

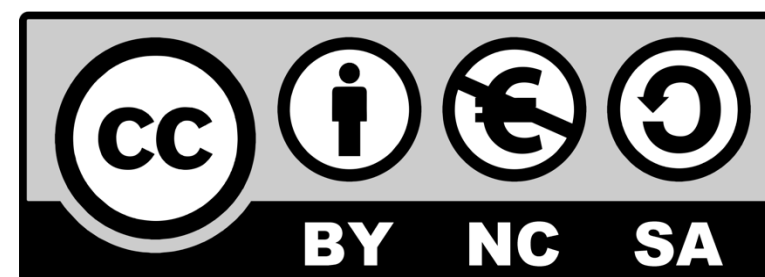
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**Module 4**

# **Designing Engaging Digital Advertising Campaigns**



Co-funded by  
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**Module 4**

# **Section 1: Introduction to engaging digital advertising**

# Learning Objectives

Understand the importance of user engagement in digital advertising.

Learn the basic principles of interactive and collaborative campaign design.

# Content Overview

Digital advertising has evolved to emphasise engagement over passive consumption. Campaigns now aim to create immersive, interactive experiences that encourage users to interact with the brand, providing opportunities for deeper connections and personalised experiences. This section introduces the fundamental importance of engagement in digital advertising and highlights key methods for achieving it.

# Importance of Engagement in Digital Advertising

In today's digital advertising landscape, engagement has become the cornerstone of effective marketing strategies. Traditionally, advertising success was measured primarily by reach and exposure—how many people saw the ad. However, with the rise of digital platforms and social media, engagement metrics, such as likes, comments, shares, and click-through rates, have taken centre stage. Engagement reflects how much interaction a user has with the content, which is a much stronger indicator of campaign success than mere impressions.

# Importance of Engagement in Digital Advertising

One of the most successful engagement-driven campaigns was Dove's "Real Beauty" campaign. Instead of relying on traditional exposure, Dove encouraged women to interact with their content by sharing their own stories and experiences related to beauty. This approach created a community around the brand and increased engagement exponentially. As a result, Dove's sales increased by approximately €1.4 billion in the first ten years of the campaign (Forbes).



# Dove



jamais de  
retouche



Be part of  
the next Dove  
Real Beauty  
campaign.

Upload your photo on Instagram  
using **#IamRealBeauty** for the chance  
to feature in our next campaign.

