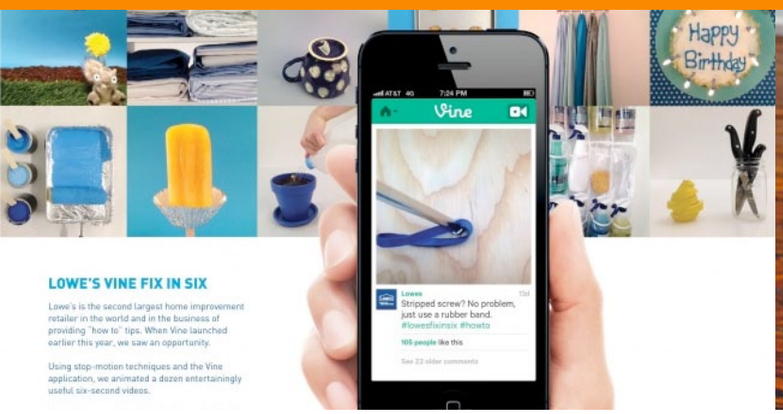
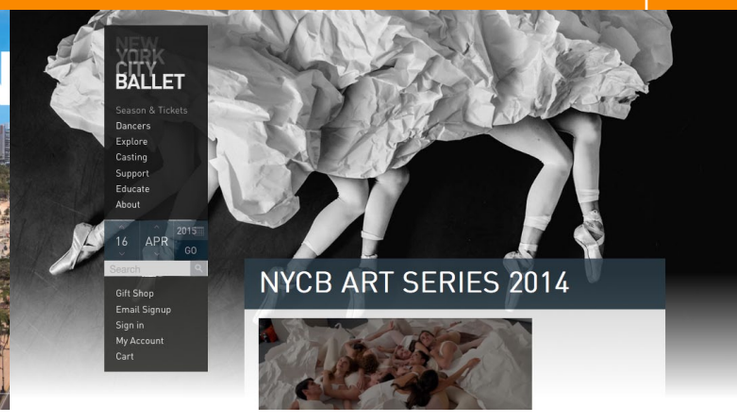
75 Examples

TO SPARK YOUR CONTENT MARKETING CREATIVITY

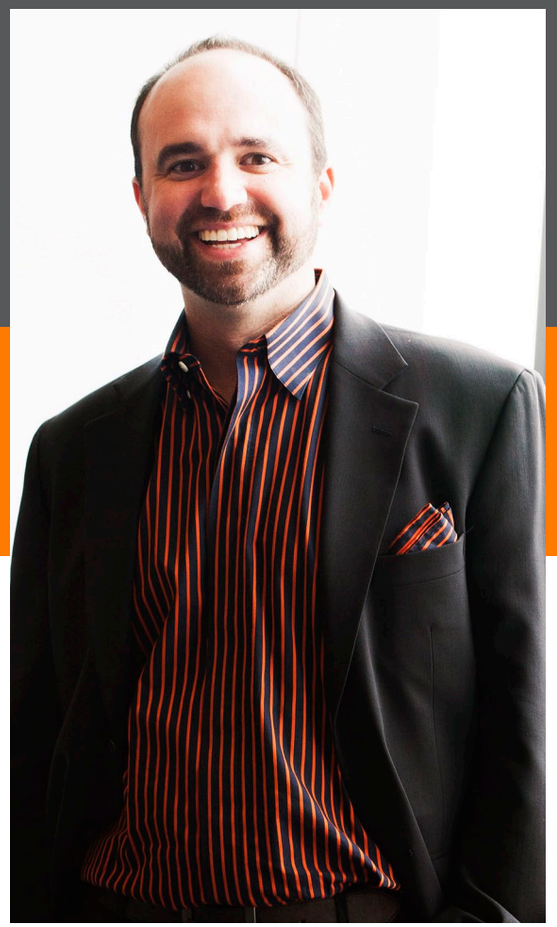








CONTENT MARKETING INSTITUTE®



Joe Pulizzi

Founder

Content Marketing Institute

@JoePulizzi

Content marketing is a robust, versatile discipline. But with so many techniques, formats, and platforms at your disposal, figuring out how to get started can be a bit intimidating.

We always find it's helpful to turn to experienced marketers for guidance. And fortunately, there are plenty of amazing brands out there that we can learn from.

In this eBook, we've gathered 75 of our favorite content marketing examples, created by companies of various sizes, locations, and industries and delivered in a wide variety of formats. Their strategic efforts should give you a feel for what brands can accomplish with content marketing — and help spark some new ideas of your own.

Whether your goal is to inform and educate consumers, ignite fan passion and drive action, or simply delight audiences with an immersive content experience, we are sure you'll find something here to inspire your inner content creator.

If you have an additional example that you'd like to share, why not connect with us through the links below and tell us why it's one of your personal favorites?

