

Get

INSPIRED

40 EXAMPLES DRIVING
CONTENT MARKETING
FORWARD



CONTENT
MARKETING
INSTITUTE™

A UBM COMPANY

GET INSPIRED:

40 EXAMPLES DRIVING CONTENT MARKETING FORWARD

Every business works toward a unique set of goals, values, assets, and circumstances. But one thing is universal: We can all learn a little something from marketers who have found innovative, engaging, and downright impactful ways to address their business challenges through content. And, fortunately, there are plenty of amazing brands we can look to for inspiration in this respect.

In this e-book, we've gathered 40 of our favorite content marketing examples. Each one features a teachable moment for marketers looking to broaden their horizons and increase the appeal and impact of their content. And they come from companies of various sizes, locations, and industries.

We hope they motivate you to explore some new ideas and approaches of your own.

▶ PROVIDE AN EYE-CATCHING VISION OF BRAND VALUE



IDEAS OF ORDER MAGAZINE

BRAND: California Closets

CONTENT TYPE: Print magazine

WHY WE LOVE IT: To differentiate the brand in an increasingly competitive industry, California Closets focused on elevating its brand perception by showing its elegant designs for better lives. With the help of its agency, Redbird, the company launched Ideas of Order – a rich, tangible content magazine that illustrates how well-organized personal surroundings can create a sense of harmony and promote positive feelings of calm, confidence, and joy.

INDUSTRY TYPE: Interior design

LEARN MORE:

[How to Be an Agent of Change: Examples From Top Content Marketing Award Winners](#)



**WINNER:
PROJECT OF
THE YEAR**

**WINNER:
BEST
NEW PRINT
PUBLICATION
- EDITORIAL**

▶ HARNESS THE POWER OF INTERNAL BRAND EVANGELISTS



#WEARECISCO

BRAND: Cisco

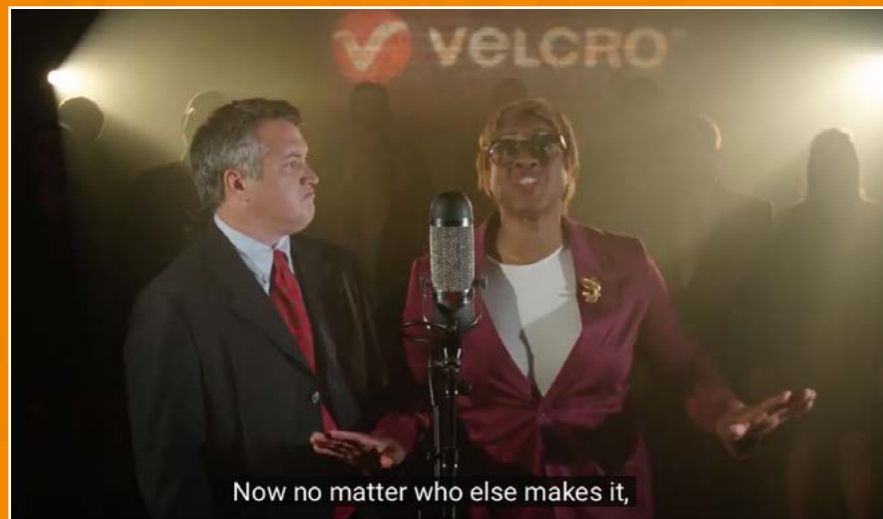
CONTENT TYPE: Social media (Snapchat)

WHY WE LOVE IT: Cisco invited 20 super-ambassador employees from several of its office locations to an online brainstorming session about how to connect with university students, new graduates, and other members of Generation Z. That group (dubbed the Kitten Rainbow Unicorns after everything that's awesome about the web) developed a successful ongoing program in which the company's young go-getters share daily Snapchat Stories about what it's like to work inside Cisco.

INDUSTRY TYPE: Technology services

LEARN MORE: [How 3 Serious Brands Engage Humanly on Social Media](#)

▶ REDEFINE “STICKY” CONTENT



DON'T SAY VELCRO

BRAND: Velcro®

CONTENT TYPE: Video (produced)

WHY WE LOVE IT: Preserving and protecting your brand's trademarks is something you should take seriously. But it takes a particularly “sticky” business to find a fun way to do it. Hook-and-loop fastener company Velcro® set its branding message to music – and hired people to pose as its legal team performing a tongue-in-cheek song-and-dance number. This educational video spot humorously chides the public for its careless use of brand names – a problem that can have serious implications for a company's trademark rights.

INDUSTRY TYPE: CPG

LEARN MORE: [How to Win at Content Marketing](#)

▶ EXECUTE A KILLER IM EFFORT



THE CHEF, BY JAMES PATTERSON

BRAND: James Patterson

CONTENT TYPE: SMS/E-book

WHY WE LOVE IT: Best-selling author James Patterson turned to a participative format for the release of his latest book, *The Chef*. The short novel is delivered as a series of text messages interspersed with video, audio, Instagram photos, and dossier documents. It can only be accessed through Facebook's Messenger app. Readers control the pace of message delivery. This gives detective-fiction fans a real-world sense of time and place that boosts the tension as they immerse themselves in Patterson's signature storytelling style.

INDUSTRY TYPE: Media

▶ ENCOURAGE AUDIENCE MEMBERS TO SPEAK THEIR MINDS



LEGO DUPLO STORIES FOR ALEXA

BRAND: LEGO

CONTENT TYPE: Voice response

WHY WE LOVE IT: Looking to give your audience a new way to start a conversation with your brand? Why not try your hand at creating a voice-command-driven “skill” feature for Amazon’s Alexa-enabled devices? LEGO took full advantage of this emerging content platform when it debuted its Duplo Stories skill. This interactive feature uses intuitive voice commands to guide young children through age-appropriate stories that flow in a direction of their choosing. By giving kids a chance to customize the narrative, LEGO teaches them that they can build whole worlds with their imagination – even if they aren’t old enough yet to construct those worlds out of Duplo blocks. Industry type: Entertainment

LEARN MORE: [How Voice-Activated Tech Will Change Content Marketing](#)

▶ MAKE THE NEWS BY SKILLFULLY CURATING IT



THE HUSTLE

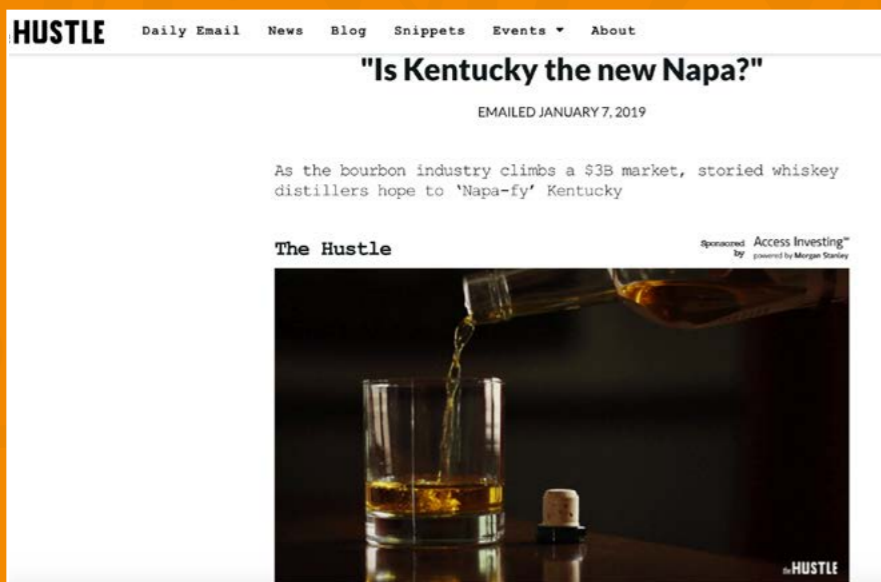
BRAND: The Hustle

CONTENT TYPE: Email newsletter

WHY WE LOVE IT: The Hustle supplies a steady feed of the hottest buzz in business, tech, and contemporary culture. But these aren't the hastily written, clickbait-laden stories one might expect from a (relatively) nascent news organization. Not only does its news coverage feature an admirable level of detail and analysis, its editorial team has a knack for digging deeply into topical areas where more corporate-driven media outlets might fear to tread. But what makes The Hustle even more of a standout effort is its colloquial tone, which gives hard facts a touch of wry wit and personality that makes even its most complex stories accessible and engaging.

