying them in art exhibits in NYC and LA. These displays featured Future Capsules, which enabled viewers to look into the artists' photographic, painted and digitized ideas of what the future may bring. The overall campaign aims at inspiring the next generation to create a brighter future for themselves and to dismiss the dismal thoughts of those who believe a dark future lies ahead. The audience was asked to complete the statement, "My Future is...," which Adidas compiled into a video for the campaign. The campaign not only reached out to Millennials, but challenged them to drive their future in a positive direction.

19. DISNEY USES INTERACTIVE BILLBOARD TO PROMOTE MOVIE RELEASE



To promote its movie *Through the Looking Glass*, Disney placed an interactive ad in the Disneyland theme park in order to surprise fans of the *Alice in Wonderland* sequel. Johnny Depp, who stars in the film as the Mad Hatter, interacted with fans through the use of live streaming technology. The actor sat, dressed as the character, in a separate location and was able to communicate and interact with the theme park goers by watching real-time footage captured by a secret camera. The stunt received over 16 million views on Facebook and YouTube, and was shared over 198 thousand times. The live billboard used progressive, out-of-home advertising to leave its audience with a memorable and (in Disney fashion) magical experience.

20. OLD NAVY USES ABSTRACT ARTIST TO PROVE TO ITS TEES ARE #NEVERBASIC



To promote its “Never Basic Tees” campaign, Old Navy collaborated with artist Paulina Sotto to craft custom designs for the brand. Old Navy reached out to the 24-year-old abstract painter and asked her to design four tees to act as “wearable art.” Though Sotto’s work consists of mostly simple lines and squares, the end products are bold and original, driving home the message of the campaign: simplicity doesn’t have to mean basic. The project uses the hashtag #NeverBasic to prompt shoppers to post pictures of themselves in the brand’s tees. By tagging Old Navy and including the hashtag, consumers get the chance to be reposted on the retailer’s Instagram account. This allows Millennials to validate their positive Old Navy experience and participate with the brand.

21. KROGER CREATES STORE BRAND HEMISFARES TO APPEAL TO FOODIES



Kroger added its new brand HemisFares to the list of products they offer. The store brand was crafted specifically to attract Millennials and foodies to the supermarket chain and is the first of its kind—acting as a “journey of epicurean proportions.” The new products are to be introduced as a premium brand, with the foods being selected from finds all over the earth. Though the brand is to be considered premium quality, HemisFares’ products are exceptionally priced with equal-in-quality products found outside of the brand being up to four or five times more expensive. Food-curious consumers will be delighted to dig into the affordable and authentic HemisFares experience, leaving Kroger at the top of their supermarket list.

22. CHICK-FIL-A'S NEW APP SOARS IN DOWNLOADS AND POSITIVE REVIEWS



Chick-fil-A created a new mobile app entitled “Chick-fil-A One” which allows customers to easily order meals, skip in-store lines and pay by using the application. To help promote the app, the brand gave away a free sandwich to anyone who downloaded the app. The app was so successful that it had been downloaded over one million times and 130 thousand free sandwiches had been claimed within the first three days of the app’s introduction. Users of the app expressed their successful experiences over social media, and Chick-fil-A reached out to individuals to fulfill their needs if their reviews were more so negative. Not only does the app supply exclusive content, but users can look forward to being rewarded with sweet treats for building a relationship with the fast food chain.

23. GAMESTOP USES LOYALTY PROGRAM TO GROW AND BETTER ITS BRAND



GameStop created a tailored loyalty program which offers consistent chances to win prizes and up to \$50 in exclusive offers each month. The program, entitled PowerUp Rewards, launched in 2010 and is one of the most successful brand rewards programs you can find. With more than 40 million members, and 1 in 5 people in the US belonging to the program, GameStop is able to use the program to study its fans' demographics, which helps decide where to open stores or what products to supply. In addition, PowerUp Rewards drives a large chunk of GameStop's sales, with the loyalty program's members supplying three times more purchases than that of non-members. Not only is GameStop making 5 times the profitability from PowerUp Rewards than without it, but the brand is able to use data collected from the members to assist in personalized customer service. Through the program, GameStop has proven successful in building loyal relationships with consumers.

24. KOHL'S ENGAGES MILLENNIALS THROUGH LIVESTREAMING THE ACADEMY AWARDS



Kohl's Oscar sponsorship was led by social media in order to boost its lack of Millennial shoppers. The brand livestreamed the Academy Awards using the Twitter-integrated Periscope app with hosts comedian Vanessa Bayer and party planner Mindy Weiss. Not only did Kohl's allow fans to view the Oscars, but gave them both red carpet footage and a look into Vanessa Bayer's Oscar house party. In addition to the livestreaming experience, consumers were encouraged to use the hashtag #AllTheGoodStuff to fashion what would be their perfect Oscar-worthy party through the Pinterest, Twitter, Facebook and Instagram social media platforms. Since Kohl's shoppers' demographics only consist of 10 percent Millennials, this was a fun way to reach out to its targeted audience.

25. LG USES SOCIAL CAMPAIGN TO PROMOTE EASY-TO-USE SMARTPHONE TECHNOLOGY



LG started the #MySimplePleasure social campaign to invite consumers to participate with the brand in order to learn about its new technology. LG, with the release of its new flagship smartphone, wanted to provide a campaign that not only offered a prize, but taught participants about the technology they could potentially win along the way. The social media sweepstakes asked for consumers to share photos and videos that they felt best exemplified their simplest pleasures (accompanied with the hashtags #MySimplePleasure and #LGG3), which coincided with the LG G3's simple-to-use smart technology. Those who posted for the campaign were entered for the chance to win the new smartphone. This stunt allowed for fun, authentic promotion, and the thousands of entries proved that simple pleasure can be found in simple, yet effective, campaigns.

26. MICHAEL KORS WANTS CONSUMERS TO HELP PUT AN END TO WORLD HUNGER



The “Watch Hunger Stop” campaign was started by Michael Kors to assist his multi-year partnership agreement with the United Nations World Food Programme (WFP). To back the campaign, the fashion brand released a line of its famous watches with a world map design on the watch face and “1 watch equals 100 meals” engraved onto the back of the timepiece. Purchasing the watch does just as the engraving says: delivers 100 nutritious meals to children living in places such as Cambodia, Mozambique, Nicaragua and Uganda. Through an interactive stunt, consumers can provide 50 meals by designing and posting a picture of a digital t-shirt on WatchHungerStop.com. Because of the brand’s efforts, hunger-stricken children have received more than 13 million meals and Michael Kors was named a Global Ambassador Against Hunger for WFP.

27. TOYOTA USES EXPERIENTIAL AND SOCIAL STUNTS TO ENHANCE STAGECOACH MUSIC FESTIVAL



Toyota sponsored Stagecoach, California's country music festival, to reach music-loving Millennials. Toyota collaborated with blogging-platform Tumblr and Yahoo to put out a livestream of Coachella's sister event in order to reach its targeted market. Tumblr, which is a Millennial-focused website and app, was an ideal method of reaching the demographic with 75 percent of the platform's traffic being mobile-driven. The livestream also helped to draw attention to the brand's "Music Moves You" blog and its efforts within the music industry. In addition to livestreaming, Toyota held a "Toyota Thrill Ride & Drive" event at the festival, in which festivalgoers could test drive the new RAV4 Rally car on a skill-required drive course and meet several legendary drivers. Toyota's involvement with Stagecoach had both experiential and social elements that allowed for Toyota to remain a favored brand among Millennials.

28. UNDER ARMOUR STRIVES TO EMPOWER FEMALE ATHLETES WITH THE "I WILL WHAT I WANT" EFFORT



Under Armour began the "I Will What I Want" movement to empower female Millennials. Female athletes Misty Copeland, Gisele Bunchen, Brianna Cope (and many more) share their experiences and showcase the brand's clothing through an interactive site. Not only does Under Armour use social media to tell their stories, but also to encourage its fans to support the athletes. After Copeland was named the first African-American principal dancer at American Ballet Theatre (ABT), Under Armour promised to send flowers if fans were to tweet using the hashtag #PrincipalMisty. The more tags, the more flowers—and the dancer received a vanload full. Under Armour has made its goal to create an authentic movement to inspire women, stating they're "not a campaign; not a season or a snapshot." The believable initiative left consumers feeling good about the brand and what they stand for.

29. CHEVROLET SURPRISES CONSUMERS WITH THE BEST DAY EVER



Chevy wanted to capture people's attention in a surprising way, so to do so they began the #BestDayEver campaign. To start the campaign off, Chevrolet looked to social media influencers to create buzz around the initiative. The brand then carried out "Acts of Awesomeness" nationwide, fashioning various stunts ranging anywhere from lunches hosted by Kelly Clarkson to Alec Baldwin and Olivia Wilde acting as substitutes in college classrooms. The entire day was livestreamed through Chevy's partnership with YouTube for an 8-hour livestreaming—which was viewed by 3 million people. The campaign included both paid and unpaid media, with people discussing the brand in an organic manner. In the end, the brand was a finalist for a Shorty Award with #BestDayEver receiving 1.5 billion social media impressions.