TACO BELL ON SNAPCHAT

Taco Bell

Content Type: Social Media/Visual Content





RETAIL

LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

Taco Bell joined Snapchat and became one of its early adopters at the end of April 2013. By May, the brand anted up by leveraging the platform to reintroduce the world to its Beefy Crunch Burrito. The effort embraced the app's funky features, including hand-written text overlaid on images, short-form movies, and Snapchat Stories.

ADVENTURES IN ICE CREAM



Milkmade

Content Type: Blog/Visual Content

RETAIL

LEARN MORE:

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to see more examples like this

WHY WE LOVE IT:

Milkmade Ice Cream, which specializes in gourmet ice cream delivery in the New York City area, uses its Tumblr site, Adventures in Ice Cream, to publish daily photos of ice cream that would make anyone drool. The simplicity of it is appealing, mainly consisting of high-quality images of delicious-looking ice cream, with an occasional update about company activity mixed in.

A GAME OF SOCIAL THRONES

Hootsuite

Content Type: Video





LEARN MORE:

8 Absolutely Brilliant Content Marketing Innovations from the World's Best Brands

WHY WE LOVE IT:

Part of the genius of great content is its ability to have popular appeal. Although your brand or product may be technical and specialized, you can still write content with which your audience will identify on a popular level. Hootsuite demonstrates this in spades through its lighthearted content offerings, including an inspired, social media-centric homage to the wildly popular series, *Game of Thrones*.

PINEAPPLE MAGAZINE

Airbnb

Content Type: Print Magazine









TRAVEL & TOURISM

LEARN MORE:

This Week in Content Marketing:
Facebook Continues To Mess with Your Content

WHY WE LOVE IT:

In early 2015, Airbnb launched a glossy print magazine called Pineapple. The magazine incorporates beautiful, curated print graphics with the brand's messages. Airbnb decided to move in this direction after its marketing team realized that the majority of its customer experience takes place offline. Our team loves Airbnb's clearly defined editorial mission, its focus on customer stories, and its methodical approach to test marketing Pineapple.

AMERICAN EXPRESS ON FACEBOOK

American Express

Content Type: Social Media



FINANCIAL SERVICES

LEARN MORE:

Visual Content Marketing on 3 Major Networks: Ideas and Inspiration

WHY WE LOVE IT:

With more than 5 million "likes," American Express has successfully banked on the fact that images drive more engagement than text. The company includes an image or video in the majority of its Facebook posts, and has also found other engaging ways to leverage visual content marketing using Timeline — such as posting messages (with accompanying photos) on company milestones that go back as far as 1890 (the year Amex was founded).

ARLA'S RECIPE SITE

Arla

Content Type: Product Packaging



LEARN MORE:

This Week in Content Marketing:
Why It's Impossible to Scale Native Advertising

WHY WE LOVE IT:

Arla – a farming cooperative that is the largest producer of dairy products in Scandinavia – uses a unique medium for its content marketing: the side panels of milk cartons. This initiative started out with safety tips for families and has evolved to include recipes and short stories for children. During the last few years, this marvelous collection of content has been repurposed into a recipe website and recipe books for parents, as well as storybooks and a website for children that contains interactive versions of the milk carton stories. All of this content reflects the cooperative's ethos of dairy as a healthy, organic, local product.

BACKCOUNTRY BACKSTORIES

Backcountry

Content Type: Video



RETAIL

LEARN MORE:

This Week in Content Marketing:
The Third Era of the Internet Has Begun

WHY WE LOVE IT:

Backcountry is a retail website that sells products for camping, fishing, hiking, and other outdoor activities. Recently, the brand started telling the backstories of some of the products it sells, such as its two-minute video interview with the co-founder of eco-friendly Tentsile Tents. It's an excellent example of "brandscaping" — partnering with companies that have complementary audiences or are creating content that can enhance your brand's own content marketing initiatives.

BARKPOST

BarkBox

Content Type: e-newsletter



RETAIL

WHY WE LOVE IT:

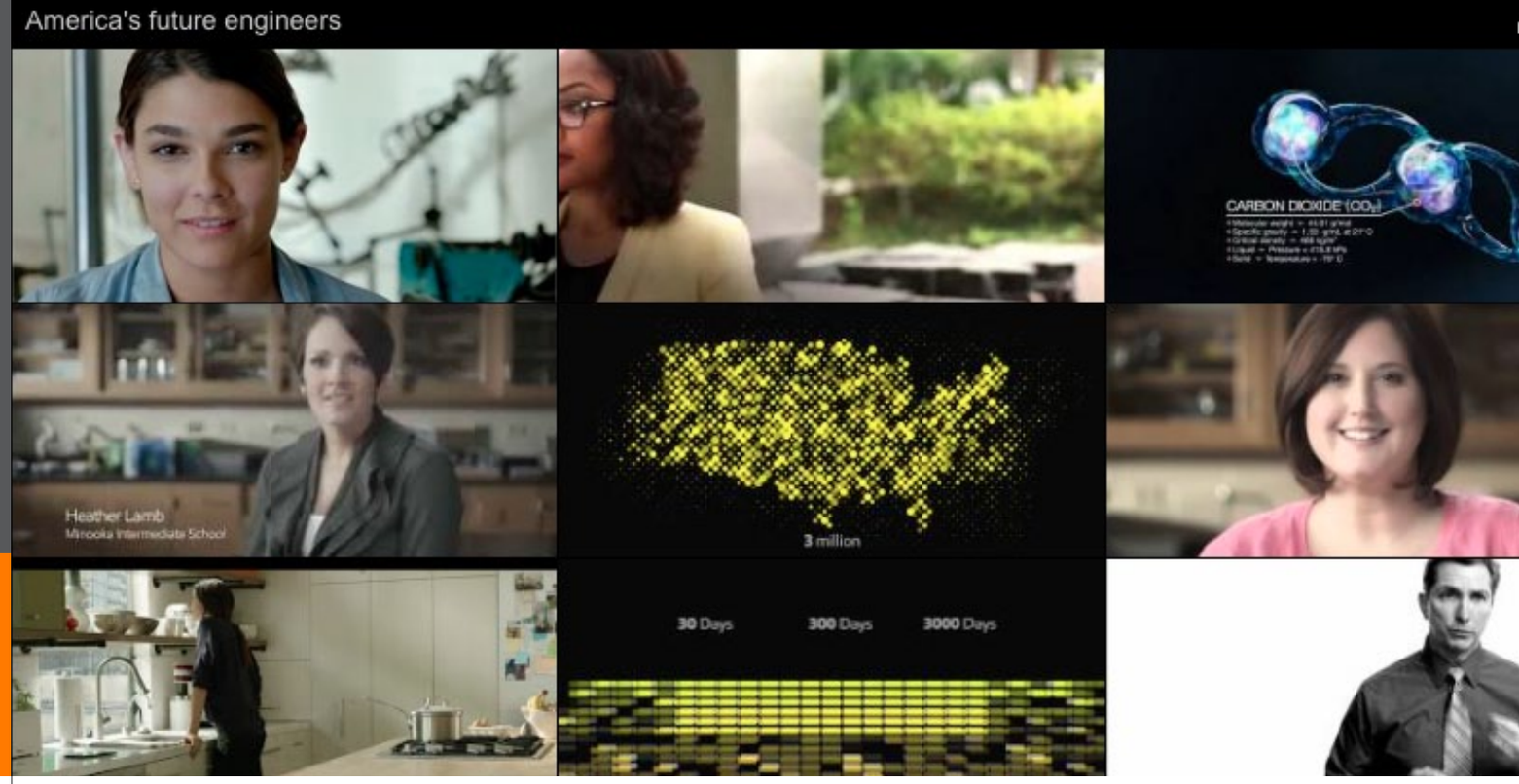
Sometimes, content marketing can be ruff...

BarkBox uses a unique concept to help animal shelters: When consumers sign up for a monthly subscription, they receive a "BarkBox" each month — a curated collection of dog toys and treats. In return, 10% of all revenue is donated to city and county shelters, breed rescues, military dog organizations, and other groups that help canines. BarkBox also produces a highly visual doggie news site called BarkPost (sort of like The Huffington Post for dogs). News stories about dogs are summarized in brief articles, with images curated from each story.

LEARN MORE:

Purpose-Driven Content Marketing: Brands That Give and Get

BE AN ENGINEER



ExxonMobile

Content Type: Microsite

OIL & GAS

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to see more examples like this