INDUSTRY TYPE: Publishing

LEARN MORE: [How the Best Newsletters Get – and Keep – Readers' Attention](#)



▶ FUEL DEEPER THOUGHT LEADERSHIP

CAPITAL IDEAS

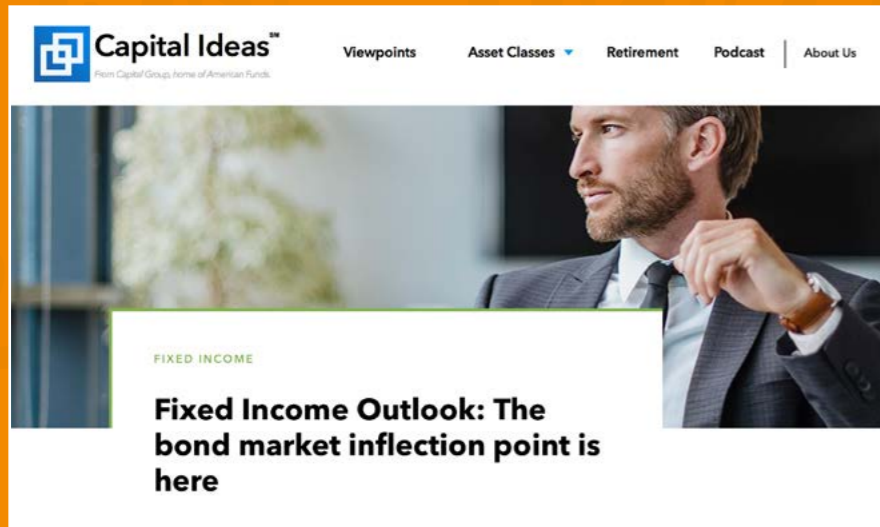
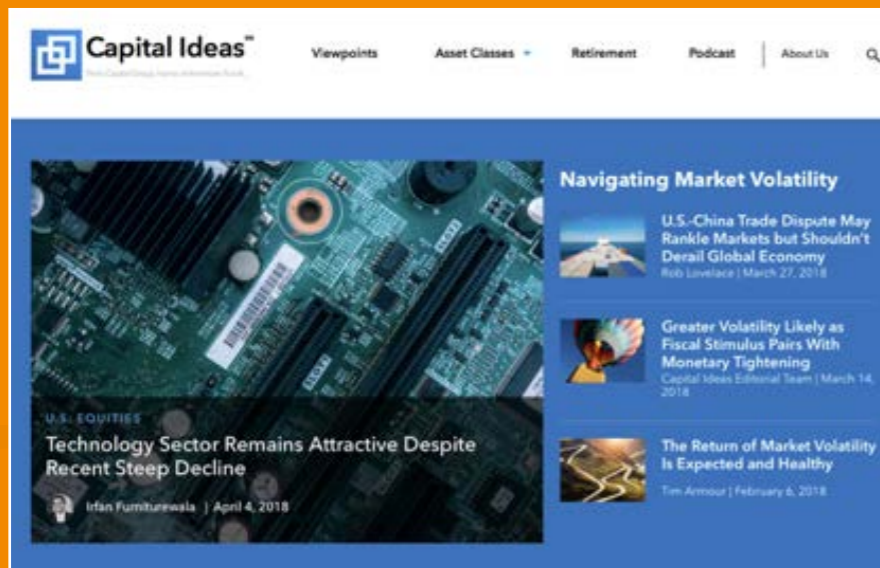
BRAND: The Capital Group

CONTENT TYPE: Content hub

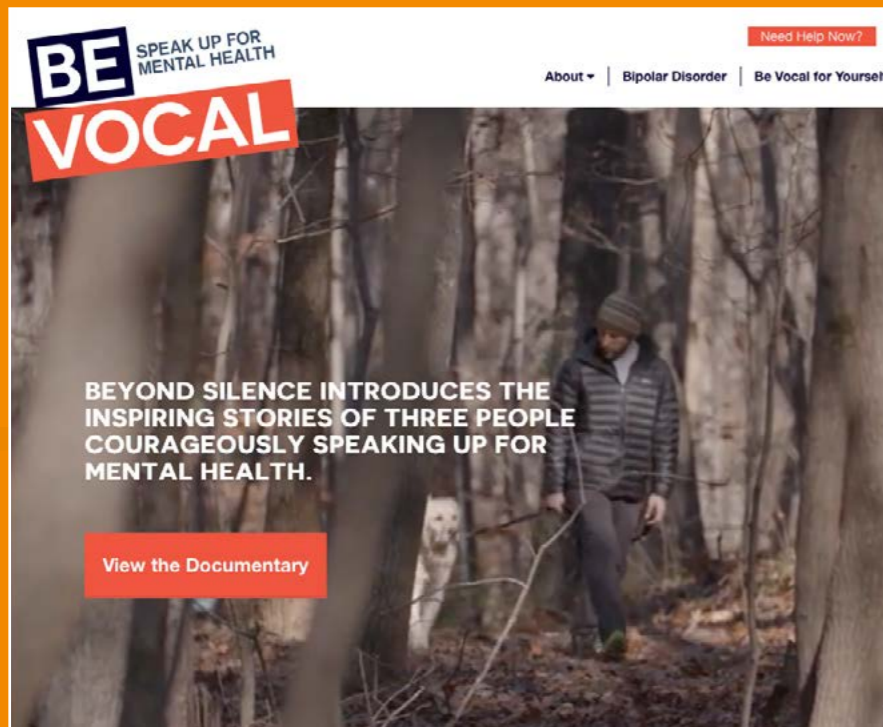
WHY WE LOVE IT: Financial firm The Capital Group is built on long-term investing, so its Capital Ideas branded microsite goes beyond reporting or analyzing the latest financial headlines. Content focuses on delivering deeper perspectives, insights, and answers that help guide investors toward appropriate actions with their finances. Not only has Capital Ideas given the company a thought-leadership platform, it also provides fuel for its other paid, earned, and owned media initiatives.

INDUSTRY TYPE: Finance

LEARN MORE: [How to Win at Content Marketing](#)



▶ RAISE CRITICAL ISSUE AWARENESS



BEYOND SILENCE

BRAND: Be Vocal: Speak Up for Mental Health

CONTENT TYPE: Documentary film

WHY WE LOVE IT: This nonprofit organization partnered with award-winning documentarian Shaul Schwarz to launch Beyond Silence, a 29-minute documentary that takes a novel approach to discussing mental health. The film follows three people living with mental illness, honestly portraying their personal struggles, yet showing how their lives changed for the better when they decided to speak out about those struggles. Despite the absence of any paid promotion for the film, Beyond Silence successfully extended the reach of the Be Vocal message – according to healthcare communications agency Biosector2, the effort earned coverage in more than 242 articles and an estimated 416M+ impressions – and made important strides as an agent of change in mental health care.

INDUSTRY TYPE: Nonprofit

LEARN MORE: [How to Be an Agent of Change: Examples From Top Content Marketing Award Winners](#)



WINNER:
**BEST
MOTIVATIONAL
VIDEO OR
VIDEO SERIES**

FINALIST:
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▶ GROW INFLUENCE AND STRENGTHEN CREDIBILITY

THE MVMT LIFESTYLE

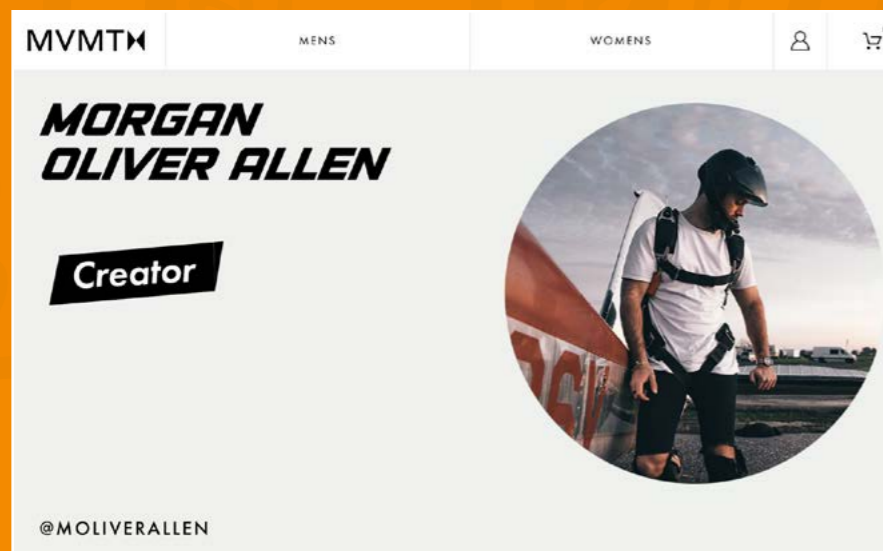
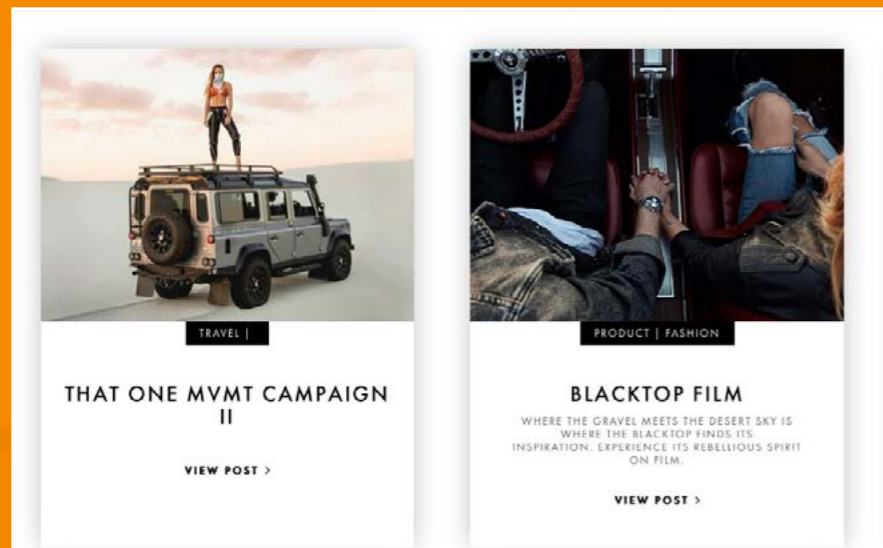
BRAND: MVMT

CONTENT TYPE: Influencer marketing blog

WHY WE LOVE IT: Watch company MVMT smartly leverages influencer partnerships and multimedia storytelling with the appeal of almost global grandeur. The brand's lifestyle-focused blog often incorporates its partnerships with well-known fitness, fashion, and style connoisseurs to engage its audience of on-the-move go-getters. By connecting these influencers with its blog, MVMT has enjoyed the benefits of strategic content amplification and greater credibility among the influencers' social communities.