30. COSTCO LISTENS TO AND ACTS ON THE DEMANDS OF ORGANIC-LOVING MILLENNIALS



With Millennials' need for organic products constantly growing, Costco delivered by beginning the process of buying farmers' land and equipment. The brand, that says that its organic sales exceed \$4 billion annually, found itself struggling to keep up with consumers' need for the trendy products. To kick off the initiative, Costco loaned money toward buying equipment and land to Andrew and Williamson Fresh produce—a San Diego based-farm. This newly-developed program is Costco's way of ensuring a greater supply of organic foods to coincide with Millennials' demand growing due to their want for fresh and healthier foods. With organic food being the fastest growing food category and Costco being the top seller in the organic products it carries, it only makes sense that Costco partakes in such a beneficial initiative.

31. NETFLIX BRINGS HOUSE OF CARDS' FRANK UNDERWOOD CAMPAIGN TO LIFE



To promote the release of House of Cards season 4 on Netflix, the brand brought character Frank Underwood's campaign to life. Netflix set up a campaign headquarters for the character in Greenville, South Carolina—right across the street from where the Republican debate was posted up. The headquarter included "FU 2016" buttons, campaign literature, food from the show and an oval office-replica photo op. The campaign included a website (FU2016.com) in which viewers could take a look at Underwood's platform and even show their support for the fake campaign with digital tools and the hashtag #FU2016. The integrated campaign went as far as to have "supporters" visit 52 various LA locations and included hanging a portrait of the fictional candidate in the Smithsonian. The campaign won the Integrated Grand Prix at 2016 Cannes Lions International Festival of Creativity and reached an incredible 6.6 billion impressions on social media.

32. BEST BUY ASKS SOCIAL MEDIA USERS TO SHARE THEIR BEST COLLEGE TIPS AND TECH



Best Buy started the #BESTCOLLEGE challenge to promote its back-to-school technology. The brand encouraged consumers to enter the contest by using the hashtag #BESTCOLLEGE accompanied by a personal photo or video and the fans' tips and tech that have helped them in college. Those who entered were eligible for various prize packages, with the grand prize winner being gifted a tech makeover in their college dorm. In order to promote the #BESTCOLLEGE campaign, Best Buy looked to comedian Adam Devine to show incoming students "How to College" in addition to the variety of YouTube stars who shared their best college tips to help set the contest in motion. The social campaign rewarded the participants, and in turn rewarded Best Buy with a strengthened relationship with its consumers.

33. H&M CHALLENGES SHOPPERS TO BREAK THE RULES OF FASHION



In H&M's "Close the Loop" campaign, the only rule in fashion is to recycle your clothes. The campaign's film, which includes a diverse group of models (plus-sized, transgender, amputee, etc.), was shot in various locations around the world to promote the global inclusivity of the brand and its campaign. The purpose of the campaign is to convince shoppers to turn in their unwanted clothing to any H&M store to be recycled. The brand has recycled over 260 billion pounds of clothing and informed its audience that recycling a simple t-shirt saves 2,100 liters of water. With Iggy Pop as the spokesperson, the video received over 10 million views, and "Close the Loop" earned positive feedback over social media after making its Millennial consumers feel good about both their charitability and individuality.

34. MACY'S FLAGSHIP STORE DESIGNS A MILLENNIAL-FOCUSED BASEMENT



Macy's pulled the ultimate Millennial-aimed stunt by giving its flagship store's basement a \$400 million makeover. The basement, fittingly named One Below, offers an array of brands spawned to appeal to Millennials. Not only are the products intended to please the targeted generation, but the store offers various experiential facets (3D printer, customization stations, hair-dry bar, etc.). One Below contains a video wall, consistently posting Instagram photos from fans who've posted about their shopping experience with the #MacysLove hashtag. In addition to the video wall, the selfie wall is an interactive wall that allows shoppers to take a selfie with the virtual NYC destination of their choice. #MacysLove posts are eligible to be used in any of Macy's advertising, stores, or social media, luring Millennials in through the promise of validation.

35. HONDA CAMPAIGN ASKS FOR HELP CREATING A CIVIC COUPE RACETRACK



Honda crafted a crowdsourced racetrack to introduce its all-new Civic Coupe. With the help of Facebook and Twitter, the brand asked fans to come up with ideas for the “Dream Track” by posting with the hashtag #CivicDreamTrack. If an idea suggested by a consumer was used in the track, they were to receive a personal shout-out from the brand itself. The ideas that Honda needed help creating varied anywhere from the design of a giant piñata to being able to submit original, unprompted ideas. Honda used all of its social media platforms to promote the campaign (i.e. sneak peek footage posted onto its Snapchat account). Though the brand often incorporates UGC into its campaigns, this large-scale production was a first for the brand.

36. DR PEPPER RELEASES CUSTOMIZABLE BOTTLE DESIGNS TO COMMEND INDIVIDUALITY



Dr Pepper's "Pick Your Pepper" campaign reached out to Millennials and their love for self-expression with limited-edition, custom-printed bottles. Using the hashtag #PickYourPepper, consumers could create their own label experience by selecting from "passion point categories;" such as fashionista or vinyl collector. Not only could fans pick their pepper, but were able to "GIF their pepper" by using various backgrounds, logos and animations to create and share one of 4,000 possible combinations. The campaign had aspects of social, digital and traditional advertising weaved throughout, all while dabbling with the fad of hyper customization. Dr Pepper used the fun, expressive campaign to tap into Millennials' individualism, and this conversion will lead to consumers' loyalty to the soft drink brand.

37. BMW TEAMS UP WITH SUPERMODEL GIGI HADID TO CHALLENGE FANS



BMW engaged its Millennial audience with a shell game-styled campaign. To promote its M2 sports car, BMW teamed up with supermodel Gigi Hadid in its digital-first campaign. Hadid is seen getting into the passenger seat of one of five M2 Coupes just before the cars begin to weave in and out of each other, prompting viewers to follow Hadid's car and check EyesonGigi.com to see if they guessed the correct car. The digital spot is a 360-degree, interactive video that users control through either swiveling their iPhone or toggling their mouse. The game challenged and entertained its Millennial audience, and Hadid's 15 million followers on Instagram and 1.76 million followers on Twitter helped to create the buzz that the brand was looking for.

38. FOREVER 21 RECREATES FANS' INSTAGRAM PHOTOS USING 6,400 SPOOLS OF THREAD



Forever 21 recreated Instagram users' photos with the F21 Machine. The machine, which was created through a collaboration with the rapid product and prototype company Breakfast, was 11 feet high, nine feet wide, three feet deep and consisted of seven miles of fabric (6,400 spools of thread). Forever 21 wanted to create a campaign in which the most basic, universal element of fashion (thread) interacted with the most artistic social media platform (Instagram). The machine was broadcasted in a real-time, livestreaming experience during which users would attach the hashtag #F21ThreadScreen to their posts and watched as their photos were turned into threaded art. The footage was posted to both F21ThreadScreen.com and the brand's YouTube channel. Millennials loved seeing their posts broadcasted for the world to see in an unusual and remarkable way.

GAP = #CLOSETHEPAYGAP

39. GAP FIGHTS FOR GENDER PAY EQUALITY WITH THE HELP OF CONSUMERS



Gap used social media to create awareness of the gender pay gap in the US. The #CloseThePayGap campaign asked women to imagine if their outfits were missing the same 21 percent that US women's paychecks are missing. The campaign is meant to raise awareness in Millennials who do not believe that the pay gap will affect them. The site includes tips for how to persuasively ask for a raise and a calculator to calculate the estimate of your loss in pay if nothing changes in the fight for equality. Gap encouraged consumers to roll up their

sleeves and post a picture on social media with the hashtag #CloseThePayGap making them eligible to be reposted on the brand's site. Millennials not only felt good about the change they were making, but felt they were actively participating in the brand.

40. LEVI'S SHARES THE STORIES OF HOW INFLUENCERS, EMPLOYEES AND FANS LIVE IN THE BRAND



Levi's used its "We Are 501" campaign to allow brand influencers, employees and fans to tell their stories and share the experiences they've had with the brand. The brand's ultimate goal for the campaign, which was to create a community of individuals who strive to express personal style, was embodied in the tagline "Endless stories. One original." To build this community, Levi's created the hashtags #501 and #LiveInLevis so that anyone could share their stories on how they have come to live in the brand's apparel. The campaign was worked over multiple platforms (TV, print, digital, social, in-store), and its site showcases how people around the world #LiveInLevis with an Instagram gallery displaying the fans, their style and their stories. Overall, the campaign was engaging and authentic, much like the brand itself.