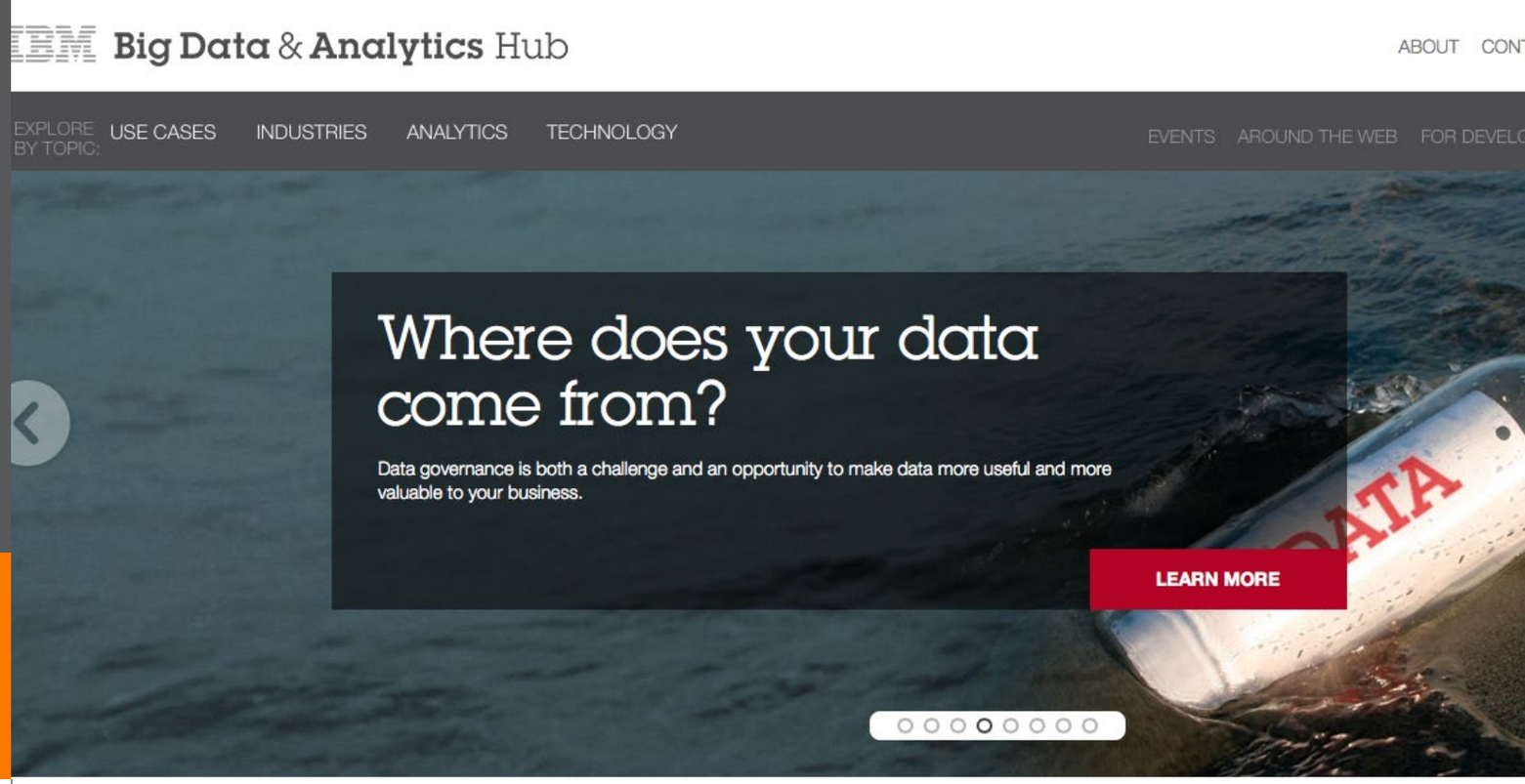
WHY WE LOVE IT:

Be An Engineer is the first in a series of efforts ExxonMobile is supporting to educate and motivate American students to pursue careers in science, technology, engineering, and math (STEM). Not only does the site highlight the opportunities that engineering offers and provide financial tools and resources that potential students might need, it also enlists the participation of today's professionals, enabling them to share their stories in multiple media formats as a means of inspiring others to follow in their footsteps.

IBM'S BIG DATA AND ANALYTICS HUB

IBM

Content Type: Multichannel





LEARN MORE:

Killer Content Creation: Learning from Inspiring Brands

WHY WE LOVE IT:

Through the Big Data and Analytics Hub, IBM gives readers data-centric information that is optimized for sharing. The site delivers content of all types, such as blogs, videos, podcasts, reports, infographics, and animations. IBM publishes a combination of curated and created pieces on the Hub, which adds objective content to the conversation, rather than solely focusing on the company's product offerings.

BLACK MILK ON FACEBOOK

Black Milk

Content Type: Social Media



RETAIL

LEARN MORE:

Brand Storytelling: Turning Casual Fans into Passionate Followers

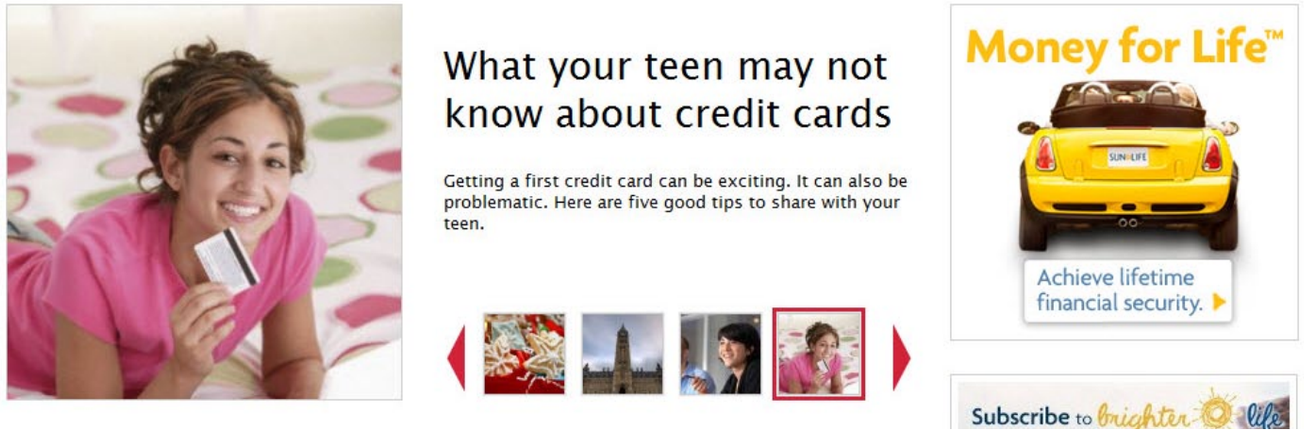
WHY WE LOVE IT:

Black Milk is revolutionizing how online clothing brands use social channels and user-generated content to sell online, and it's getting bankable attention without fancy shop windows or big advertising campaigns. In fact, Black Milk has never advertised, promoted a post, or paid for a "like." Cameron Parker, Black Milk's Head of Sales and Marketing, admits it's difficult selling a form-fitting product online because there's no way to try it on or feel it. When customers began taking selfies while wearing Black Milk tights, he saw an opportunity.

BRIGHTERLIFE

Sun Financial

Content Type: Digital Publication/Microsite



FINANCIAL SERVICES

LEARN MORE:

How Your Content Marketing Strategy Can Drive Growth

WHY WE LOVE IT:

BrighterLife is an online money, health, and wellness publication created by Sun Financial to help Canadians make better-informed financial decisions. It doesn't pitch Sun's products, but instead seeks to become a trusted source of financial advice. The content is presented in multiple formats, including guest blogs, videos, and attractive infographics.

CATERPILLAR: BUILT FOR IT

Caterpillar

Content Type: Video



MANUFACTURING

LEARN MORE:

7 Inspiring Lessons from 2014's Top Content Marketers

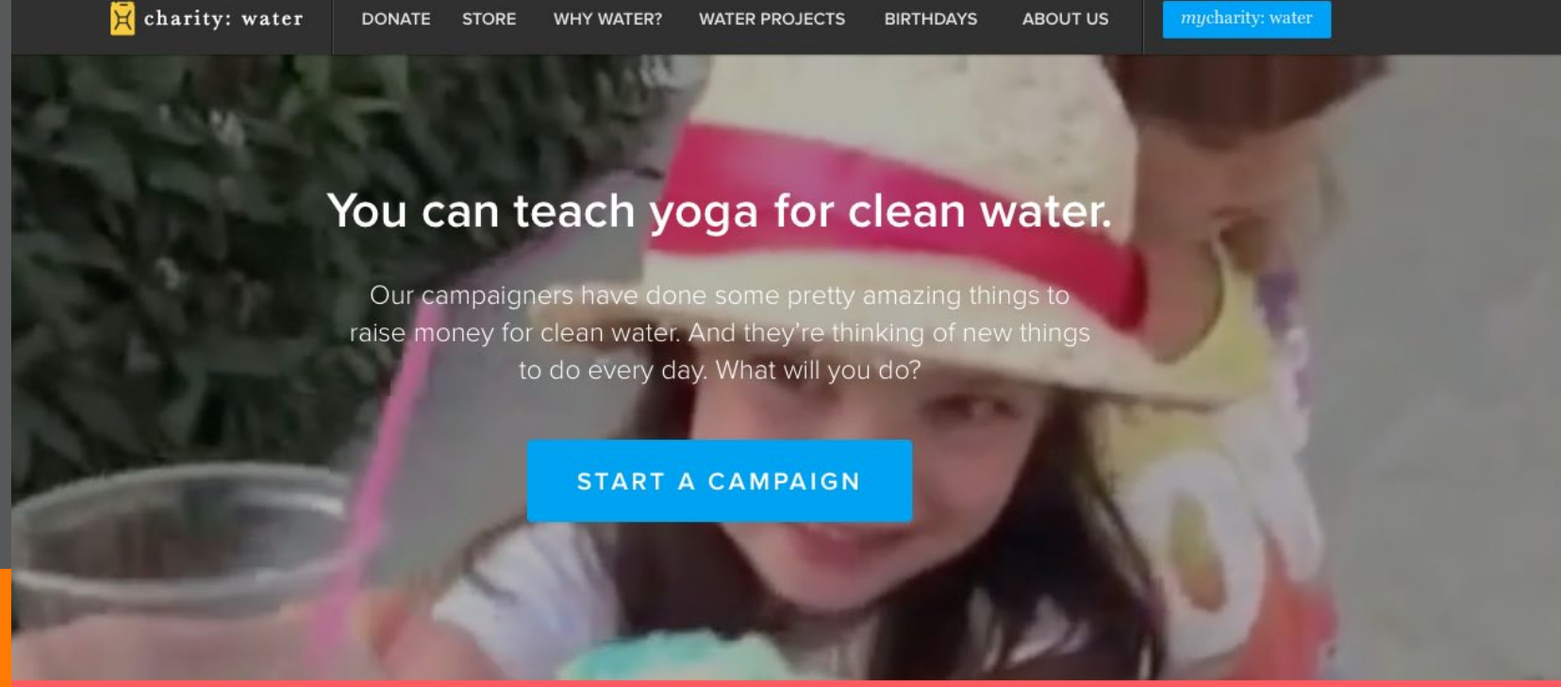
WHY WE LOVE IT:

Who said B2B has to be boring? With its bold Built for It campaign, industrial equipment manufacturer Caterpillar uses clever videos to demonstrate its products' key features, visually celebrate its rich heritage, and demonstrate the values it upholds (sustainability, infrastructure investment). The first video — depicting the company's massive earth-moving equipment moving 600-pound blocks of wood in a giant game of Jenga — earned over 2 million views.