Dove



# Links for Additional Reading and Visuals

<https://www.dove.com/uk/stories/campaigns.html?>

<https://campaignsoftheworld.com/tv/the-dove-code/?>



# **Interactive Advertising and the Two-Way Conversation**

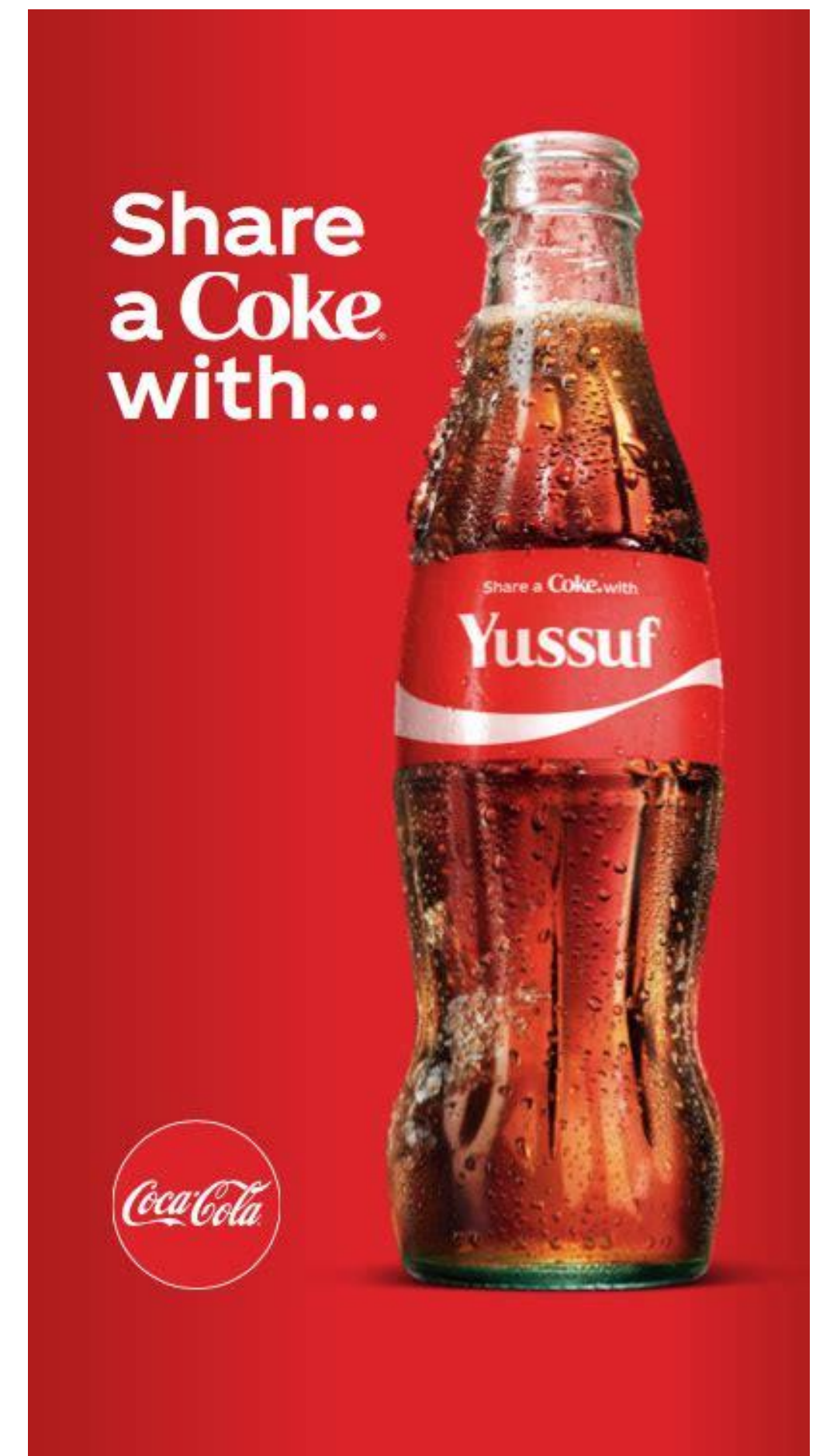
Interactive advertising transforms the consumer from a passive recipient into an active participant. This shift creates a two-way conversation between the brand and its audience. Unlike traditional ads, where the consumer merely observes, interactive ads invite the audience to engage by clicking, responding, playing, or participating in dialogue. Interactivity enhances the consumer experience, increasing engagement, personalisation, and brand loyalty.

# Interactive Advertising and the Two-Way Conversation

Coca-Cola's "Share a Coke" campaign is a prime example of interactive advertising. By personalising bottles with names and encouraging people to share photos of themselves enjoying the product, Coca-Cola created an interactive experience that went viral. Consumers were no longer just buying a Coke; they were interacting with the brand, sharing personal experiences and engaging in conversations on social media. This two-way interaction helped the brand reach over 150 countries and boosted sales significantly.



Find even  
more names  
#ShareaCoke.





# Links for Additional Reading and Visuals

<https://www.coca-cola.com/au/en/media-center/share-a-coke-how-the-groundbreaking-campaign-got-its-start-down-under?>

<https://smithbrothersmedia.com.au/get-smarter/case-study-coca-colas-share-a-coke-campaign>

<https://www.gettyimages.co.uk/photos/coca-colas-share-a-coke-campaign>

<https://www.gettyimages.co.uk/videos/coca-colas-share-a-coke-campaign>

# **Collaborative Design in Advertising Campaigns**

Collaborative design is a process in which multiple stakeholders, including clients, marketers, designers, and sometimes even consumers, work together to shape the outcome of a campaign. This approach ensures that the ad campaign not only aligns with the brand's objectives but also resonates with the target audience. Collaborative design processes encourage diverse input, leading to more creative solutions and better-designed campaigns that can adapt to different markets and consumer preferences.