NISSAN = #ALTIMACHASESWEEPS

41. NISSAN CHALLENGES ITS AUDIENCE WITH SOCIAL MEDIA BASED SCAVENGER HUNT



Nissan's "The Altima Chase" scavenger hunt was a social media-based experiential project released as a part of the brand's "Ride of Your Life" campaign. The three-week long stunt consisted of a "missing" Nissan Altima and clues released through Facebook, Twitter and Instagram (accompanied with the hashtag #AltimaChaseSweeps) used to help find the vehicle. The winner of the scavenger hunt would win a Nissan Altima to take home. The campaign included :15 and :30 broadcast spots and interviews with contestants from the reality television singing competition "The Voice." The social media-focused scavenger hunt engaged Nissan's audience in a challenging way, which has been proven to be an effective marketing technique when reaching Millennials.

41. NISSAN USES FACIAL RECOGNITION TECHNOLOGY ALLOWING FANS TO SPORT NATIONS' COLORS



Nissan created an app that coincides with the 2016 Rio Olympics. The “Die Hard Fan” app uses the techniques of ordinary face painting mixed with that of digital technology fashioned by facial recognition specialists. Last year, the brand allowed fans to play with a similar technology during its sponsorship with US college football, with users being able to sport face paint showcasing their love for their favorite college football team. This year, Nissan decided to take its app global by allowing people to use the technology to paint their faces with the colors of

their country’s national flag. The app has created unique designs for every country, and users can share their face painting experience with the hashtag #DieHardFanNations. If there’s anything Millennials love it’s validating their interests and experiences--and Nissan’s new app allows them to do just that.

42. HERSHEY OFFERS FESTIVALGOERS A "SWAG EXCHANGE" TO PROMOTE TAKE 5 RELAUNCH



To promote the relaunch of the Take 5 candy bar, Hershey took on a consumer problem in order to reach out to Millennials. The Take 5 "Swag Exchange" took place at the South by Southwest (SXSW) festival in Austin, Texas, and both allowed and encouraged the festivalgoers to trade in swag for items that consumers are actually interested in. One would think that the products available at the exchange would be branded by Take 5, but the swag included portable iPhone projectors, sunscreen and ponchos for the festival, reservations at popular restaurants and much more. The campaign lead to 18.6 million social media impressions on social media, and 5,661 swapped items during the five days that "Swag Exchange" ran. Items that festivalgoers turned in were then donated to various Austin-based charities. The campaign was unique and unexpected, making it a success for Hershey.

43. PLAYSTATION RELEASES MOBILE APP TO COINCIDE WITH CONSOLE GAME



PlayStation created a free mobile game for those awaiting the release of the brand's game *Uncharted 4: A Thief's End*. The free app, *Uncharted 4: Fortune Hunter*, allowed consumers to play the mobile game even before the release of the anticipated console game and helped to create an organic buzz. The mobile app, which is a puzzle game consisting of six different adventures, enables players to earn "keys" which in turn

unlock perks to be used within the console title. Perks include in-game currency used to help players' characters complete challenges in *Uncharted 4: A Thief's End*. These exclusive perks helped the brand not only promote its soon-to-be released product, but challenge and have fun with the game's fans.

44. JORDAN HONORS DEREK JETER WITH MULTI-PLATFORM CAMPAIGN



Jordan started the multi-platform #RE2PECT campaign to pay homage to Derek Jeter during his final year playing baseball. The campaign began with the release of an iconic 90-second spot on Facebook, YouTube and Twitter. Fans were inspired to honor the player by tipping their hats after the video showed numerous celebrities (with a combined 7.2 million followers) doing so. To keep the campaign in motion, Jordan took to its social media accounts and website to feature the fans who participated in tipping their hats to the baseball great. The initial video became the most shared video in the history of Facebook's native video player and reached 1,750,000 Instagram engagements. The UGC that Jordan accessed through the campaign left fans with memorable content and the brand as a Shorty Awards finalist.

45. MOUNTAIN DEW ASKS FANS TO CHOOSE WHICH BEVERAGE WILL REMAIN ON SHELVES



Mountain Dew used social media to ask its die-hard fans to help decide which of their cult-favorite flavors would stay on the shelves. The “DEWcision 2016” campaign played on the American presidential season by constructing a voting competition in which fans of the flavors Baja Blast and Pitch Black were asked to defend their favorite of the two. In order to vote, fans were encouraged to either go online or use one of either the hashtag #VoteBajaBlast or #VotePitchBlack. The campaign incorporated various battle-focused stunts, including dueling piano sessions, dueling beatboxing and even tapped into 90s nostalgia by resurrecting the challenging Nickelodeon game show “Guts.” The brand tied in the growing fad of VR with two racing videos representing the two different flavors. With the flavors generating over 1.5 million mentions on Twitter throughout the past five years, it only makes sense that Mountain Dew would use challenges to get fans to rally behind the brand’s products over social media.

46. NORDSTROM HOSTS ON-CAMPUS PARTY FOR WINNING SCHOOL OF "STUDY BREAK" COMPETITION



Retailer Nordstrom used the "Study Break" Snapchat competition to reach college-age Millennials. The brand, which first marketed the competition through Snapchat "Live Stories," asked University of South Carolina, University of Oregon, University of Arizona, UCLA and Florida State University to take part in the competition. Participants were told to vote by screenshotting the name of their school when it popped up on Nordstrom's "story." This was a way for the brand to take advantage of Snapchat's temporary visibility, which often scares brands away

from using the platform for advertising. The school with the most screenshots (USC) received an on-campus party hosted by super-model Karlie Kloss and \$200,000 worth of shoe vouchers given to the senior students. The competition helped Nordstrom's Snapchat audience to grow by 60 percent and hit 6.7 million views.

47. RALPH LAUREN BREEDS LOYAL FANS THROUGH CONSISTENT MESSAGE



Ralph Lauren remains a dominant brand due to its timeless American aesthetic. The brand, started in 1967, was Ralph Lauren's way of defining the American Dream. Ralph Lauren's portfolio includes a wide variety of brands, including luxury brand Ralph Lauren Collection, Polo Ralph Lauren (number 70 in this study), rustic line RRL, Ralph Lauren Home and Denim & Supply Ralph Lauren. Ralph Lauren has outfitted American film classics including *The Great Gatsby* and *Annie Hall* and has even outfitted "Team USA" in Olympic opening and closing ceremonies since 2008. The brand utilizes celebrities and influencers on an international basis and maintains a strong social media presence.

48. SEPHORA ALLOWS CONSUMERS TO EASILY FIND PRODUCTS SEEN ON SNAPCHAT



Sephora, a renowned brand when it comes to mobile shopping, tested the marketing waters by using Snapchat as a social medium to drive its online sales. The beauty brand partnered with ShopStyle, an online shopping site, to assist in its trial with mobile commerce. Sephora's Snapchat account showcases various beauty items sold by the retailer and users have the option of screenshotting the items and uploading them to the ShopStyle app. From there, they select the specifics of the product they're interested in (pick the size, color, etc.) and can instantly purchase.

Consumers can also use Sephora's Snapchat feature to reorder their favorite beauty products once they've run out. This interactive way of shopping helps Millennials to feel as if they are having an organic experience with the Sephora brand.

49. SOUTHWEST AIRLINES CONNECTS WITH CUSTOMERS BY FLYING SHARK WEEK-THEMED AIRCRAFT



Southwest Airlines partnered with Discovery Channel's Shark Week to promote its in-flight entertainment and list of international destinations. Shark Week is TV's longest-running summer event and is anticipated by millions of viewers each year. Southwest Airlines painted its 737-700 aircraft with the celebrated fish, and if those outside the plane were to spot the Shark Week-themed plane, they could take a photo and share it with @SouthwestAir

and @SharkWeek with the hashtag #SharksTakeFlight to receive themed prizes. Those who flew aboard the shark-themed aircraft were given gifts and exclusive content from Discovery, promoting Southwest's WiFi-equipped flights. The brand also held the Dare to Dive sweepstakes, encouraging fans to enter to win a free trip (showcasing its international destinations). Southwest Airline's Shark Week-themed promotion proved to be fun and memorable, leaving those who flew aboard the fishy-flight with a connection to the brand.

50. TESLA PARTNERS WITH BEN & JERRY'S TO PETITION FOR ENVIRONMENTAL CHANGE



Tesla partnered with Ben & Jerry's in a campaign aimed to take on climate change. The "Save Our Swirled" campaign was started because, while you may not assume, the two brands have a lot in common. The premium electric vehicle brand and the ice cream parlor chain are both concerned with environmental issues and intend on raising awareness on the subject. Ben & Jerry's has fought climate change in the past through the campaign, but as an upgrade, the Tesla Model S acted as a fully-equipped ice cream truck with three freezer boxes. The two toured the US, offering sweet treats to those who pledged their support to a petition asking global companies to, by 2050, eliminate their carbon footprint. The collaboration acted as a sweet educational tool and encouraged ice cream lovers nationwide to take a stand for their planet.