CHARITY:WATER'S STORYTELLING AND SHARING

Charity:Water

Content Type: Website





LEARN MORE:

How Nonprofit Raised $150 Million Going Outside Tradition

WHY WE LOVE IT:

Charity:Water has used experiential storytelling, community activation, and person-to-person sharing to raise over $150 million in just five years. It serves as an inspirational example of how any brand — profit and nonprofit alike — can make a big impact by allowing creativity to be nurtured and shared.

CULTIVATING THOUGHT

Chipotle

Content Type: Product Packaging



FOOD & BEVERAGE

LEARN MORE:

This Week in Content Marketing:
Chipotle Calls on Best-Selling Writers for Soda Cups

WHY WE LOVE IT:

This terrific content initiative got its start when author Jonathan Safran Foer approached Chipotle's CEO about using the brand's "surfaces" to provide thought-provoking and engaging "gifts" to its customers. The brand then comissioned 10 writers to create original works that would appear on its product packaging. Not only is Chipotle's program providing a unique and delightful experience for customers, it's enabling authors to participate in branded conversations in a legitimate way.

CLEAN MY SPACE'S BLOG

Clean My Space

Content Type: Blog



LEARN MORE:

For more ideas and examples, join our weekly #CMWorld Twitter Chats

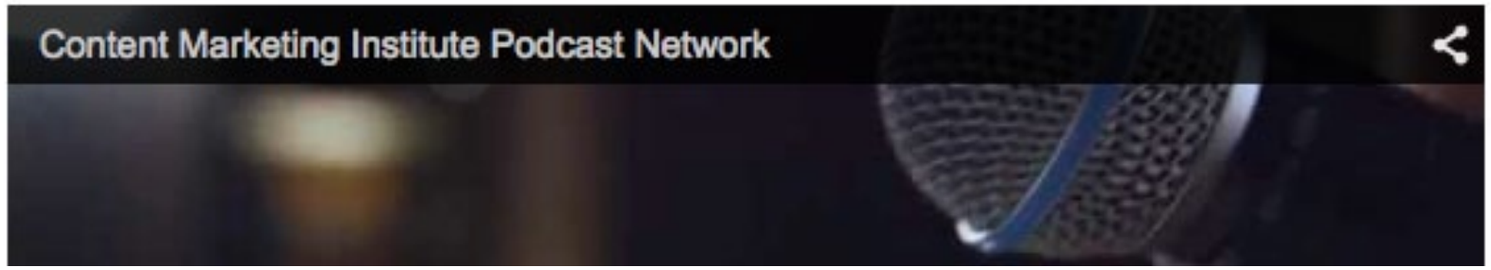
WHY WE LOVE IT:

Toronto-based cleaning firm Clean My Space has a blog that serves as a perfect example of how a company can consistently answer questions that customers and prospects may have about cleaning (we'll admit to spending more time reading this than expected and to having picked up more than one tip).

THE CMI PODCAST NETWORK

Content Marketing Institute

Content Type: Podcast





LEARN MORE:

This Week in Content Marketing: Failed 2014 Content Marketing Predictions

WHY WE LOVE IT:

Launched in November 2013 with the *PNR: This Old Marketing* podcast, the CMI Podcast Network now hosts five distinct shows that deliver compelling content marketing conversations that integrate with CMI's core business objectives. For example, CMI Founder Joe Pulizzi says the credibility the PNR podcasts have generated has resulted in many new clients, speaking engagements, and workshop requests. He adds, "Marketers feel they know us, and the ways in which we think, from the podcast. That makes it an easy decision to hire us to help them with their content marketing needs."

COCA-COLA ON PINTEREST

Coca-Cola

Content Type: Social Media/Visual Content



FOOD & BEVERAGE

LEARN MORE:

Experts Share Visual Content Mistakes to Avoid

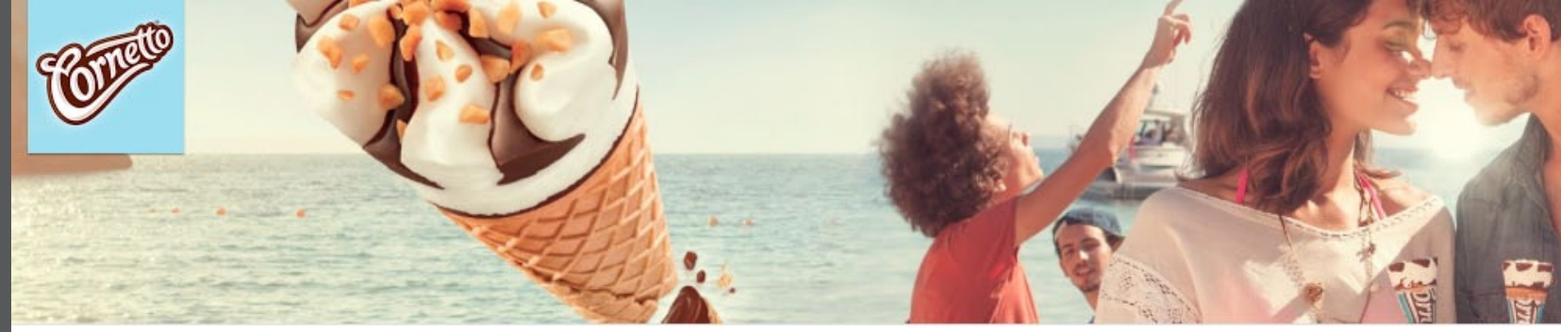
WHY WE LOVE IT:

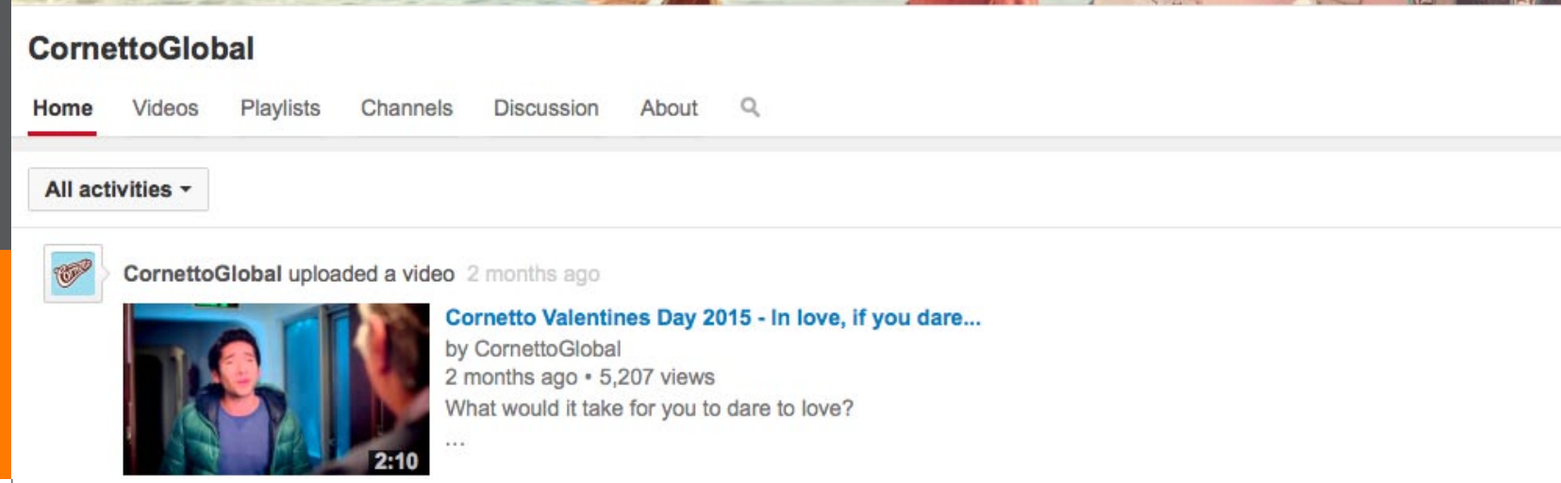
Your fans already know they like their own images, so why not use them? Coca-Cola's Pinterest boards deliver on its promise of "discovering moments of happiness, one picture at a time." The global soft drink producer cleverly solicits user-generated images via its Flickr page, which it then repurposes for its engaging Pinterest boards. Consistent use of the color red helps reinforce the company's branding.

CUPIDITY SHORT FILMS

Cornetto

Content Type: Video





FOOD & BEVERAGE

LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

Cornetto, an Italian ice cream confectioner, has created a collection of short films, called Cupidity, about the teenage experience of love. These short stories touch on Cornetto's values (humanity, surprise, love, equality) without focusing on the brand or its products.

DEATH OF THE OFFICE

Intuit

Content Type: Infographic





LEARN MORE:

The Visual Content Inspiration You Need: Standout Examples

WHY WE LOVE IT:

The infographic is evolving in exciting, interactive ways. For example, Intuit has loaded this one with GIFs, CSS animations, and embedded video, packaging it into a format that's half infographic, half web page — and fully compelling.