# Collaborative Design in Advertising Campaigns

LEGO Ideas exemplifies successful collaborative design by allowing fans to submit ideas for new sets. If a submission gains enough support, LEGO may produce it. This collaboration has led to popular launches, like sets based on Friends and the NASA Apollo Saturn V rocket, fostering brand loyalty and ensuring the final products resonate with consumers.



# Links for Additional Reading and Visuals

<https://ideas.lego.com>

<https://www.brickfanatics.com/lego-ideas-21309-92176-nasa-apollo-saturn-v-review>



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# **Section 2: Collaborative design processes and stakeholder engagement.**

# Collaborative Design Processes

Collaborative design processes involve the active participation of clients, designers, and marketing teams to ensure that the outcome aligns with the objectives of all parties involved. Unlike traditional design methods where decisions are made unilaterally, collaborative design emphasizes feedback loops and iterative refinements. In the digital advertising space, this approach fosters creativity and ensures that the campaign resonates with the target audience and business goals.



# How it Works:

- **Iteration and Feedback:** The design process typically begins with an initial concept that undergoes multiple iterations. Each stakeholder reviews and provides feedback during various stages, allowing for improvements before the final product is delivered.
- **Collaboration Tools:** Tools like Figma, Slack, and Miro facilitate real-time feedback, enabling teams to work together regardless of location. These platforms allow simultaneous design work, making it easier to incorporate input from various stakeholders quickly and efficiently.

# Collaborative Design Processes

Spotify utilised a collaborative design process when developing its user interface. Designers worked closely with the marketing and data teams to ensure the interface not only looked appealing but also aligned with user behaviour and preferences. By collecting feedback throughout the development process, Spotify managed to create an intuitive and engaging user experience that continues to evolve based on consumer input.

# Stakeholder Engagement

Stakeholder engagement refers to the process of involving key individuals or groups who have an interest in the campaign's success. These stakeholders may include the marketing team, clients, upper management, or even external collaborators like influencers. Effective stakeholder engagement ensures that everyone's perspectives are taken into account and that the campaign meets both business goals and consumer expectations.

# Stakeholder Engagement

**Identifying Key Stakeholders:** It is crucial to identify who the primary stakeholders are early in the design process. **These could include:**

- Internal Teams: Marketing, creative, and sales departments who have a direct stake in the campaign's success.
- Clients: The business or organization commissioning the campaign.
- Consumers: Especially in co-creation or crowdsourcing campaigns, consumers may act as stakeholders by providing direct input or feedback.

# Stakeholder Engagement

**LEGO Ideas** exemplifies successful stakeholder engagement. Through its platform, LEGO engages directly with consumers, allowing them to submit ideas for new products. This high level of consumer involvement ensures that the end product reflects what their target market wants while simultaneously fostering brand loyalty and engagement.



# Co-Creation with Consumers

Co-creation involves actively including consumers in the development of a campaign, either by soliciting feedback, gathering insights, or even allowing them to contribute directly to the content creation. By involving consumers, brands can foster a deeper connection and ensure that the campaign resonates with the audience on a personal level.

# Co-Creation with Consumers

Crowdsourcing Ideas: Brands often use crowdsourcing to gather ideas from consumers. For example, Coca-Cola's "Share a Coke" campaign asked consumers to suggest names for their bottles, which helped the brand create a more personalized and engaging product. This collaborative effort led to higher consumer buy-in and increased social media engagement.

# Co-Creation with Consumers

In 2020, Doritos launched the "Crash the Super Bowl" campaign, inviting consumers to submit their own video advertisements. The best entries were featured during the Super Bowl, which not only increased user engagement but also significantly reduced the brand's ad production costs. This campaign illustrates how co-creation can build community involvement while delivering impactful content at a lower cost.

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# **Section 3: Interactive elements in digital advertising.**

# Contests and Challenges

Contests and challenges in digital advertising are designed to incentivize user participation through rewards, recognition, or competitive elements. These strategies not only increase engagement but also provide brands with valuable user-generated content (UGC) and data. Running a successful contest requires careful planning, clear objectives, and a compelling incentive that encourages users to participate actively.