50. TESLA LEVERAGES ITS COMMUNITY WITHOUT MARKETING



Tesla has no CMO, no agencies and no marketing budget. It has been said that if they did have a budget, they'd pour it into product development. Their passion for perfection and creating their vision is so tactile, their users can feel it. They subscribe to forums, attend shareholder meetings and constantly follow and connect with the brand. Their leader is an icon whose appearances on YouTube are a reward instead of an ad. When they do anything that could look like marketing - it's a special electric ice cream truck partnered with Ben & Jerry's to "save our planet." Where do consumers fit? They complete the story by aspiring to get onto the waiting list.

51. CHIPOTLE HOLDS FOOD, IDEA AND MUSIC FESTIVAL TO EDUCATE CONSUMERS ON FOOD



The Chipotle Cultivate Festival consists of food, ideas and music in order to foster the idea of sustainable food. The free festival travels to various cities (Phoenix, Kansas City and Miami in 2016) and includes five interactive experiences for participants to learn about food and food issues. Festivalgoers are encouraged to “learn a free burrito” by going to all of the five interactive experiences. After they visit the various stations, including “Compare Fresh VS. Processed Food” and “Factory VS. Farm,” participants redeem their ticket for a free burrito. Not only is the campaign experiential, but contains a social media aspect with both its website and Cultivate app, keeping users connected to the festival with updates and posts from consumers who use the hashtag #ChipotleCultivate. The event was both informative and fun—leaving Millennials feeling connected to the brand.

52. HOT TOPIC LURES MILLENNIALS THROUGH ITS ABILITY TO KEEP UP WITH TRENDS



Hot Topic remains a Millennial-favorited brand by offering an oasis of their favorite movie, music and comic book merchandise. Shoppers at Hot Topic feel as if they've entered an entirely separate world from that of the mall that houses the rock/pop culture chain. The workers sporting all-black attire with fun colored hair and a variety of piercings are accompanied by the punk rock soundtrack banned in the everyday family household. The store is divided into sections, such as "Harry Potter," "Anime," "Disney," and "Superheroes." In addition to sectioning off the store by means of cult-classics, the store provides trinkets and merchandise coinciding with the latest trends, such as the movie *Suicide Squad* and the hit game *Pokémon Go*. With a whole section dedicated to body jewelry and risqué phrases such as "Use Protection" sitting atop the collectable section, Hot Topic becomes a parent's worst nightmare and a teenage-Millennial's dream.

KRAFT = #DIDNTNOTICE

53. KRAFT ANNOUNCES TO FANS THAT THEY'VE BEEN A PART OF A BLIND TASTE TEST



Kraft shocked its audience by announcing that from December of 2015 to March of 2016, they had been running a blind taste test on consumers...and no one had noticed. The brand revamped its macaroni and cheese recipe to be all-natural and were still able to sell 50 million boxes of the new recipe. The “It’s Changed, but the Story Hasn’t” campaign included a series of YouTube commercials, television spots and social media posts announcing the change in the pasta product after it had already been changed for some time. Consumers who posted about their taste test experience with the hashtag #didntnotice were offered prizes, including: apparel, pillows and free boxes of the all-natural goodness. Millennials were drawn to the campaign through its involvement in the clean-eating trend (“it’s changed), and through their appreciation of nostalgia (but the story hasn’t).

54. NORTH FACE CHALLENGES FANS TO FIND WHAT THEY LOVE AND PURSUE IT



North Face started its first global campaign and asked “those who never stop” to share their stories. The brand had various athletes, such as Kaitlyn Farrington (snowboarder) and Jimmy Chin (mountaineer), share stories of their personal exploration. North Face defines this exploration as “finding the thing we love and relentlessly pursuing it.” The campaign released several commercials and then asked consumers to share their stories of exploration with the hashtag #NeverStopExploring, in addition to uploading photos of exploration-themed content to win weekly prizes. The brand also hosted a speaker series, which consisted of athletes travelling to cities across the US to inspire those seeking such exploration. Millennials are attracted to brands who challenge them, and North Face did just that by inspiring them to push their physical and intellectual limits and to pursue the things they love.

55. TRADER JOE'S CREATES LIFELONG RELATIONSHIPS WITH CONSUMERS THROUGH ITS FUN AESTHETIC



Trader Joe's makes up for its lack of social media presence by creating a Millennial-friendly environment within its stores. While shopping within the Trader Joe's stores, the first thing to draw the consumer's attention is the funky aesthetic of the grocer. With bubbly, colorful aisle names scripted in chalk or paint and with extravagant murals on the walls (painted by in-house artists), shoppers are immediately immersed into the fun nature of the store. With a majority of the products sold in-store being that of the Trader Joe's brand, the names are unique and sometimes even named by shoppers. The Caribbean-themed chain allows free samples of any of the products offered in-store. The overall inviting atmosphere of Trader Joe's has been a driving reason behind the loyal relationships they have built with its consumers over the years.

56. COACH HOLDS CONCERT SERIES TO INTRODUCE EMERGING ARTISTS



Coach started an initiative entitled “Coach Backstage” to introduce emerging musicians in order to catch the interest of its Millennial audience. The initiative has a microsite focusing on these artists, giving viewers short biographies and recent updates on their work. In addition to the microsite, Coach hosted a series of concerts with talented performers including Kid Cudi, Skylar Gray and more. Consumers can keep updated with Coach Backstage happenings by following the hashtag #CoachBackstage, and through interactive Instagram posts, Coach was able to tie in the artists to its store openings. Through Instagram, fans received an inside look into the backstage lives of the featured artists and the chance to win tickets to the concert series. Coach rocked out and connected with Millennials, and because of this, built a strong relationship between its brand and consumers.

57. DODGE ALLOWS FOR LEGAL DRAG RACING THROUGH EXPERIENTIAL EVENT



“Roadkill Nights Powered by Dodge” brought legal drag racing, thrill rides, giveaways and more to the racetrack driving experience M1 Concourse. Participants registered their vehicles for the event—which was free to spectators—on the dedicated microsite for a chance to win \$19,000 for having the fastest Dodge cars, Dodge bodies and Dodge-powered cars. Co-hosts from the popular YouTube automotive series ROADKILL were in charge of leading the races and there were various other celebrity guest appearances throughout the duration of the event. In addition to the drag racing, thrill rides, etc., the event had live music and food trucks. Those unable to attend the event could follow the action with hashtags #RoadKillNights and #PoweredByDodge. Dodge’s experiential event allowed its fans to have a little fun, all while viewing the capabilities of Dodge vehicles.

DODGE = LIFE-SIZED HOT WHEELS

57. DODGE PAINTS CHARGERS TO BE LIFE-SIZE HOT WHEELS STORMTROOPER CRUISERS



Dodge used the hype around the Star Wars: The Force Awakens movie to showcase its Chargers. The brand provided eight of its Chargers to Uber in New York that was working with Hot Wheels for its Star Wars: The Force Awakens merchandise promotion. The Chargers were painted to match the Hot Wheels Stormtrooper Cruiser. With the code HOTWHEELSFF, Uber users were able to ride in the Stormtrooper Cruisers for free. Those who rode in the vehicles received one of the toys and left with a once-in-a-lifetime experience. By partnering with Uber and Hot Wheels, Dodge played into an experiential initiative that will surely stick with nostalgia-loving Millennials as they make their next car-purchasing decision.

58. GMC RAISES AWARENESS AND FUNDS FOR INJURED VETS



In order to raise awareness for injured veterans, GMC started the #EnlistMe campaign. The brand partnered with Building for America's Bravest, an organization dedicated to building smart homes for injured vets, and set out to educate consumers and grow funds going toward the projects. GMC asked actor Josh Duhamel to host two pieces of digital content in hopes of boosting donations. The brand was able to grab its audience's attention in a unique way with the release of a VR skydiving video starring two injured vets (which received 4 million views on Facebook) and the #EnlistMe documentary. GMC also asked that users upload a photo and the hashtag to their social media accounts to heighten awareness and encourage donors. The campaign was not only feel-good, but embodied the support GMC has offered the US military for over 100 years.

