

## **How are companies and advertisers using social media to promote products and services?**

After looking at the Old Spice campaign at <http://goo.gl/J58AK>, you will research an ad campaign of your choice. You will make compile your information into a presentation for the class.

Choices of campaigns to follow:

- Hank and John Green: These brothers started recording daily videos to each other that have since turned into a nerd fighters movement. Them being self proclaimed nerds have banned together with other self-proclaimed nerds. John is an author of well known books like *Looking for Alaska* and *The Fault in Our Stars*.
- The 2012 Super Bowl commercial leak of the Ferris Bueller parody commercial.
- American Airlines launched a thirty day Twitter promotion; #deal30
- Virgin Mobile launched an entire campaign based on a fake celebrity couple that they created.
- Balsams Resort created a social experience where it invited social media users to live at the resort and extended period of time and post about their life on the resort.
- KFC revamped and online scholarship from an application to a tweet.
- Starbucks has launched several successful online campaigns.
- Pitch me an idea.

### **Requirements for the project:**

- Give a history of the campaign.
- Give examples from the campaign.
- Describe how social media was used.
- Explain how the campaign was successful or unsuccessful.
- Present findings to the class.