INDUSTRY TYPE: Fashion

LEARN MORE: [7 B2C Brands Offer Content Marketing Lessons and Inspiration](#)



▶ FOSTER BRAND LOVE THROUGH UNIQUE EXPERIENCES

LET'S UNWRAP THIS TOWN

BRAND: Visit Seattle

CONTENT TYPE: Video (series)

WHY WE LOVE IT: Tourism agency Visit Seattle served up some festive content eleganza with the help of one of the city's most colorful characters: RuPaul's Drag Race Season 5 winner Jinkx Monsoon. In this rapid-fire, talk-show-style video series, Monsoon charms viewers with warm and witty banter while sharing details on all the exciting holiday-centric activities happening throughout Seattle. Each mini episode lasts less than a minute, but the campy humor, helpful tips, and Monsoon's clear sense of pride in her hometown make thoughts of spending the holiday season in a notoriously rainy city seem a lot more "merry and bright."

INDUSTRY TYPE: Travel & tourism



▶ DROP THE MIC ON SOCIAL ENGAGEMENT

WENDY'S TWITTER RAP BATTLE

BRAND: Wendy's

CONTENT TYPE: Social media (Twitter)

WHY WE LOVE IT: Don't call it a comeback: Wendy's has been doing this for years. It might not be the fast-food industry's market leader, but when it comes to serving up fresh and funny spontaneous content on Twitter, Wendy's can't be beat(boxed). Take the fierce rap battle the meal-master MCs served to competitor WingStop, which dared to step to the burger queen's lyrical stylings after a good-natured jibe from a local customer went viral.

INDUSTRY TYPE: Food & beverage



▶ ADD A DISTINCTIVE “FLAYVA” TO YOUR BRAND



THUG KITCHEN RECIPES

BRAND: Thug Kitchen

CONTENT TYPE: Blog

WHY WE LOVE IT: In the heavily saturated world of food and cooking blogs, most content creators adopt a gentle, sophisticated brand voice with descriptive language and long, detail-heavy sentences. And yes, an air of pretentiousness often floats around the foodie arena. But Thug Kitchen took a different route: It offers no-nonsense vegan recipes and “bad ass” cooking tips in the voice of a rapper or “gangsta.” Seasoned with profanities, short punchy sentences, and a tongue-in-cheek twist to the culture of veganism, this brand content REALLY stands out.

INDUSTRY TYPE: Media

LEARN MORE: [Is Your Blog a Golden Egg?](#)

▶ SHATTER OUTDATED LIMITATIONS



DESIGNER CLOTHES FOR WATCHING LADIES CLIMB

BRAND: Outdoor Research

CONTENT TYPE: Blog

WHY WE LOVE IT: When GQ published a piece on rock climbing and couture clothing that featured famous male rock climbers with “a couple of cute friends” as female accessories, Outdoor Research responded with an inverted rebuttal – an article and photo shoot that recreated the GQ piece with female climbers. Titled Designer Clothes for Watching Ladies Climb, the humorous piece is a bold response to GQ that reinforces Outdoor Research’s core values of respect and innovation.

INDUSTRY TYPE: Retail

► CONSTRUCT SEAL OF APPROVAL-WORTHY LIVE EXPERIENCES

GH LAB POP-UP STORE

BRAND: The Good Housekeeping Institute

CONTENT TYPE: Live experience

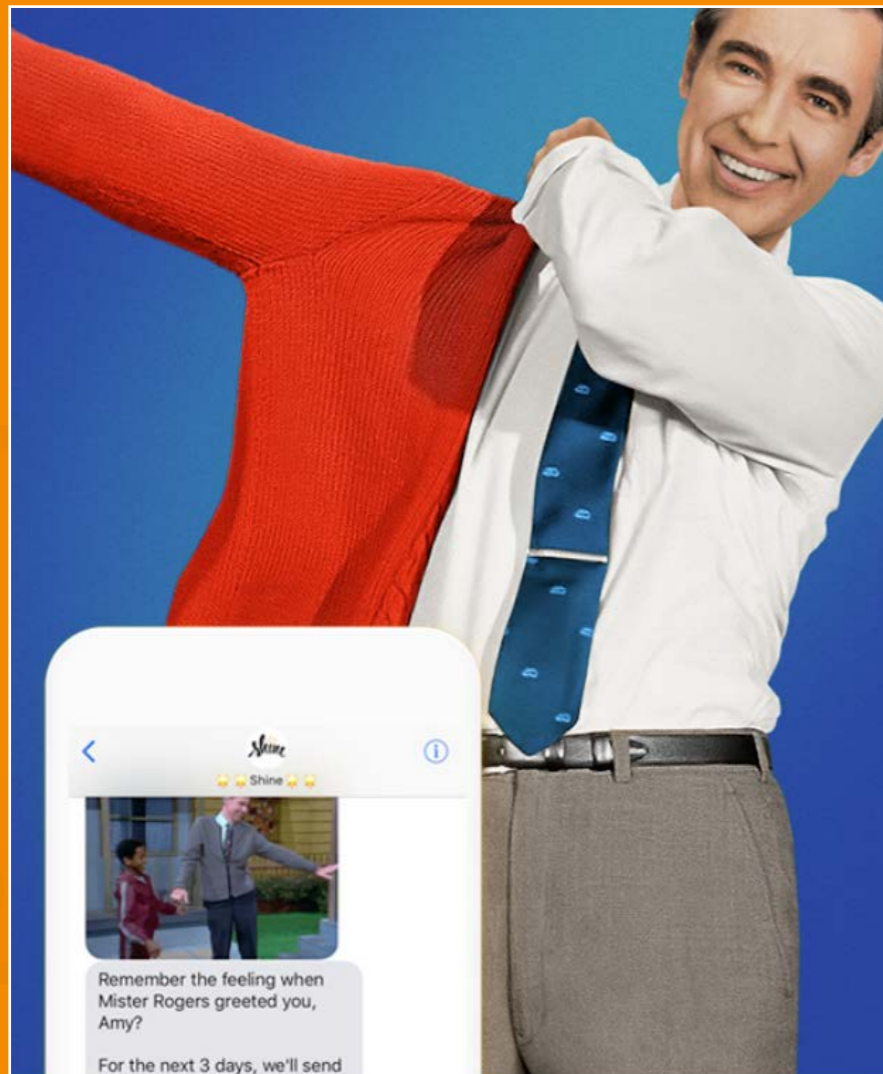
WHY WE LOVE IT: Good Housekeeping has been the arbiter of household product quality for over a century, testing everything from cosmetics to toys, clothing, appliances, electronics, and more for consumer safety and purchase satisfaction. To add transparency and experiential appeal to its process for awarding its coveted Good Housekeeping seals, the brand opened a pop-up store for the 2018 holiday season at the Mall of America in Minneapolis, Minnesota. Visiting the showroom gave consumers an opportunity to self-test a selection of top-recommended products, see how they would work in their own homes, and get a firsthand view of the science behind the Good Housekeeping Institute's rigorous evaluation process.

INDUSTRY TYPE: Retail



IMAGE SOURCE

▶ DELIVER POSITIVE VIBES



WON'T YOU BE MY NEIGHBOR

BRAND: Shine

CONTENT TYPE: SMS

Why we love it: The feel-good Mister Rogers documentary *Won't You Be My Neighbor?* may leave some viewers looking for more positive vibes. They'll be pleased to know that Shine, a service that sends daily motivational text messages to its subscribers, partnered with the film to send texts inspired by Mister Rogers. The Shine website, which focuses on "research-backed content around confidence, daily happiness, mental health and productivity," also includes a series of "Won't You Be My Neighbor?" tie-in articles like *19 Things Mister Rogers Low-Key Taught Us About Self-Care* and *What Mister Rogers Taught Us: How to Radically Be Ourselves*.

INDUSTRY TYPE: Health & wellness

LEARN MORE: [Sample 11 of the Best B2B and B2C Content Marketing Ideas of 2018](#)

▶ BRING HISTORY TO LIFE



IMAGE SOURCE

19 CRIMES' STORYTELLING LABELS

BRAND: 19 Crimes

CONTENT TYPE: Augmented reality/interactive labels

WHY WE LOVE IT: 19 Crimes is a wine-and-spirits brand that's building its marketing platform around compelling storytelling. In the late 18th century, English rogues and rebels found guilty of at least one of 19 crimes were exiled to the new colony of Australia as punishment. Today, 19 Crimes gives some of those convicts an AR-enabled voice to tell their historically rooted tales: By scanning the company's wine labels with its digital app, consumers are treated to a glimpse of the exiled convict's life, crime, and experience as a pioneering colonist.