59. KELLOGG'S APPEALS TO FOODIES WITH THE OPENING OF CEREAL CAFÉ



Kellogg's opened its first-ever permanent café in New York, appealing to the Millennial foodie trend. The café is an innovative breakfast experience, allowing customers to pick their favorite classic cereal and remix it with unique ingredients. With dozens of toppings to choose from and the promise of new ingredients and recipes every three months, the brand reaches out to its targeted audience by challenging them to "go beyond basic." If you can't make it to New York to experience the cereal phenomena for yourself, you can check out its website (stirupbreakfast.kelloggs.com) to get tips and inspiration to make your own creations at home. With the use of the hashtag #StirItUp, fans are eligible to have their original cereal recipes featured on the brand's microsite. Not only is the restaurant nostalgic, but experiential and creative, making the concept attractive to Millennials on multiple levels.

60. VALVE INNOVATES AND SHARES THE VR REVOLUTION



Valve has consistently rated on our list of favorite brands because of its tight community and the facilitation of digital gifting and interaction among its user community. As they learned about the new HTC Vive VR system, Valve consumers were part of a discovery system that was genuinely inclusive. Learning about VR is more show than tell. The biggest hurdle has always been giving consumers a taste of the VR experience without a headset—and Valve made it happen with a video that was immediately shareable. It was released on the first morning the product was available and showed consumers wearing the advanced headsets and learning about the products with a simple green screen room. Valve was able to seamlessly overlay the wearer of the headset into the virtual world as they saw it. This pushed a first person experience into something we could all understand and get excited about. They've since set up demos at GameStop, Microsoft and Micro Center along with trained staff to bring consumers into the family—and into new worlds.

61. VANS ENCOURAGES FANS TO USE CREATIVE EXPRESSION TO SUPPORT ART EDUCATION



Vans's seventh annual Custom Culture Competition entailed high schools using a classic (blank) Vans shoe as a canvas to symbolize the brand's music, art, sport lifestyle. Fans of the brand are able to view the designs of the various schools on [Vans.com/CustomCulture](https://www.vans.com/CustomCulture) and vote as much as once a day, and the schools that are voted in as the top five finalists are flown to LA for the competition's final showcase event. This event includes celebrity judges consisting of YouTube personalities and famous chefs, with special music guests performing throughout. The winning school receives \$50,000 toward their arts education program, with more than \$600,000 contributed toward art programs throughout the years Vans has held the annual competition. The Custom Culture Competition leaves participants feeling good knowing that they've fostered schooling systems' #RightToArt.

62. VERIZON LAUNCHES THE FIRST IN-GAME SMARTPHONE FOR MINECRAFT



Verizon fashioned a virtual smartphone to be used by players of the popular video game Minecraft. The game allows players to build and explore virtually anything their hearts desire, from underwater fortresses to Great Britain. Within Minecraft, users could do it all, except make phone calls—until Verizon stepped in. The in-game smartphone allows consumers to make video calls, send selfies, browse the internet without leaving the game and even order pizza. The stunt, which acted as a part of the brand’s “Better Matters” campaign, was livestreamed and showcased by various Minecraft “super users,” who demonstrated the features to Millennials. Verizon used the entertainment platform to assist in fostering the connections that they found matter most to its audience.



Whole Foods opened its first 365 by Whole Foods, a Millennial-focused store located in the Silver Lake neighborhood of LA. The goal of the simplistically designed store is to promise the same quality that comes with the Whole Foods brand name, but at a cheaper cost. The store, which is the first of 19 in development, offers technologically advanced features, including: iPad kiosks, electronic shelf tags, an all-digital loyalty program, "Teabot," etc. "Friends of 365" are shops that 365 by Whole Foods recommends for its shoppers. These shops range from tattoo parlors to vinyl stores, as a way of helping its shoppers find "really incredible food, products, services and experience. Even if they don't come from [365 by Whole Foods]." Whole Foods' new addition is conversing with its customers and building loyal relationships.

65. BATH & BODY WORKS USES INSTAGRAM TO REWARD FANS FOR POSTING ABOUT FRAGRANCE LINE



Bath & Body Works engaged their Millennial audience through a campaign which utilized Instagram. The “Bath & Body Works Sweetheart” campaign was introduced as a way to increase visibility for both their social media presence and new fragrance collection. With a different hashtag coinciding with the three different scents in the Sweetheart Collection (#bbwberry, #bbwhoney, #bbwdaisy), consumers were asked to share a photo on Instagram describing which Sweetheart scent they felt best fit their personality. The brand rewarded the participants by posting their photos on the Bath & Body Works’ social website and by offering Sweetheart branded products. The popular retail brand drove home its goal of building strong relationships with its consumers by taking the time to comment on their posts. Smells like good marketing!

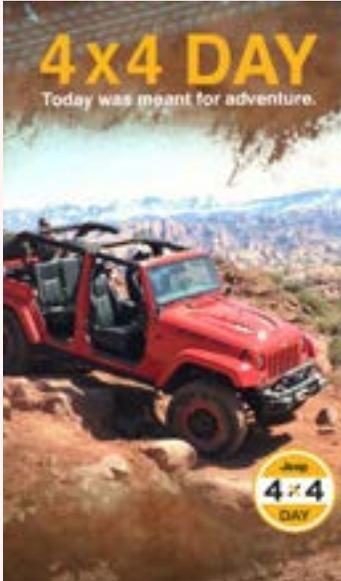
J. CREW = #JCREWHOLIDAY #JCREWXJETBLUE

66. J. CREW PUTS TRAVELERS AT EASE WITH JETBLUE COLLABORATION



J. Crew teamed up with JetBlue to ease travelers on Nov. 25, the busiest travel day of the year. The brand took over Terminal 5 in the popular New York airport and offered an experiential event consisting of gifts (J. Crew clothing and JetBlue travel vouchers), claw machines, a photo booth and complimentary treats to help consumers travel in style and comfort. For those who weren't travelling during the holiday season, JCrew.com/JetBlue offered tickets to a trip of the winner's choice with a JetBlue Getaways vacation package. Others who entered were eligible to win J. Crew and AMEX gift cards. Consumers could validate their participation in the Thanksgiving initiative by sharing their photos with the hashtags #JCREWHOLIDAY and #JCREWXJETBLUE. The engaging stunt helped to shape a deep relationship between J. Crew and the holiday travelers.

67. JEEP USES SNAPCHAT TO ALLOW FANS TO COMMEMORATE JEEP 4X4 DAY



On April 4, 2016, Jeep celebrated Jeep 4x4 Day with the help of the social media platform Snapchat. The brand posted photos of its customers' cars on its Snapchat account and asked its followers to vote for their favorite image. The users voted by screenshotting their favorite of the 16 pictures and sending it back to the Jeep account. The brand also fashioned a geofilter to commemorate the holiday. The filter read "4x4 DAY. Today was made for adventure. Jeep 4x4 Day," with muddy tire tracks running across the top and bottom

of the image. The campaign, which was four days long, bred a relationship with its consumers through its use of UGC. Passionate Jeep fans now have a memory from their favorite brand's favorite holiday. A Jeep holiday.

68. MARSHALLS SPREADS HOLIDAY CHEER WITH TWITTER CONTEST



In order to ensure that the true meaning of the holidays was not lost, Marshalls, along with T.J. Maxx and HomeGoods, offered coupons that were redeemable, not for prizes, but for meaningful moments with loved ones over the holiday season. After research claimed that 69 percent of participants said their favorite part of their holiday season is not the gifts, but being with their friends and family, Marshalls set out to spread cheer. Over Twitter, the brand used the hashtag #BringBackHolidays and #contest to ask users to celebrate why their holiday season is special to them and how the brands help that special feeling come about. In doing so, consumers were entered to win travel gift cards to be used to spend over the holidays with family, a holiday-atmosphere home transformation, or unique gifts focused on the celebration of people--not goods. The emotionally-rewarding campaign resulted in heartwarming success for the brand.

69. NESTLE LISTENS TO CONSUMERS' NEED FOR PRODUCTS WITH SIMPLER INGREDIENTS



Nestle appeals to both the foodie Millennial and the health-conscious Millennial through its renovated ingredients. After researching its consumers' preferences, Nestle found that shoppers wanted to know what is in the food they are eating, where the ingredients come from and ultimately, how the products are made. Because of its dedication to research and development (R&D), they listened and began to make significant ingredient changes in its products. Just to name a few of the changes: removal of fructose corn syrup, inclusion of more real fruit, reduced sodium levels. They have begun to update its ingredient usage across its large portfolio of brands and products (appealing to the health-conscious), but have promised to maintain the nostalgic taste that its fan-base has come to love (appealing to foodies). Nestle promised to make its consumers feel good—without compromising its products tasting good!

70. POLO MAKES SHOPPING EASIER BY PLACING INTERACTIVE, TOUCHABLE MIRRORS IN DRESSING ROOMS



At its flagship store in New York, Polo installed interactive, touchable mirrors to put consumers at ease while shopping. While interacting with the mirrors, users can dim dressing room lights, view desired items in stock and select different colors and sizes of items they are currently trying on. The mirrors allow the shoppers to contact employees of the store without having to step out of the dressing room by simply displaying a conversation between the shopper and the employee on the mirror. RFID technology allows the mirror to instantly recognize items brought into the dressing room, and if you are not ready to purchase immediately, the mirror will save your contact information and reach out to you at a later date about the potential purchase. While the mirror recommends items that go along with your outfit, reviews recommend heading to the store to try out the brand's innovative technology!

