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Nota di contenuto	Contents; Acknowledgements; About this book; Digital marketing is dead - no it's alive - no it's all integrated now... eh?; Case Study 1 Volkswagen BlueMotion Roulette; Case Study 2 How Social Saved Water; Case Study 3 Oxford and Cambridge Boat Race; Case Study 4 Faktum Hotels; Case Study 5 JetBlue GETAWAYS; Case Study 6 Heinz Beanz for Grown Upz; Case Study 7 Harley-Davidson's Open Road Festival; Case Study 8 McDonald's. Our Food. Your Questions; Case Study 9 Heathrow Boutique; Case Study 10 Activia; Case Study 11 Deutsche Telekom; Case Study 12 Nike 10k Run; Case Study 13 Red Bull Stratos Case Study 14 Chickasaw Country Case Study 15 Barclaycard 'Toys Unleashed'; Case Study 16 Avaya; Case Study 17 Bodyform; Case Study 18 Koozai; Case Study 19 KWV 3 Brandy; Case Study 20 Britain's Best Office Dog; Case Study 21 Ikea: Moving the Store; Case Study 22 Green for Go!; Case Study 23 The Tweet Shop; Case Study 24 O2 Rugby; Case Study 25 Samsung Facebook Activation; Case Study 26 Lufthansa Boeing 747-8; Case Study 27 Fortnum & Mason; Case Study 28 Louisville Slugger; Case Study 29 Screwfix; Case Study 30 Polowers; Case Study 31 Peugeot: Let Your Body Drive

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Sommario/riassunto

In the second collection of The Best Digital Marketing Campaigns in the World, bestselling author Damian Ryan presents an international showcase of the most successful digital marketing campaigns in recent history. Full of behind-the-scenes insights into campaign strategy, implementation and results, it explores how businesses and agencies large and small have harnessed social media, blogs, video, email, mobile and search to boost their brand and attract customers. Covering a wide range of world-class, award-winning campaigns including Redbull and Stratos, Evian's 31 ways to live young, and Stu