INDUSTRY TYPE: Food & beverage

LEARN MORE: [13 Smart Brands Using Technology to Power Their Content](#)

▶ ILLUSTRATE PROPRIETARY DATA AND INSIGHTS

AI REVOLUTION

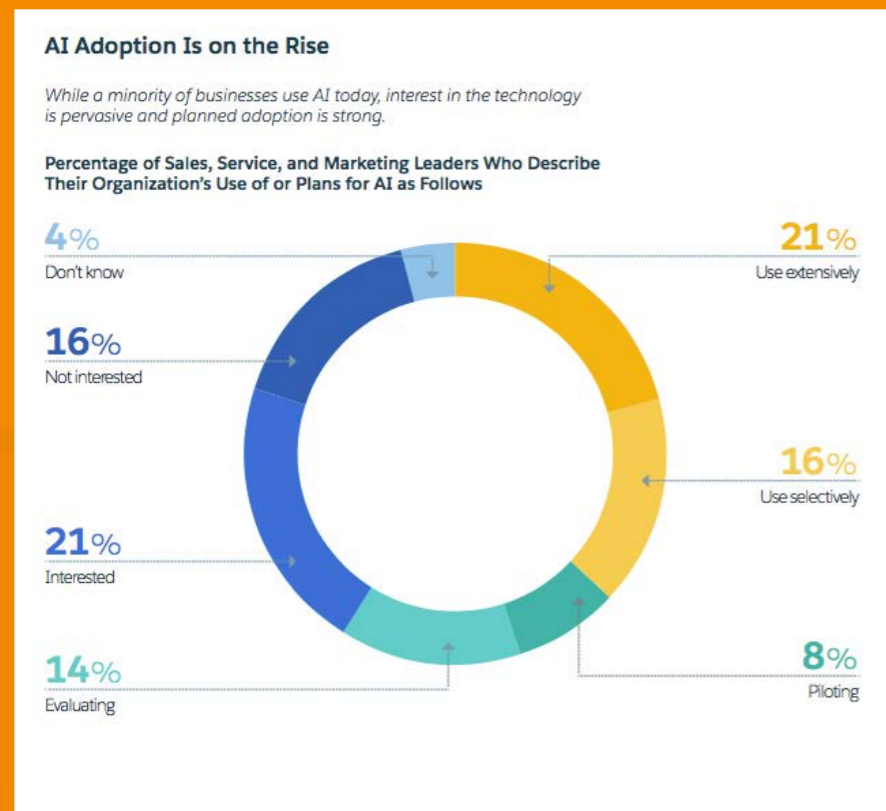
BRAND: Salesforce

CONTENT TYPE: Visual content (data visualization)

WHY WE LOVE IT: Salesforce does such a great job with research in large part because of the strict information design that underlies each publication. Charts and graphs are clean and easy to understand. Rather than simply restating research findings, Salesforce uses its visuals to explain the brand's point of view on key issues affecting the industry. The clear, usable, and impactful data visualizations in Salesforce's AI Revolution report prove the advantages of adhering to this design ethic.

INDUSTRY TYPE: Tech services

LEARN MORE: [Dataviz: A Critical Skill for Modern Marketers](#)



▶ AFFIRM ONGOING AUDIENCE ENGAGEMENT

HEALTHCARE IT NEWS AUSTRALIA

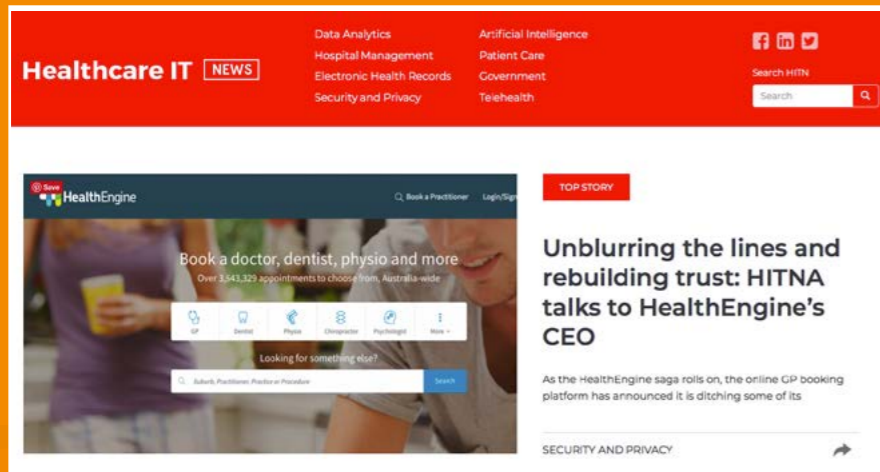
BRAND: HIMSS Media

CONTENT TYPE: Digital magazines

WHY WE LOVE IT: HITN Australia's daily news content helps its audience implement cutting-edge technologies, instigate best-practice cybersecurity, and run more cost-effective organizations, all of which ultimately contribute to maximized patient care and improved outcomes. But it's how HIMSS approaches content improvement through analytics that truly stands out, enabling it to continually refine its key audience segments, content pillars, and topics, as well as its use of distribution channels like social media.

INDUSTRY TYPE: Nonprofit

LEARN MORE: [How to Be an Agent of Change: Examples From Top Content Marketing Award Winners](#)



**WINNER:
BEST NEW
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**WINNER:
BEST OVERALL
EDITORIAL -
DIGITAL**

**FINALIST:
PROJECT OF
THE YEAR**

▶ GO ABOVE AND BEYOND CUSTOMER SERVICE



BED BATH AND BEYOND APP

BRAND: Bed Bath and Beyond

CONTENT TYPE: Mobile app

WHY WE LOVE IT: This big-box store for bed and bath merchandise added a nice “beyond-level” feature to its mobile e-commerce app: the ability to shop outside the store environment by using visual search. Users can snap pictures on their phone of design inspirations or products they find appealing, and the app’s photo-recognition technology enables it to instantly suggest Bed Bath and Beyond products that might match their needs.

INDUSTRY TYPE: Retail

LEARN MORE: [How to Build a Branded App \(and Never Look Back\)](#)

▶ MAKE A SOUND INVESTMENT IN B2B INFOTAINMENT

EDGE OF THE WEB

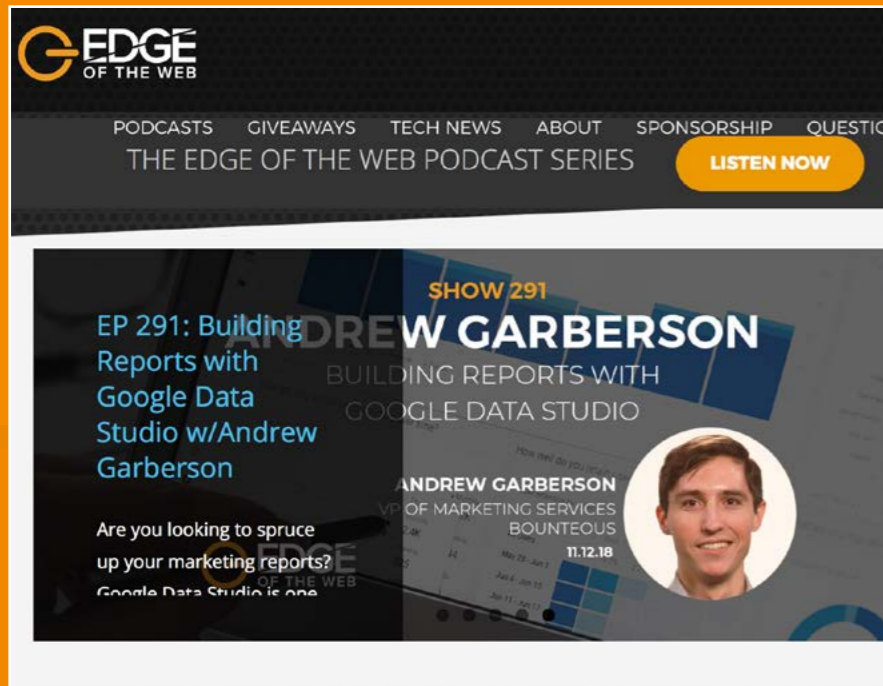
BRAND: Site Strategics

CONTENT TYPE: Podcast

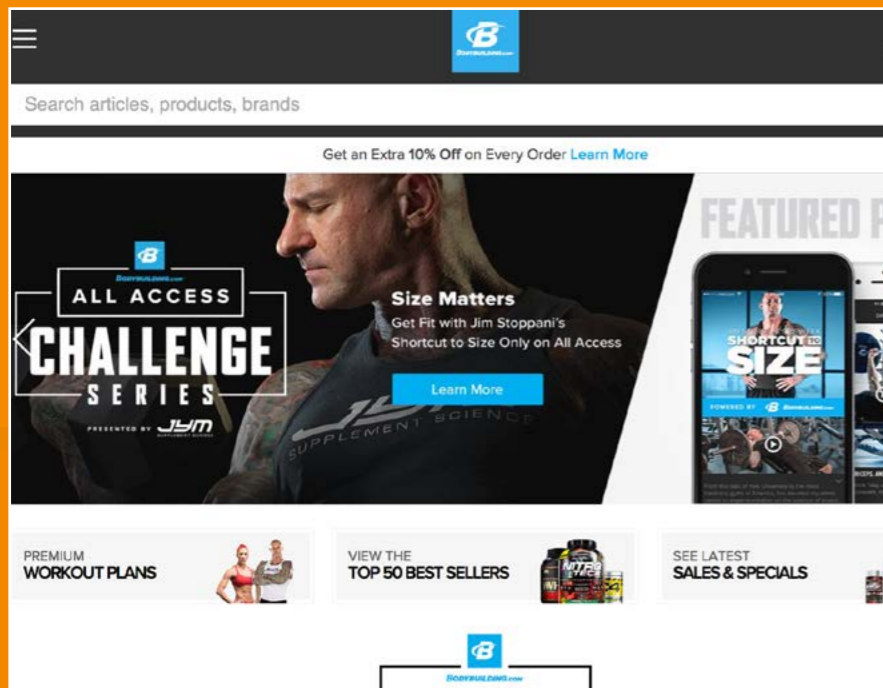
WHY WE LOVE IT: Created by Indianapolis-based marketing firm Site Strategics, the Edge of the Web podcast features need-to-know news, trends, and interviews with top-notch marketing talent. After moderate early success, the company upped its commitment to podcasting by building a dedicated broadcasting studio, which enabled it to push past some of the creative, promotional, and logistical limitations it had been experiencing. With greater production efficiency, the Site Strategics team was able to spend more time with its podcast guests, increase the variety of discussion topics, and expand the show onto streaming platforms. One year later, the company was thrilled to report that these changes led to an increase in podcast downloads of 385% and a boost in website traffic of 145%, proving that an investment in podcasting can really pay off for B2B businesses.