71. WENDY'S SHOWS THAT "SHARING IS CARING" THROUGH SOCIAL MEDIA CAMPAIGN



Wendy's started the #Share4Adoption social media campaign in order to benefit the Dave Thomas Foundation for Adoption non-profit organization. Under the campaign, the fast food chain encouraged customers to take a photo with the special cups their drinks were served in during

the campaign. The design of the cups, a half heart, was to be completed by the customer forming the other half of the heart with their hand. The photos were uploaded to Facebook, Twitter, Instagram accompanied with the hashtag #Share4Adoption and resulted in the brand donating \$5 per photo to the Dave Thomas Foundation. Wendy's ran the same campaign in 2015 and was successful in reaching its goal of 100,000 mentions (\$500,000 donated). On its website, you can find information on the organization and read about children of adoption who found their forever families because of Wendy's efforts. This feel-good campaign is bound to leave a lasting impression on those who participated.

72. AEROPOSTALE HOLDS ANNUAL DRIVE TO DONATE JEANS TO HOMELESS TEENS



Aeropostale partners with DoSomething every year to donate jeans to homeless teenagers through its "Teens for Jeans" jean drives. The brand encourages schools to start these jean drives by offering \$25 coupons to each individual participant. To celebrate its eighth year running the campaign, Aeropostale partnered with The Vamps, a popular Millennial band, to get the jean drive rolling. Not only did each participant get a coupon, but each school (elementary school, middle school, high school and college) that collected the most pairs of gently-used jeans received a grant of \$5,000. In addition, the school that collected the most pairs overall won a private concert from The Vamps. The campaign also included a microsite to teach participants more about teen homelessness, with information on how to get involved with the program. Aeropostale left consumers feeling good about the help they were able to provide through the brand's efforts.

72. AEROPOSTALE'S BACK-TO-SCHOOL CAMPAIGN STARS TWO US ATHLETES



Aeropostale's back-to-school campaign featured US men's soccer player Deandra Yedlin and Olympic gold medalist Aly Raisman. The brand used the athletes in its campaign to promote its Seriously Stretchy and Reflex Denim collections. In order to showcase the denim's "stretchy" and "reflex" capabilities, Aeropostale featured Yedlin and Raisman

performing while wearing the collections. Yedlin, who wore Reflex Denim, played soccer, and Raisman, who wore Seriously Stretchy Denim, executed a floor routine. The stars hung out in the Aeropostale stores in their hometowns, allowing fans the chance to meet them. The campaign demonstrated the elasticity of the collections through digital advertising, online activations, store-front displays and social media channels. And, by bringing relevant stars into the mix, engaged consumers.

73. ASUS SHOWS OFF NEW TECHNOLOGY WITH VIRAL HIT



ASUS's #NoNeedToRush campaign turned to speed rapper Mac Lethal to help encourage users to purchase its extended battery technology. The brand's Zenfone Max Android headset is said to last 38 days on a single charge, and to promote its capabilities, ASUS used a stunt in which Millennials can relate to—the stress of a dying phone battery. The stunt was executed with hidden cameras inside a grocery store as the rapper speed talked due to his dying phone. The phone died before he could conclude his thoughts and was surrounded by a group of customers who had gathered due to curiosity. The minute-long clip, which was shared on all social media-platforms, received more than 15 million views in under a week and was talked about on social media using the campaign's hashtag. This real-people stunt showcased both ASUS's technology and its dedication to having fun with consumers.

74. BANANA REPUBLIC SUPPORTS EMERGING FASHION DESIGNERS THROUGH COLLABORATION



Banana Republic collaborated with the Council of Fashion Designers of America in support of emerging designers who produce and design their work in local cities around the US. The brand began this initiative as a way to show its support for American designers and American manufacturing. The collaboration worked to put out two limited-

edition collections, one designed and produced exclusively in LA and the other designed and produced exclusively in New York. The work done through this initiative acted as inspiration for American Millennials aspiring to design and produce locally. Banana Republic debuted the collections during the New York Fashion Show and launched the retail months later. By fueling domestic creativity, Banana Republic allowed for consumers to feel a sense of loyalty within the brand's mission.

74. BANANA REPUBLIC USES ATTRACTIVE INITIATIVE TO BENEFIT CHILDREN'S LITERACY PROGRAM BOOK



Banana Republic collaborated with the humorous Instagram account Hot Dudes Reading to raise awareness for the children's literacy program First Book. The brand was inspired by the account's posts of attractive, well-dressed men reading books and encouraged its audience to post similar content but for a

cause. Banana Republic asked Instagram users to accompany their photos of attractive men reading with the hashtag #HotDudesReadingForACause in support of the campaign. Through posting, users had the chance to be featured on the retailer's website and brought awareness and encouraged donations to First Book. The brand got the initiative moving by posting "hot dudes" dressed in Banana's apparel. The campaign was both charitable and easy on the eyes—two aspects that fans were certainly not upset about.

75. CHASE SUPPORTS SMALL BUSINESSES BY ASKING HOW THEY RING THEIR MORNING BELL



In order to celebrate our nation's small businesses, Chase invited them to ring their own New York Stock Exchange (NYSE) morning bells. The brand, that is known for providing credit and various resources for small businesses, began "The Morning Bell for Small Businesses" campaign to pay homage to these mom-and-pops. Chase asked for the US stores to submit videos of themselves ringing the morning bell in their own distinct way. To help promote the campaign, Chase, accompanied by Gregory Zamfotis of Gregorys Coffee, handed out free coffee outside of the NYSE to create buzz. Those who submitted videos showcasing how they "ring the morning bell" were eligible to be featured throughout Chase's campaign and on the brand's billboard in Times Square. The initiative showed Chase's support for the small businesses, and in return, small businesses will surely remember Chase.

GUESS = #ASAP4GUESS

76. GUESS COLLABORATES WITH CELEBRATED RAPPER FOR NOSTALGIC COLLECTION



Guess collaborated with popular rapper ASAP Rocky to release a new collection appealing to 90s nostalgia. ASAP, a Millennial-favorite rapper, producer, director, actor and model, handpicked the items for the Guess collection by looking to the 90s for style and silhouette designs and even had Naomi Campbell (who was the Guess Girl in 1991) model the

collection. The campaign featured a series of vintage-looking, sepia-colored photographs showing off the collection, as if viewers took the pictures on our old polaroid cameras ourselves. The brand incorporated social media by giving its Snapchat followers access to the rapper's live performances and sneak peaks of the collaborative collection before it was released. The #ASAP4GUESS effort helped nostalgia-loving Millennials throw back to the 90s and throw love toward the brand.

77. HP TURNS TO FACEBOOK MESSENGER TO CONVERSE WITH PRINTER USERS



To interact with its consumers through two-way conversation, HP looked to Facebook's popular messaging system. The "HP Print Bot" enables users to quickly print their own photos, documents and files after the start of a simple conversation. The bot introduces itself with "Hi, I'm HP Print Bot" and "Send me your photos and docs and I'll send them to your printer." After conversing and choosing what you need to be printed, the bot will make comments such as "Nice photo!" before offering printing options--which range from sending users' items to either a personal

printer or HP's various printing locations. The personified device can also assist in adding new printers, accessing users' print history and reordering replacement supplies. This initiative helps HP's consumers to feel as if they have a personal relationship with the brand and now even its products.

78. KATE SPADE TAKES CONSUMERS ON A #MISSADVENTURE



Kate Spade took a unique campaign approach after deciding to entertain its customers as opposed to advertise to them. The brand's "#Missadventure" campaign is a series of online spots in which follow the lives of various celebrities leading interesting lives. The star-filled cast, including Anna Kendrick, Zosia Mamet, Lola Kirke, Kat Dennings and Marisa Tomei, are wearing Kate Spade apparel throughout the series and are meant to reflect and evolve with the various styles of the brand's community--fans can even shop by character on the campaign's microsite. With the release of its second season, the brand's goal is to create a series in which is viewed as a television show without leaving consumers with the feeling that they are being sold to. The videos have been viewed over 70 million times globally, and #missadventure has been a campaign success for Kate Spade.

79. MCDONALD'S DRAWS THE ATTENTION OF THOUSANDS OF VIEWERS WITH LIVE ART



In celebration of National Hamburger Day, McDonald's used Facebook Live's video option for an hour-long, Bob Ross-like art show entitled The Starving Artist. The video featured an improv actor discussing the technique behind "painting" different burger-inspired art. All three paintings featuring either the iconic Big Mac or Quarter Pounder and were put on eBay making them available for purchase. One hundred percent of the proceeds went to Ronald McDonald House Charities, a charity close to the franchise's heart. Even without paid support, the video gained 884,300 viewers within 40 minutes and reached 43,200 engagements. Not only did the stunt entertain Millennials, but made them feel good about the charitable outcome of the innovative video.