# Contests and Challenges

## How it Works:

- Goal Setting: Define clear objectives for the contest, such as increasing engagement, driving traffic, or generating leads.
- Incentivization: Offer desirable rewards like discounts, free products, or exclusive experiences to encourage participation.
- Call to Action: Ensure the contest has a clear call to action, whether it's sharing a post, submitting a video, or completing a challenge.

# Contests and Challenges

**Nike Running Challenges** Nike's "Run Club" app frequently organizes running challenges, where users compete against their friends or the broader community. Participants track their miles through the app, aiming to reach set goals or beat their personal records. Nike uses these challenges to increase engagement and build community around fitness while promoting its brand and products. The competitive element encourages ongoing interaction with the brand, while the rewards (e.g., badges or discounts) provide motivation.

# Personalisation

Personalization in digital advertising involves tailoring content to meet the specific preferences, behaviours, and demographics of individual users. By using data collected from past interactions, such as browsing habits or purchase history, brands can create personalized ads that resonate more effectively with their audience. Personalisation increases relevance, making consumers more likely to engage with the content.

# Personalisation

## How it Works:

- Data Collection: Brands collect data on user behavior, preferences, and interactions through cookies, social media engagement, or purchase history.
- Targeting: Using this data, brands create personalized ads that match the user's preferences, ensuring higher relevance and engagement.
- Dynamic Content: Some ads even use dynamic content, automatically adjusting based on user data.

# Personalisation

**Spotify's Personalised Playlists and Ads** Spotify has perfected the art of personalization with features like Discover Weekly and Daily Mix, which create custom playlists for each user based on their listening habits. Additionally, Spotify uses user data to serve personalized ads to its free-tier users, increasing ad relevance and engagement. This level of personalization has been a key driver of Spotify's success, making the platform feel tailored to each user.

# Polls and Quizzes

**Polls and quizzes** are interactive tools that engage users by encouraging them to provide feedback or participate in a fun activity. These elements are not only effective for gathering valuable data about users but also offer a way to increase engagement and time spent interacting with the brand. Well-designed quizzes or polls can enhance the user experience while simultaneously providing insight into consumer preferences.



# Polls and Quizzes

## How it Works:

- Polls: Brands use polls to gather quick feedback on consumer opinions or preferences, such as product choices or future offerings.
- Quizzes: Quizzes can be educational or entertaining and are often shared on social media for viral exposure. Users complete a series of questions, which can either lead to personalized recommendations or insights.

# Polls and Quizzes

## BuzzFeed Quizzes

BuzzFeed has mastered the use of quizzes to engage users. Their quizzes range from personality assessments to trivia and are designed to be shared, creating a viral loop. Users not only spend time engaging with the quiz but are likely to share their results on social media, increasing the brand's reach. Brands can use a similar approach to gather consumer data while entertaining their audience.

# Links for Additional Reading and Visuals

<https://www.buzzfeed.com/quizzes>

[https://www.huffpost.com/entry/buzzfeed-quiz-how-do-they-work\\_n\\_4810992](https://www.huffpost.com/entry/buzzfeed-quiz-how-do-they-work_n_4810992)

# Gamification

Gamification involves applying game-like elements—such as point scoring, badges, leaderboards, and challenges—into non-game contexts to increase engagement. In digital advertising, gamification encourages users to interact with the content in a fun and competitive way, often providing rewards or incentives for participation. This strategy leverages humans' natural desire for achievement and competition.



# Gamification

## How it Works:

**Leaderboards:** Users can compete against each other, seeing how they rank relative to others, which fuels competitive engagement.

**Badges and Rewards:** Offering badges or other rewards for completing tasks or challenges keeps users motivated to engage more frequently.

**Progress Tracking:** Gamification elements like progress bars encourage users to complete tasks or campaigns, rewarding them for each milestone achieved.

# Gamification

Starbucks Rewards Program Starbucks uses gamification in its loyalty program by offering points (stars) for every purchase, which users can redeem for free products. The app's gamified design includes progress tracking and challenges that motivate users to purchase more frequently. This approach has successfully increased user engagement and customer loyalty.