INDUSTRY TYPE: Digital services

LEARN MORE: [How to Get Listeners to Push Play on Your Podcast](#)



► BUILD A LIKE-MINDED COMMUNITY



BODYBUILDING.COM

BRAND: Bodybuilding.com

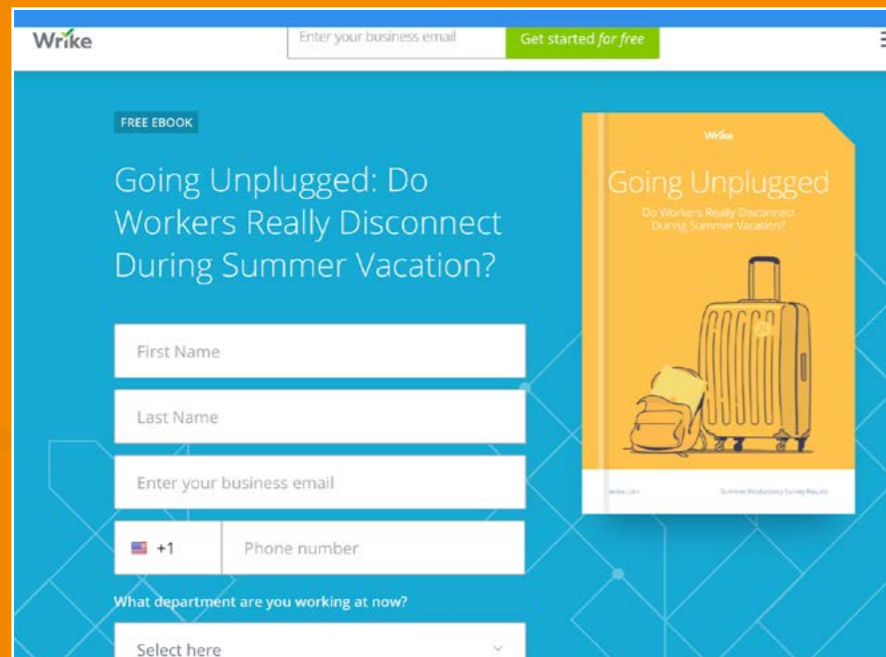
CONTENT TYPE: Website

WHY WE LOVE IT: With multiple educational and fitness-based forums, Bodybuilding.com has become a go-to authority in the sports nutrition/health industry. Its site is content rich and comprehensive, but the real value to visitors is the opportunity to contribute to and learn from people who share an interest in attaining better health. User-generated content, a "FitBoard," member search, and other interactive sub-sections/forums serve to unite members of this tight-knit community and motivate them to progress on their personal fitness journeys.

INDUSTRY TYPE: Health & wellness

LEARN MORE: [7 B2C Brands Offer Content Marketing Lessons and Inspiration](#)

▶ LEVERAGE DATA'S DUAL-BENEFIT PROPOSITION



The screenshot shows the Wrike website's gated content form. At the top, there's a navigation bar with the Wrike logo, a search bar, and a 'Get started for free' button. Below the navigation bar, the main content area features a blue background with a white grid pattern. On the left, the text reads 'FREE EBOOK' followed by the title 'Going Unplugged: Do Workers Really Disconnect During Summer Vacation?'. Below the title are several input fields: 'First Name', 'Last Name', 'Enter your business email', a phone number field with a '+1' icon, and a dropdown menu labeled 'What department are you working at now?'. On the right, there's a graphic of the ebook cover, which is yellow and features a suitcase and a bag.

GOING UNPLUGGED

BRAND: Wrike

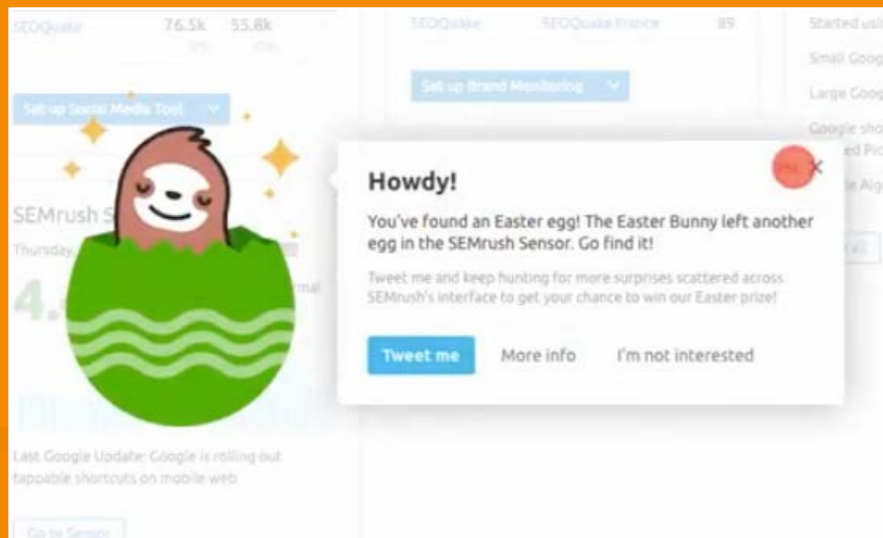
CONTENT TYPE: Research reports

WHY WE LOVE IT: Rather than conducting a study on how its products and services perform in the workplace, work management and collaboration software company Wrike found a more compelling and relatable focus for its original research efforts – examining how workers' vacation plans play a role in their productivity. Wrike then compiled the resulting study data into a gated report to generate sales leads, thus delivering value to its business and its audience simultaneously – without getting all self-promotional about it.

INDUSTRY TYPE: SAAS

LEARN MORE: [If Your Content Doesn't Have This, the Majority Won't Trust It](#)

▶ ENTICE YOUR AUDIENCE WITH AN ENTERTAINING QUEST



VIRTUAL EASTER EGG HUNT

BRAND: SEMrush

CONTENT TYPE: Gamification

WHY WE LOVE IT: SEMrush is a competitive research toolkit for online marketing with more than 20 research tools for SEO, PPC, and content marketing, and an expanding list of features. Although coming up with those new features hasn't been a problem, telling its users about them has. So, SEMrush gamified its educational content with a virtual Easter egg hunt, challenging users to find 15 hidden Easter eggs by completing desired actions within various SEMrush tools.

INDUSTRY TYPE: Business services

LEARN MORE: [4 Case Studies Show How to Crush It With Out-of-the-Box Content Marketing](#)

▶ PLACE YOUR BRAND EXPERIENCE IN FANS' HANDS



NATURE ADVENTURE

BRAND: Old Spice

CONTENT TYPE: Streaming video (Twitch)

WHY WE LOVE IT: Old Spice partnered with Twitch to launch a wilderness adventure livestream. The program left a man (dubbed Nature Man) in the woods for three days and let Twitch users control his movements – exactly the type of brand-led livestream that works well on the video-based social community platform.

INDUSTRY TYPE: CPG

LEARN MORE: [Ready to Go Live? All You Need to Know Now](#)



▶ CUSTOMIZE CUSTOMER VALUE



IMAGE SOURCE AUTOMATED INSIGHTS

PERSONALIZED UTILITY USE REPORTS

BRAND: DigitalSTROM

CONTENT TYPE: AI-generated content

WHY WE LOVE IT: DigitalSTROM – a company that provides smart home systems – uses a customized version of Wordsmith (developed by Automated Insights) to deliver original, on-demand status reports and other service-related narratives to customers through its app and via email. These content pieces help keep DigitalSTROM users informed about the status and comparative impact of their home energy usage – a value-add that can go a long way toward increasing consumer trust and satisfaction.

INDUSTRY TYPE: Technology

LEARN MORE: [13 Smart Brands Using Technology to Power Their Content](#)

▶ RECOGNIZE YOUR COMMUNITY'S CREATIVITY



#THEFRANKEFFECT

BRAND: Frank Body

CONTENT TYPE: User-generated content

WHY WE LOVE IT: Australia-based beauty brand Frank Body conducted an Instagram campaign to promote its coffee-ground-based body scrub. A team of influencers showcased the product in creative ways, and each of their posts included the hashtags #Let'sBeFrank or #TheFrankEffect to encourage users to post their own images of the coffee scrub. The results? Over 25,000 user-generated images posted to Instagram and 350,000 followers in 12 months.

INDUSTRY TYPE: Health & wellness

LEARN MORE: [4 Tips for Engaging Instagram Content](#)

▶ PUT YOUR BEST ASSETS ON DISPLAY



AMANDA FOUNDATION COLLECTION

CONTENT TYPE: Visual content (photos)

WHY WE LOVE IT: Adopting a pet is a rewarding experience on its own. But the Amanda Foundation (a Los Angeles-area rescue organization) found a great way to make gorgeous pictures of the animals under its care pay off, too. The group partnered with Getty Images to create a stock image collection using the photos the Amanda staff routinely takes in its efforts to help homeless pets find loving homes. For every stock image purchased from the collection, the Amanda Foundation receives a donation.