80. MONSTER ENERGY INVITES FANS TO JOIN MONSTER FAMILY THROUGH EXPERIENTIAL EVENTS



Monster Energy reaches out to fans and invites them to join the Monster Family. Sixty-one percent of Millennials have said they consume energy drinks, and because of this, it is imperative that the big name brands embody a distinct personality that Millennials can relate to. Monster Energy appeals to the accelerated lifestyle of energy-drinking Millennials by consistently sponsoring various events for adventure sports and music concerts. In addition, the brand asks fans to share what “Monster Life means” to them. This is expressed with the hashtag #MONSTERENERGY, with its website reposting the fans’ skateboarding, surfing, monster truck racing content. Millennials interested in adventure seeking and experiential living are attracted to Monster Energy’s devotion to connecting with and providing special events for their demographic.

81. PANERA UNVEILS NEW PRODUCTS WITH THE HELP OF CONSUMERS' TWEETS



Panera engaged its social media audience with an “endless trailer” that would extend with the addition of consumers’ tweets. The brand added “clean” soups to its menu, claiming that they have tested over 60 variations of the eight ingredients used to make its new soups. After the removal of artificial coloring, flavoring, sweeteners and preservatives, fans were asked to tweet their taste reviews with the

hashtag #SoupReview. Each tweet unlocked footage of the trailer (posted on PaneraSoupReview.com), depicting the brand’s chef trying to find perfect ingredient variations with the tweets formatted to appear as if they were movie reviews. Those who tweeted reviews were also eligible for free servings of the “clean” soups. The campaign used social, digital and experiential elements, leaving a lasting impression on the brand’s soup enthusiasts.

82. TACO BELL CELEBRATES THE RELEASE OF THE TACO EMOJI



Taco Bell celebrated its fans' love for tacos with its #TacoEmojiEngine social campaign. The brand started a petition to add a taco emoji to the emoji keyboard, and with the help of 33,000 signatures, they succeeded. To applaud its fans' efforts, Twitter users were told to tweet the new taco emoji along with any other emoji to Taco Bell's account to unlock one of 600 unique GIFs and photos created by the brand. For example, if a user were to tweet both the taco and apple emoji together, the brand would respond with a GIF of an apple exploding into tacos. The brand also released pop-art-looking taco holsters featuring the new emoji so that Millennials could share the limited-edition wrappers on Instagram. Millennials not only were able to participate with the brand, but were able to validate their love for the hard-shelled favorite.

83. ALDI INVITES FOOD LOVERS TO EXPERIENCE INGREDIENTS IN AN UNEXPECTED WAY



ALDI appealed to Millennial foodies with its “A Taste of ALDI” challenge. The brand invited 10 food-loving Californians to a winery in the Santa Ynez Mountains and cooked the guests a gourmet dinner followed by a challenge in which they were asked to guess which of the ingredients used in the dinner came from the brand. The dinner was created by Mary Nolan, a chef at Bon Appétit magazine, and the challenge was filmed so that viewers could also guess which ingredients they believed were from ALDI. Not only did the video showcase fresh products that can be purchased through the grocer, but featured the price it took to create the meal, leaving the participants shocked at the affordability. A menu was released so that viewers could recreate the meals and left with a positive outlook on what the brand has to offer.

84. CONVERSE CELEBRATES CHUCKS THROUGH FANS' SELF-EXPRESSION



“Made by You,” a campaign started by Converse to celebrate the Chuck Taylor All-Star’s 100th birthday, highlights the people who made Chucks what they are today by asking them to customize pairs into artwork. In New York, London and Shanghai, the brand set up art installations and murals showcasing the works of creatives including both celebrities (Andy Warhol and Patti Smith) and the ordinary (your neighbors and friends). The customized sneakers appeared in video ads put out by the brand and on its social media channels. Using the hashtag #ChuckTaylors, Converse asks fans to show off their own Chuck Taylor creations. The hashtag helped to create an authentic gallery of the shoe and was used in thousands of online engagements. Though “Made by You” began in 2015, the brand sees no stopping in sight when it comes to the self-expressive campaign.

85. DELL CREATES VIRTUAL GOLF APP FOR MOBILE DEVICES

“Dell Play Through” is a mobile golfing game that Dell created as a part of its “Future Ready” campaign. The brand wanted to release something that would tie together its technological capabilities with its Dell Match Play world golf championship, so the brand created the app allowing users to tee off on a virtual 9-hole Austin Open course.



The course also takes you through the city of Austin, passing famous landmarks like the Paramount Theater and Driskill Hotel. The brand made use of Facebook and Foursquare to further the social aspects of the app. Users can access Facebook through the app to share scores and challenge their friends, while Foursquare educates players on the Austin landmarks shown in the data-driven golf game. Dell had fun with its audience all while showing how its brand is technologically advanced.

86. GUCCI ALLOWS USERS TO VIEW COLLECTIONS WITH 360° LOOKBOOK



Gucci remains a relevant brand to Millennials with the release of its eCommerce site. The brand partnered with the eCommerce retailer Net-a-Porter to fashion a site in which users receive a “visually compelling exploration” through chosen collections. This site, titled “The Agenda,” features a 360-degree look book, in which such viewing capabilities could become as valuable to consumers as seeing the products in-stores for themselves. In addition to these capabilities, the site has a “Wear With” look-suggestion tool created to highlight a product and how to use it to its full potential. The eCommerce site aims to reach a universal audience with the content being available in five languages and in 23 countries. Those who visit “The Agenda” have access to exclusive and editorialized content, and overall the site has been considered an innovative and creative visual experience.

87. JCPENNEY CREATES DIGITAL PINTEREST BOARDS TO DRIVE CONSUMERS TO STORES



JCPenney collaborated with Pinterest to create life-size boards in order to pay homage to young mothers on Mother's Day. In 10 of the brand's stores, JCPenney built giant digital Pinterest boards, displaying apparel, beauty products and hair inspiration, all aimed at pertaining to Millennial moms and their need for saving time, money and energy. This integrated

campaign utilized its partnership with the social media platform to drive its targeted audience to its stores. The digital/social experience was a clever way to make moms feel good during the days leading up to Mother's Day and leave them with a relationship between themselves and a brand that cares about their demographic's needs.

88. LAY'S HELPS FANS COMMEMORATE SUMMER MEMORIES WITH DIGITAL BAGS



To help consumers “savor [their] summer moment,” Lay’s enabled consumers to customize their own digital chip bags. The brand encouraged fans to use their favorite summer Instagram photos to create the digital packaging, with 200,000 Americans having the chance to receive an actual bag of chips matching the design they created online. The brand engaged customers through the “Lay’s Summer Days”

promotion, not only by allowing them to personalize their favorite barbecue, sour cream & onion, or classic snack, but by entering them in sweepstakes to win prizes to make their summer a little bit better (flip-flops, charcoal grills, coolers, etc.). Lay’s did a similar promotion in 2015, but on a smaller scale and without the use of the popular mobile photo-sharing platform. The brand reminded its fans of the large role the beloved snack plays in our summer moments, and in turn, validation ensued.

89. LULULEMON USES ART INSTALLATIONS TO ENCOURAGE MARATHON RUNNERS



Lululemon teamed up with Do Art Foundation and BlacklistLA to create four-miles worth of art installations to act as a source of encouragement for LA Marathon runners. On Valentine's Day of 2016, 600 runners embarked on a run that would leave them both energized and inspired. Starting at Dodger Stadium and making their way to Santa Monica, the runners passed art installations fashioned to motivate participants. The campaign was a facet of the #LoveisRunisLove public art project, and the run-inspired messages, which included phrases such as "breathe" and "you got this," lead to media buzz and overall positive feedback. The runners were even able to meet the artists at the installations and felt as if they had become part of the campaign through their unique interactions.

90. MARVEL COLLABORATES WITH PIZZA HUT TO PROMOTE NEW FILM



Marvel held a Twitter emoji contest in order to help promote the release of its film Captain America: Civil War. To kick off the campaign, the brand started two new hashtags to get fans conversing about the movie. With #TeamCap and #TeamIronMan, the fans of the franchise were able to express which side of the fandom they support. The brand also created and released an all new set of emojis with characters from the film. Each individual hero was represented with an emoji, and in order to enter the brand's sweepstakes, fans had to put together their own "Civil War Team" of emojis accompanied with either #TeamCapSweepstakes or #TeamIronManSweepstakes. The winner of the sweepstakes was to receive a non-speaking, walk-on role in Marvel's Avenger: Infinity War. The campaign utilized both social media and the beloved franchise to promote its products and engage its audience.