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# **Section 4: User-generated content (UGC).**

# Leveraging UGC

User-generated content (UGC) is any content—such as photos, videos, reviews, or social media posts—created by users rather than brands. Leveraging UGC in digital advertising allows brands to engage their audience, tap into their creativity, and increase brand authenticity. UGC is typically more relatable and trustworthy to consumers than professionally produced ads, as it reflects real experiences with a brand's products or services.



# How to Encourage UGC:

**Contests and Challenges:** Brands can host photo or video contests, encouraging users to submit content featuring their products. Incentives like discounts boost participation.

**Product Reviews:** Encourage customers to leave reviews on your website or social media to generate authentic content trusted more than ads.

**Social Media Hashtags:** Create a unique campaign hashtag to consolidate user-generated content under a single theme.

# Leveraging UGC

GoPro is an excellent example of a brand that leverages UGC effectively. Through its "GoPro Awards" program, users are encouraged to submit their best action shots and videos captured with GoPro cameras. These submissions are then featured in the brand's promotional campaigns. By incentivizing user submissions, GoPro harnesses the creativity of its community, resulting in thousands of high-quality, engaging content pieces that resonate with potential customers.

# Links for Additional Reading and Visuals

<https://gopro.com/en/us/awards>

<https://medium.com/aimonks/how-to-create-user-generated-content-complete-guide-9e86c544af50>

# Benefits of UGC

UGC brings multiple benefits to digital advertising campaigns, from increasing authenticity to fostering a sense of community and organic brand growth. UGC humanizes a brand by allowing real customers to become part of the brand's story.



# Benefits of UGC

**Authenticity:** UGC is perceived as more genuine because it comes from real users who have no vested interest in promoting the brand other than sharing their experiences. This level of authenticity helps build trust with new customers.

# Benefits of UGC

**Community Building:** When users contribute content, they become more engaged with the brand, feeling like active members of a community. This fosters a sense of belonging and loyalty, making them more likely to continue supporting the brand.

# Benefits of UGC

**Organic Growth:** UGC often leads to organic brand growth. When users post content about a brand, it introduces that brand to new audiences in an authentic way. As more users share their content, the brand's reach grows without the need for additional paid advertising.

# Benefits of UGC

Starbucks effectively used UGC with its holiday Red Cup Contest, where customers were encouraged to post pictures of their holiday-themed Starbucks cups using a specific hashtag. The contest garnered thousands of submissions and helped Starbucks build a community around its holiday branding while increasing its social media visibility and engagement.

# Ethical Considerations

While UGC provides a wealth of benefits, it also raises ethical concerns that brands must address to avoid damaging their reputation. Ethical considerations include ensuring proper consent, avoiding exploitation of users, and representing diverse voices within UGC campaigns.



# Ethical Considerations

**Proper Consent:** Brands must ensure that users understand how their content will be used and have agreed to its use. This involves obtaining explicit permission to share or repurpose user-generated material in promotional campaigns.

# Ethical Considerations

**Avoiding Exploitation:** While it is common to incentivize UGC through contests or recognition, brands should avoid over-promising rewards or creating situations where users feel exploited. Fair and transparent terms are essential.

# Ethical Considerations

**Diverse Representation:** UGC should reflect the diversity of a brand's audience. It's important for brands to ensure that their campaigns do not inadvertently exclude or underrepresent certain groups, which could lead to negative public perception or backlash.

# Ethical Considerations

**Dove's Real Beauty Campaign** was lauded for its use of real women in its advertising, encouraging them to share their stories. However, Dove ensured proper consent and featured a diverse range of voices, which helped build trust and respect for the brand. This ethical approach contributed to the campaign's success, positioning Dove as a brand that cares about inclusivity and real experiences.

Ethical Guidelines Checklist for Brands Using UGC

Guideline	Description
Obtain Proper Consent	Always obtain explicit permission from users to use their content in campaigns.
Ensure Transparent Usage	Clearly communicate how UGC will be used and ensure users understand its purpose.
Avoid Exploitation	Avoid practices that may exploit contributors, such as unclear terms or unfair contests.
Moderate Inappropriate Content	Filter submissions to remove offensive or inappropriate material before publishing.
Diverse Representation	Ensure that UGC reflects the diversity of the brand's audience, avoiding exclusion.
Respect Intellectual Property	Verify that content does not infringe on copyrights or intellectual property rights.
Credit Content Creators	Acknowledge and credit users for their contributions to enhance trust and goodwill.
Create Inclusive Guidelines	Develop content guidelines that promote inclusivity and discourage harmful stereotypes.