INDUSTRY TYPE: Nonprofit

LEARN MORE: [How to Win at Content Marketing](#)

▶ EASE CONSUMERS' PERSONAL PAIN POINTS



BIRTHUAL REALITY

BRAND: Gjensidige Insurance

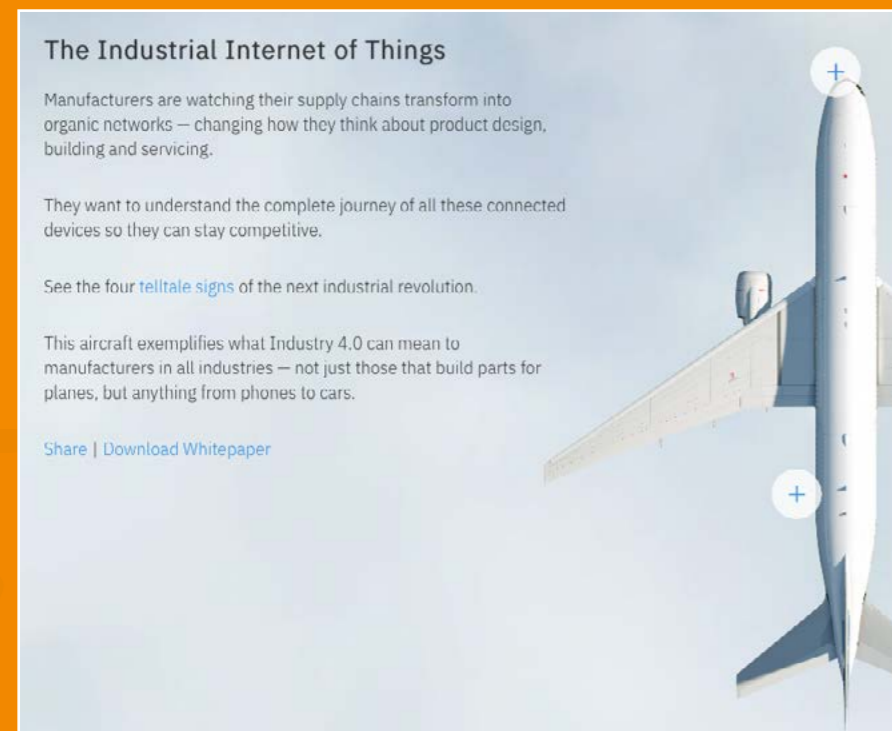
CONTENT TYPE: Virtual reality

WHY WE LOVE IT: Sweden's Gjensidige Insurance worked with a hospital to film a birth in 360-degree video, creating a VR experience anyone can watch. It's a fantastic way for expectant moms to get a sneak peek into the birthing experience, which typically remains shrouded in a cloud of anxiety-inducing mystery until they are in the thick of labor themselves. The insurance company anticipates that the video (shot from a respectful angle that lets viewers stand in alongside the mom) may help make expectant parents feel more comfortable and prepared for the birth of their own child.

INDUSTRY TYPE: Insurance

LEARN MORE: [Does Your Health Care Content Hold the Cure for Customers in Crisis?](#)

▶ RELINQUISH CONTROL OF BRAND EXPLORATIONS



THE INDUSTRIAL INTERNET OF THINGS

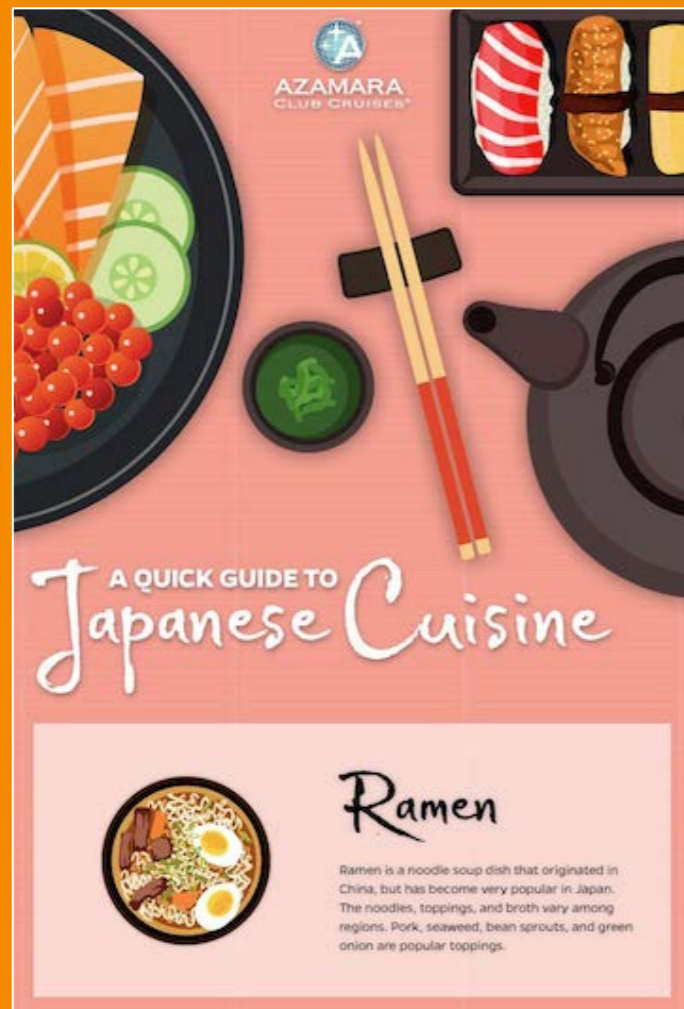
BRAND: IBM

CONTENT TYPE: Interactive white paper

WHY WE LOVE IT: Considering the thousands of white papers IBM publishes in a given year, chances are more than a few of them go unread. To avoid wasted effort, the brand's content team challenged itself to convert a standard white paper on the Internet of Things into an engaging interactive experience that would bring the information to life. The result is this immersive informational experience, delivered in a choose-your-own-adventure format that gives audience members control over the level of detail they receive. The team's efforts put the campaign on the finalists list at the 2018 Content Marketing Awards.

INDUSTRY TYPE: Technology

► BROADEN YOUR AUDIENCE'S CULTURAL HORIZONS



A QUICK GUIDE TO JAPANESE CUISINE

BRAND: Azamara Club Cruises

CONTENT TYPE: Infographic

WHY WE LOVE IT: Luxury boutique cruise line Azamara Club Cruises sails to some of the most fascinating places in the world, so naturally its content team wants to give intrepid travelers a taste of the culturally rich experiences the brand offers. For example, the team created this mouth-watering infographic for travelers to feast their eyes on, tempting them to book an exotic flavor-filled voyage to Japan.

INDUSTRY TYPE: Travel & tourism



WINNER:
BEST
INFOGRAPHIC

▶ PERSONALIZE YOUR PATIENT-SERVICE EXPERIENCE

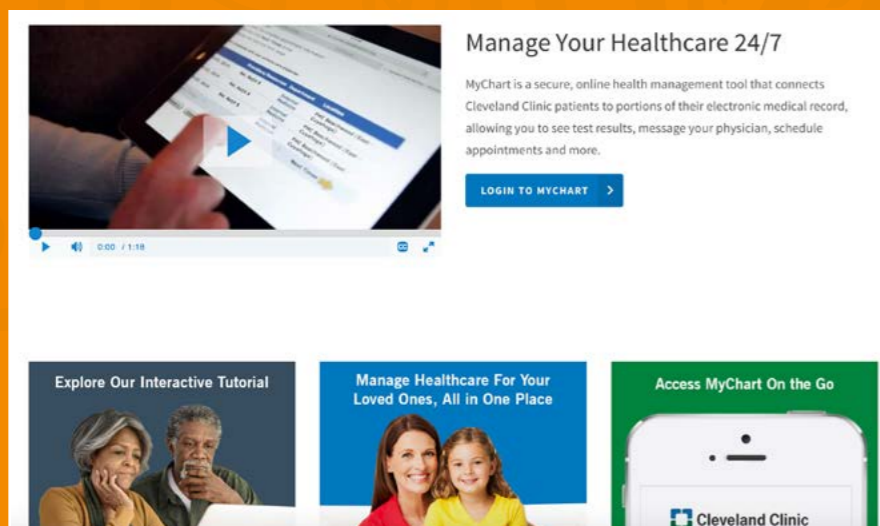
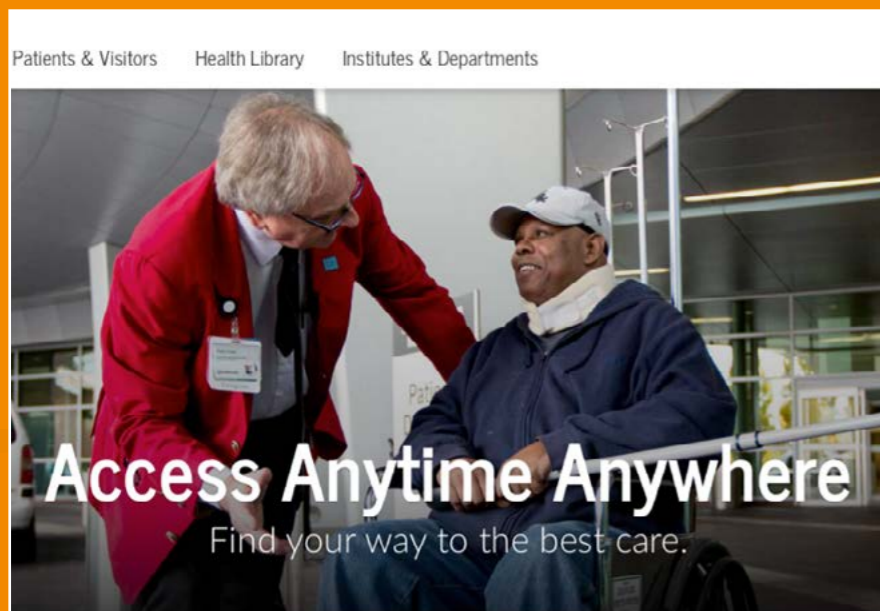
MYCHART PATIENT PORTAL