90. MARVEL COLLABORATES WITH PIZZA HUT TO PROMOTE NEW FILM



Marvel teamed up with Pizza Hut to help promote the release of Captain America: Civil War. Pizza Hut's limited-edition pizza boxes were designed with images of either Iron Man or Captain America. The two differently designed boxes paralleled the theme of the movie—choosing sides between the two heroes. The stunt was unique in that generally, with the promotion of a movie, restaurant chains will put out a limited-time food option, but Marvel and Pizza Hut chose to leave their buyers with collectibles. The team also worked to fashion a digital hub that fans could look to for exclusive Captain America: Civil War content. The page had both never-before-seen footage from the film and quizzes to help users decide which team to side with. The campaign was successful for the brand through offering consumers both digital and physical perks.

91. MERCEDES BENZ RECEIVES HELP IN POSTING ORGANIC BRAND CONTENT



Mercedes Benz asks various Instagram users, including the social media-famous, journalists and members of the Mercedes Benz team, to handle its account for an elected amount of time. This initiative showcases its vehicles in different organic environments weekly, being that the “pass” is exchanged every week (sometimes several times a week) on both the global account, with 5.9 million followers, and the US account, with 1.1 million followers. Loki the Wolfdog, who also has 1.1 million followers, once received the photo pass and helped bring attention to Mercedes Benz with his posts of sensational travel being tied to the brand’s vehicles. Those that the brand grants the photo pass to also shares content from #MBPhotoPass on their own accounts, spreading viewership by a significant amount. This stunt gifts the brand with both likes and the exposure they had hoped for when starting the initiative back in 2014.

92. RUE 21 HOLDS INSTAGRAM COMPETITION FOR THE CHANCE TO MEET REALITY STAR



Rue 21 used Instagram to hold a contest with Duck Dynasty's Sadie Robertson. The brand challenged consumers to express their love for the reality television star by posting a picture on Instagram that depicted the appreciation they hold. This competition was used to help celebrate the launch of Rue 21's Wild Blue Denim collection meaning fans were to use the hashtag

#RuexWildBlue with their Instagram photo, and tag @WildBlueDenim, @Rue21 and the star's handle, @LegitItsSadieRob, to be eligible. The fan who showed the most love for the young star received a \$500 gift card to the brand's stores and free travel to two events hosted by Sadie herself. Rue 21 was successful in both challenging and rewarding its audience through its Wild Blue Denim promotion.

93. URBAN OUTFITTERS USES THE LOVE OF NOSTALGIA AND MUSIC IN EXPERIENTIAL EVENT



Urban Outfitters' experiential Crosley pop-up station enabled fans to create their own customized vinyl records. At the South by Southwest (SXSW) music, film and interactive event, which is known for showcasing new innovations, the brand set up a "Make Your Own Vinyl Record" station in order to appeal to nostalgia-loving Millennials. Consumers would record a song at the studio-like station and immediately would receive a vinyl with their song pressed to it. Music

played that appealed to Millennials and the stunt highlighted Urban Outfitters' collection of vinyl and Crosley turntables. With the knowledge that the vinyl fad is continually growing, the brand chose to live in its market's zone and, in turn, the campaign proved to be music to the brand's ears.

94. ANN TAYLOR'S WEBSITE FEATURES FAN-GENERATED STYLE GALLERY TO INSPIRE SHOPPERS



Ann Taylor makes shopping simple and fun with the help of its website's #ThisIsAnn Style Gallery. The gallery has hundreds of Facebook and Instagram posts reposted from its fans allowing shoppers to view the latest Ann Taylor trends that are being worn by real people. The brand informs the online-shoppers that in order to be featured, you simply

have to click the "upload a photo" button just above the gallery and select from which social media platform you'd like to upload your picture. To be eligible, all you have to do is add the hashtag #AnnTaylor to your caption. The gallery is easily navigable, and viewers will be pleased to know that there is a "shop now" option next to each post. The #ThisIsAnn Style Gallery enables consumers to effortlessly shop for the product(s) showcased in the photos, allowing Ann Taylor to effortlessly gain loyal fans.

95. AUDI BECOMES THE FIRST TO HOST ENDURANCE RACING EVENT FOR GAMING AUDIENCE



To reach Millennials through social media, Audi used gaming-platform Twitch to host a 24-hour online endurance race through the popular racing video game Forza MotorSport 6. The livestreamed event, named "Audi 24 Hours of Le Forza," consisted of 12 teams of gamers and Audi enthusiasts virtually racing in near-replicas of real racecars. The gamers, suited up in full racing ensembles, conquered virtual real-world tracks and underwent similar stimulations and conditions that professional racers face while competing. The top three placing teams received prizes including trips and gaming devices. Audi, that was the first to host this kind of racing/gaming experience, also allowed viewers to interact with those involved (hosts and teams) through Twitch. The innovative experience won't soon be forgotten by the participants and fans of the thrilling event.

96. BARNES & NOBLE EVENT CREATES A COLORFUL ESCAPE



Barnes & Noble is an escape from the everyday disruption of our electronic devices. To remind its customers of this, the brand held the “Barnes & Noble All-American Art Unwind” event in all of its 650 stores nationwide. This event invited fans to come “connect, create and color” with adult coloring books. Sales of the adult coloring books have been going through the roof, with books such as *Animal Kingdom* by Millie Marotta (who made appearances at its New York stores during the event) selling millions of copies. Participants were asked to help create a “national digital art mosaic” by posting pictures of their coloring book-art accompanied with a Barnes & Noble crafted hashtag. Barnes & Noble used experiential marketing to develop a friendship with consumers by playing into a popular trend.

97. BURGER KING OFFERS REWARDS TO “SNAP KING” CAMPAIGN PARTICIPANTS



Burger King, which offers its customers flame-grill burgers, introduced the “Snap King” campaign to help differentiate its food from competing brands and to announce the brand’s arrival on Snapchat. Fans were encouraged to draw grill lines on competitor’s non-chargrilled burgers and then send the picture to Burger King’s Snapchat account. Participants were eligible to receive a voucher to enjoy a “true chargrilled burger” from the restaurant, and with over 4 million fans taking part in the campaign, the vouchers that were set to last for two weeks were all redeemed within the first 48 hours. The brand’s Snapchat engagement was not only successful, but entertaining, original and rewarding. It is unlikely that Millennials will forget the active connection they made with the fast food chain.

98. CARTER'S KEEPS ITS COMPANY OPERATIONS TECHNOLOGICALLY-FOCUSED



Children's apparel manufacturer Carter's crafts its marketing initiatives and brand maneuvers around Millennial mothers. It may come as a surprise to some, but research shows that 80 percent of babies are born to Millennial moms, making this demographic vital to focus on through its services. Carter's accommodates this targeted market through its goal of driving its marketing techniques through mobile and digital channels. The brand focuses on information technology (IT) and marketing

working together as an efficient team. In addition, they are not only aware of Millennials' technological-needs, but are aware of their want for attentive customer service. Its website's "Chat with Us" feature allows shoppers to chat with its customer service team whenever needed while shopping its online catalog. Overall, Carter's concern with pleasing technologically-advanced moms allows for the building of a strong relationship with them.

99. DC'S YOUTUBE CHANNEL SANCTIONS FANS TO SHARE AND CREATE



DC comics reached Millennials through its DC Fans YouTube channel. The brand created the fan-based channel to let its fans know that “it’s all about [them]!” The DC channel on the video-sharing platform features fans of DC’s movies, television shows, comics and products, who take to the channel to share. There are various segments in which fans can view other fans discussing the brand’s reads, collections, products, fan creations and makeup and costume tutorials. DC makes sure to pay homage to its fanbase by releasing a video each week dedicated to “DC Fans of the Week” and has a section called “DC Verified Fans” full of exclusive fan videos they have released specifically for the channel. DC targeted its target’s market, and in doing so, left its fans with a haven to express their passion for the brand.

100. DOLLAR TREE'S CHEAP PRODUCTS APPEAL TO MILLENNIALS PURSUING EXPERIENCE



Dollar Tree draws in Millennials by positioning themselves as a small supermarket. With Millennials often being categorized by their want for experiential events, it only makes sense that they would want to save money in order to participate in such thrill-seeking activities. In order to do so, Millennials have to spend as little as possible on items deemed "essentials." It seems that the demographic has strayed from the previous generations' attraction to traditional brands and now seeks out the cheapest options. With groceries, apparel, cosmetics and holiday decorations sold cheaper than a Walmart or Target, and with thousands of stores in the US, it is easy for the adventurers to turn to the Dollar Tree as their new convenience store. Millennials will thank the Dollar Tree as they take that extra saved cash and head toward the airport to take off on their experiential oasis.

MOOSYLVANIA