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# **Section 5: Ethical considerations in engaging campaigns**

# Data Privacy in Personalisation

Personalization in advertising enhances user experiences by tailoring ads based on individual preferences, behaviours, and past interactions. However, the collection and use of personal data for targeted advertising raise significant privacy concerns. Balancing personalized advertising with respect for user privacy and adherence to data protection regulations, such as the General Data Protection Regulation (GDPR) in the EU and the California Consumer Privacy Act (CCPA) in the US, is essential to maintain trust and avoid legal penalties.

# Data Privacy in Personalisation

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# Data Privacy in Personalisation

**Data Collection:** Brands collect personal data through cookies, browsing history, purchase behaviour, and social media activity.

**User Consent:** Transparent and informed consent is crucial. Brands must ensure that users understand how their data will be used and have the ability to opt out of data collection if desired.

**Data Protection Regulations:** Companies must comply with laws such as GDPR and CCPA, which impose strict guidelines on data collection, usage, and storage.

# Data Privacy in Personalisation

**Apple's App Tracking Transparency** feature, introduced in 2021, is an example of how companies can prioritize privacy while still allowing personalized advertising. The feature gives users the choice to opt out of tracking across apps and websites, ensuring transparency and user control over their personal data.



Similarities Between CCPA and GDPR

Focus Area	CCPA	GDPR
User rights	Defined	Defined
Consent to share data	Defined	Defined
Revoke data from being processed	Defined	Defined
Who does it apply to?	Defined	Defined
Penalties for non-compliance	Defined	Defined
Grounds for processing data	Defined	Defined
Law enforcer	Defined	Defined

# Transparency in Contests

Transparency is key to ensuring that contests and challenges are perceived as fair and trustworthy. Participants must believe that the rules are clear, and the selection process is free from bias or manipulation. Failure to ensure transparency can lead to negative brand sentiment, reduced participation, and even legal consequences in some jurisdictions.

# Transparency in Contests

**Clear Rules:** The rules of the contest, including eligibility, criteria for winning, and the selection process, must be clearly communicated to participants from the start.

**Fairness and Impartiality:** All participants must have an equal opportunity to win, and the brand should avoid any practices that could be seen as favouritism or manipulation.

**Winners Announcement:** Transparency in how and when winners will be announced ensures trust in the contest's integrity.

# Transparency in Contests

Pepsi's "Pepsi Stuff" Campaign in the late 1990s faced legal challenges due to ambiguity in its contest rules. Pepsi learned from this mistake and now ensures that its campaigns have clear, legally vetted rules that ensure transparency.

# Cultural Sensitivity in UGC

User-generated content (UGC) is a powerful tool for engaging audiences, but it must be approached with cultural sensitivity to ensure inclusivity and avoid perpetuating harmful stereotypes. Brands that use UGC should ensure that they reflect the diversity of their audience and create campaigns that resonate across different cultural, ethnic, and social backgrounds.

# Cultural Sensitivity in UGC

**Inclusive Representation:** UGC should reflect a broad spectrum of voices, showcasing the diversity of the brand's audience. This includes considering race, gender, age, and socioeconomic backgrounds.

**Avoiding Stereotypes:** Brands must carefully review UGC submissions to ensure that content does not reinforce harmful or outdated stereotypes.

**Moderating Content:** Some UGC may unintentionally contain offensive material. Brands must moderate UGC submissions carefully to ensure that only appropriate content is shared.



# Cultural Sensitivity in UGC

**Dove's Real Beauty** Campaign is a well-known example of a brand that leveraged UGC to promote inclusivity and cultural sensitivity. By encouraging women of all shapes, sizes, and ethnic backgrounds to submit their photos and stories, Dove built a campaign that celebrated diversity and challenged traditional beauty standards.