CONTENT TYPE: Interactive tools

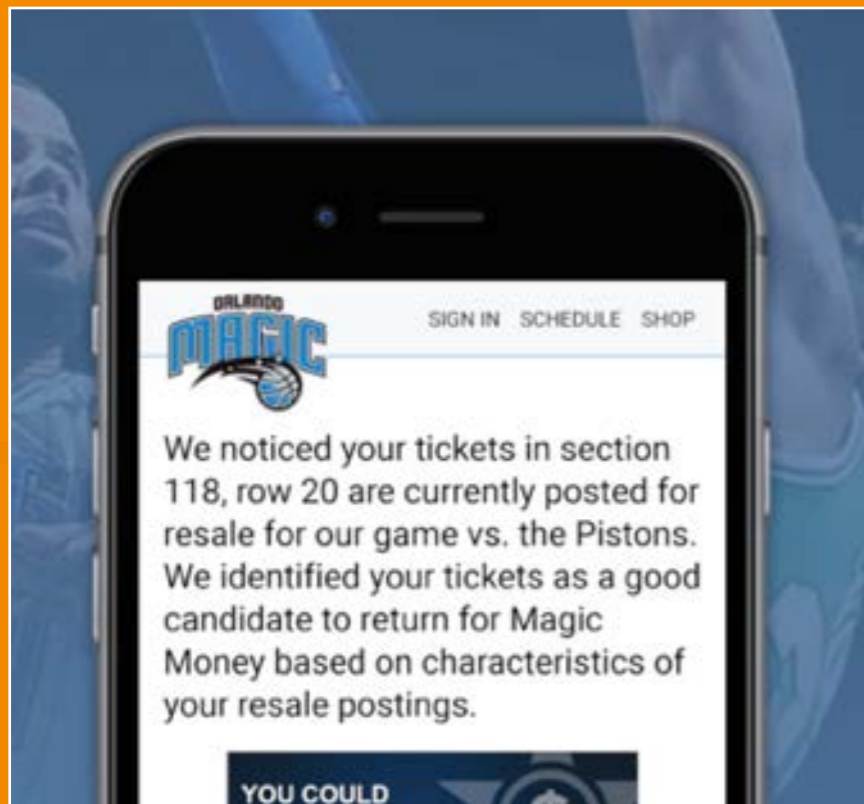
WHY WE LOVE IT: A patient journey complicated by the need for ongoing care presents health care industry marketers with a distinct set of informational challenges. Cleveland Clinic rises to this kind of occasion with its patient portal and MyChart system. This invaluable content tool offers patients direct access (online or through the mobile app) to relevant portions of their electronic medical record (including lab test results, diagnostic images, prescribed medications, and physician notes and recommendations), enabling them to easily share information with their health care providers and take better control of any follow-up care they might need.

INDUSTRY TYPE: Health care

LEARN MORE: [Does Your Health Care Content Hold the Cure for Customers in Crisis?](#)



▶ TARGET YOUR AUDIENCE WITH INTELLIGENCE



PERSONALIZED MESSAGES TO ORLANDO MAGIC FANS

BRAND: The Orlando Magic

CONTENT TYPE: AI-generated content

WHY WE LOVE IT: NBA team the Orlando Magic uses Wordsmith to personalize its emails and in-app messages to fans and ticketholders. Triggered by preset rules, conditions, or available offers like ticket resales, the AI-powered personalization makes messaging more targeted and valuable to individual audience members.

INDUSTRY TYPE: Sports & entertainment

LEARN MORE: [13 Smart Brands Using Technology to Power Their Content](#)

► FILL A CRITICAL COMMUNICATION GAP



THE DREAM GAP PROJECT

BRAND: Mattel

CONTENT TYPE: Integrated content

WHY WE LOVE IT: Barbie may be turning 60 this year, but the iconic doll is inspiring a new generation of girls to grow up into empowered, successful women. As part of its Dream Gap Project – a research initiative to help young girls overcome self-limiting beliefs – Mattel is producing a range of content to be shared across popular Barbie platforms, including a [YouTube channel](#) devoted to sharing supportive, teachable moments; [posts on Barbie's popular vlog](#); and a dedicated site with tips and insights to educate parents.

INDUSTRY TYPE: Toys & amusements

LEARN MORE: [How to Be Purposeful With Your Purpose-Driven Content](#)

▶ DRIVE SOCIAL CHANGE

HER SHOT

BRAND: Procter & Gamble/ Gillette

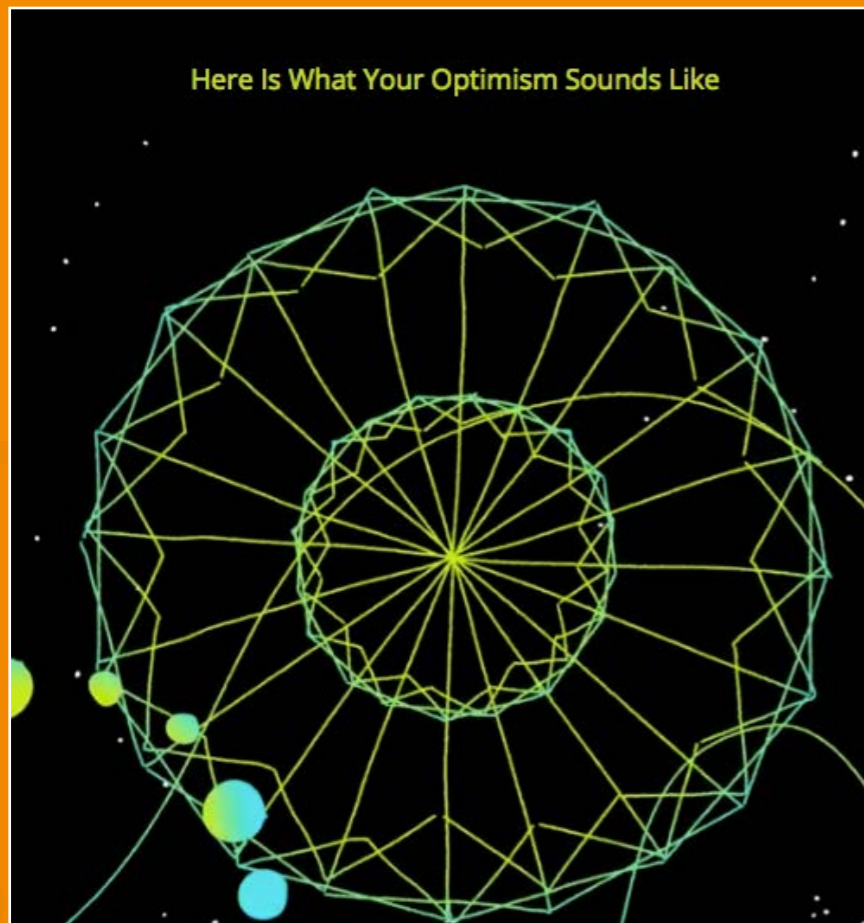
CONTENT TYPE: Social video (Instagram)

WHY WE LOVE IT: Procter & Gamble's women's razor brand Gillette Venus launched "Her Shot," which the company describes as a social experiment designed to promote women's perspectives. The brand hired 10 up-and-coming female directors, selected through the creative and digital marketplace Fiverr, to create videos that showcase the impact of a female perspective on the world. Fans can view the content on Gillette Venus' Instagram TV hub and follow the conversation on social media with the hashtag #HerShotxVenus.

INDUSTRY TYPE: CPG



▶ INVEST EMOTIONALLY IN DEMAND GENERATION



FACT VS. FEELING

BRAND: OppenheimerFunds

CONTENT TYPE: Interactive tools

WHY WE LOVE IT: To help potential clients assess how best to approach long-term financial planning, OppenheimerFunds conducted a series of “Optimist index” research studies, using biometric technology to gauge the physical cues that bodies exhibit in reaction to three key investment themes: aging, emerging markets, and innovation. The resulting emotional response data formed the basis of a multi-sensory interactive content experience that provides visitors with a personalized reflection of their economic optimism and suggests investment strategies that would best align with their comfort level.

INDUSTRY TYPE: Finance

▶ LEAD BY EDUCATIONAL EXAMPLE

Webinar: CX in the Age of Social Media
[Reminder] Live Webinar: Tuesday, November 28, at 1:00 PM ET (10:00 AM PT)
Digital Marketing Depot on November 20, 2017 at 1:54 pm



Using social media to deliver great customer service is no longer an option — it's a must. Twitter reports that customer service interactions on social have jumped 250 percent in the past two years.

CX IN THE AGE OF SOCIAL MEDIA

BRAND: Search Engine Land

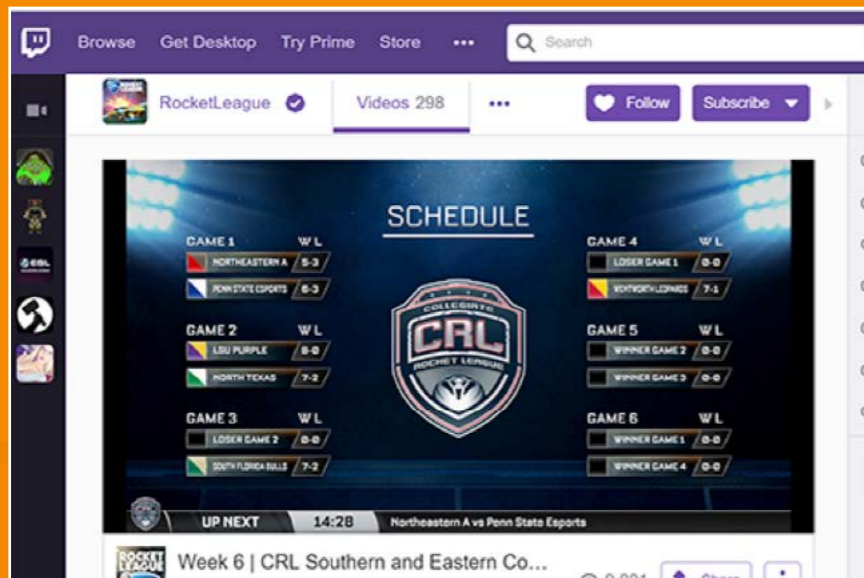
CONTENT TYPE: Webinar

WHY WE LOVE IT: One mistake webinar organizers often make is picking a broad, generic topic and then trying to squeeze all their subject-matter expertise into a single, time-constrained conversation. Search Engine Land broke this pattern by narrowing its webinar focus to a single social media sub-topic: how to provide better customer service through the use of social channels. This niche educational angle is still highly relevant to the SEL audience, yet it also provides a unique opportunity for the company to share its deeper insights on the topic, rather than limiting itself to surface-level discussions.

INDUSTRY TYPE: Marketing services

LEARN MORE: [The No-Fail Formula for Creating Killer Webinar Content](#)

▶ QUENCH VIEWERS' THIRST FOR EXPERIENCE



7-ELEVEN SUMMER SERIES

BRAND: Brisk iced tea (PepsiCo)

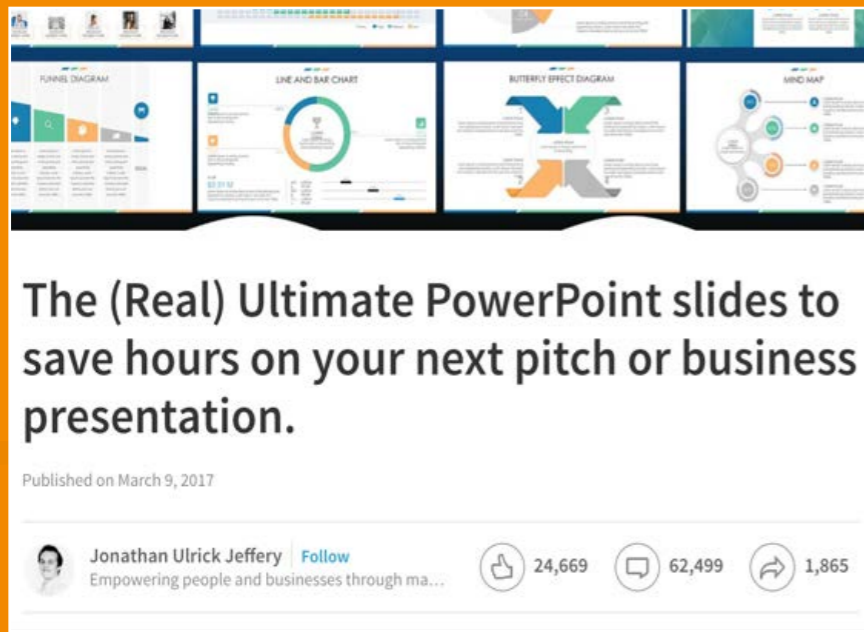
CONTENT TYPE: Social media (Twitch)

WHY WE LOVE IT: PepsiCo and social video platform Twitch created an off-season competitive gaming tournament for the popular video game Rocket League, where the event's commentators and personalities drank Brisk iced tea and performed skits about purchasing the product at 7-Eleven. Viewers not only cheered for shoutcasters (live gaming commentators) to consume bottles, they engaged with Brisk via social media after the broadcasts were over. The effort positioned Brisk not as just a brand name appearing in front of a broadcast but as an interaction point in the fan experience, a conversation piece, and a content provider.

INDUSTRY TYPE: Food & beverage

LEARN MORE: [Non-Gaming Brands Find Value in the Twitch Audience](#)

▶ DEMONSTRATE YOUR BRAND'S SIGNATURE STRENGTHS



THE (REAL) ULTIMATE POWERPOINT SLIDES

BRAND: 24Slides

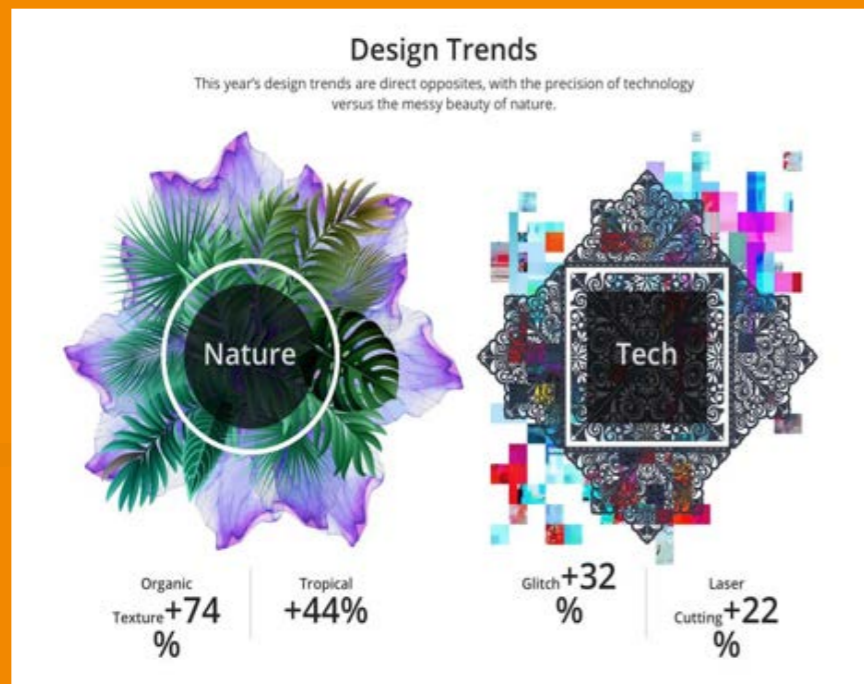
CONTENT TYPE: Presentation (template)

WHY WE LOVE IT: 24Slides designs PowerPoint decks for companies that need to deliver a large number of presentations over a period of time. To build its email list, 24Slides created a fully editable, 20-slide corporate PowerPoint template that leads and prospects could access for free by entering their name and email on a home-page pop-up, commenting “yes,” on social media, or sharing it out to their connections as a LinkedIn Pulse article.

INDUSTRY TYPE: Design

LEARN MORE: [4 Case Studies Show How to Crush It With Out-of-the-Box Content Marketing](#)

► USE AUDIENCE DATA TO PREDICT FUTURE TRENDS



SHUTTERSTOCK'S CREATIVE TRENDS REPORT

BRAND: Shutterstock

CONTENT TYPE: Annual report

WHY WE LOVE IT: Shutterstock is one of the largest online marketplaces for licensing royalty-free images, videos, and music. For its annual Creative Trends report, Shutterstock analyzes its customers' search and download data to create predictive models on the styles and trends that will likely dominate the coming year and then distributes those results in the form of an infographic hosted on its site.

INDUSTRY TYPE: Digital services

LEARN MORE: [4 Case Studies Show How to Crush It With Out-of-the-Box Content Marketing](#)

▶ CULTIVATE A CAN-DO COMMUNITY SPIRIT



YETI'S HOW-TO VIDEOS

BRAND: YETI

CONTENT TYPE: Video (demos)

WHY WE LOVE IT: There's no shortage of outdoor lifestyle brands selling coolers, travel bags, and related accessories. YETI differentiated itself by producing documentary-like videos of people living the kinds of outdoor lifestyles that enhance the brand's emotional appeal. And the effort seems to be working: Its YouTube videos receive tens or hundreds of thousands of views, with high like-to-dislike ratios.

INDUSTRY TYPE: Retail

LEARN MORE: [No Lies: How to Get Content Marketing Right in E-Commerce](#)

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Check out our [events page](#) for our in-person and virtual events including Content Marketing World, ContentTECH Summit, our weekly webinars, and much more!

Want other killer content marketing examples? Here's how to find more:

- Check out the complete list of winners and finalists from the [2018 Content Marketing Awards](#).
- Follow us on [Facebook](#) and [Instagram](#) to see campaigns that have captured our attention.
- Share your own favorite examples and inspirations during our weekly [Content Marketing World Twitter Chats](#).
- Download our best-of-breed collection of examples, tips, and takeaways: [How to Win at Content Marketing](#).

ABOUT CONTENT MARKETING INSTITUTE

Content Marketing Institute is the leading global content marketing education and training organization, teaching enterprise brands how to attract and retain customers through compelling, multichannel storytelling. CMI's Content Marketing World event, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA, and the ContentTECH Summit event is held every spring. CMI publishes the digital magazine Chief Content Officer, and provides strategic consulting and content marketing research for some of the best-known brands in the world. Watch this video to learn more about CMI. Content Marketing Institute is organized by UBM, which in June 2018 combined with Informa PLC to become a leading B2B information services group and the largest B2B Events organizer in the world. To learn more and for the latest news and information, visit www.ubm.com and www.informa.com.