DISNEY PARKS BLOG

Disney

Content Type: Blog



TRAVEL & TOURISM

LEARN MORE:

8 Absolutely Brilliant Content Marketing Innovations from the World's Best Brands

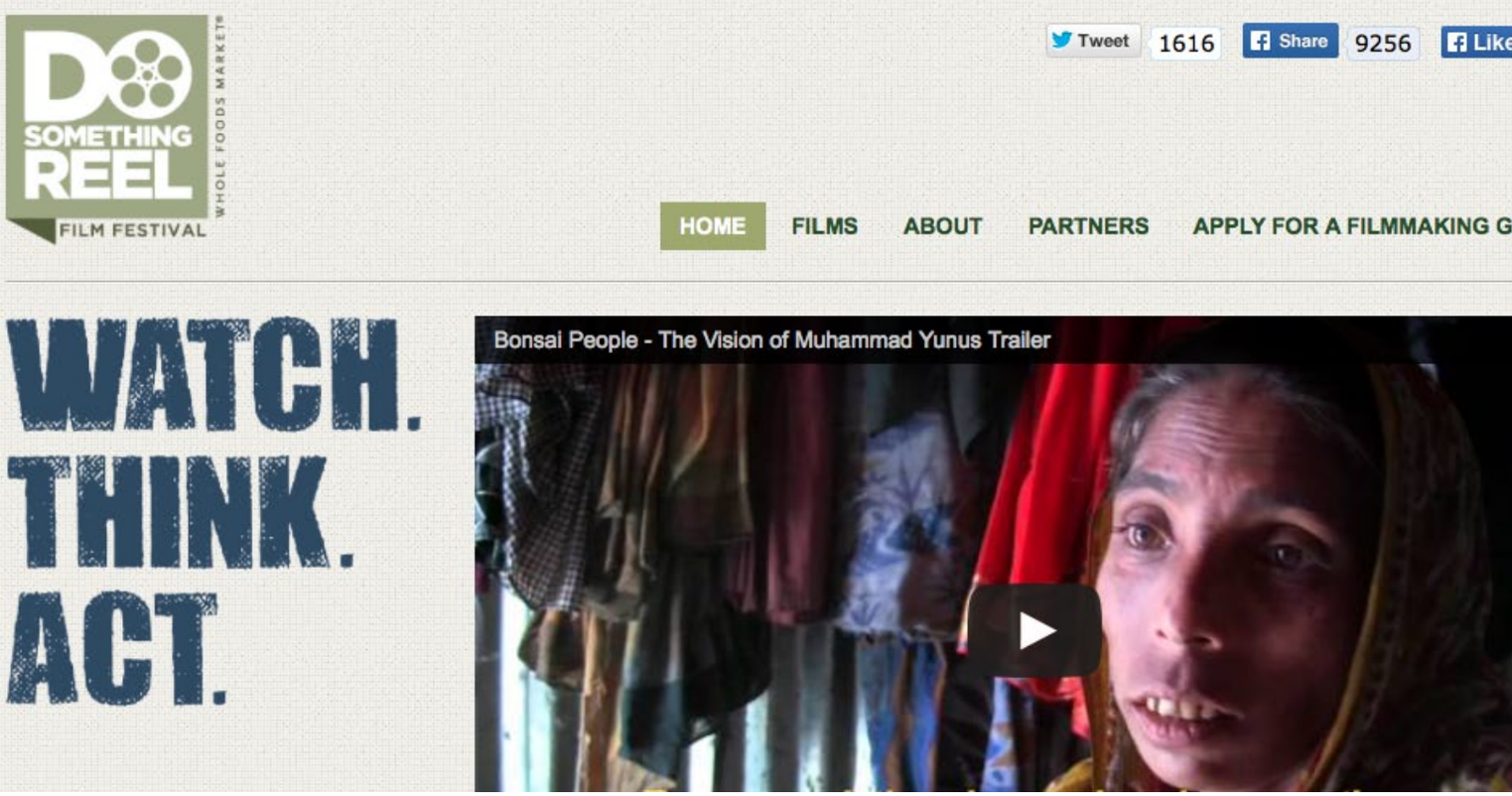
WHY WE LOVE IT:

The Disney brand trades on a powerful commodity: magic. Its content efforts aim to spread that magic — and its brand values — as far and wide as possible. For example, one post on the Disney Parks blog provides parents with ideas for a Valentine's Day party that will satisfy the expectations of their dream-filled young ones, while another details the brand's environmental conservation and sustainability efforts across the globe.

DO SOMETHING REEL FILM FESTIVAL

Whole Foods

Content Type: Video





LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

The natural foods market took visual marketing to a whole new level with its Do Something Reel Film Festival, a collection of provocative, character-driven films that focused on food and environmental issues — and inspired people to make a difference.

DOS EQUIS ON FACEBOOK



Cervezas Mexicanas

Content Type: Social Media

FOOD & BEVERAGE

LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

The Dos Equis Facebook page is focused on the incredible, enviable exploits of "The World's Most Interesting Man." The brand creates content that resonates with its audience and invites fan participation, frequently asking fans to submit their own "Man-isms." With over 3 million followers on its Facebook page, it's clear that Dos Equis has succeeded in capturing the hearts and minds of its customers.

ENDLESS VACATION MAGAZINE

RCI

Content Type: Digital Publication



TRAVEL & TOURISM

LEARN MORE:

This Week in Content Marketing: Long Live the Content Editor

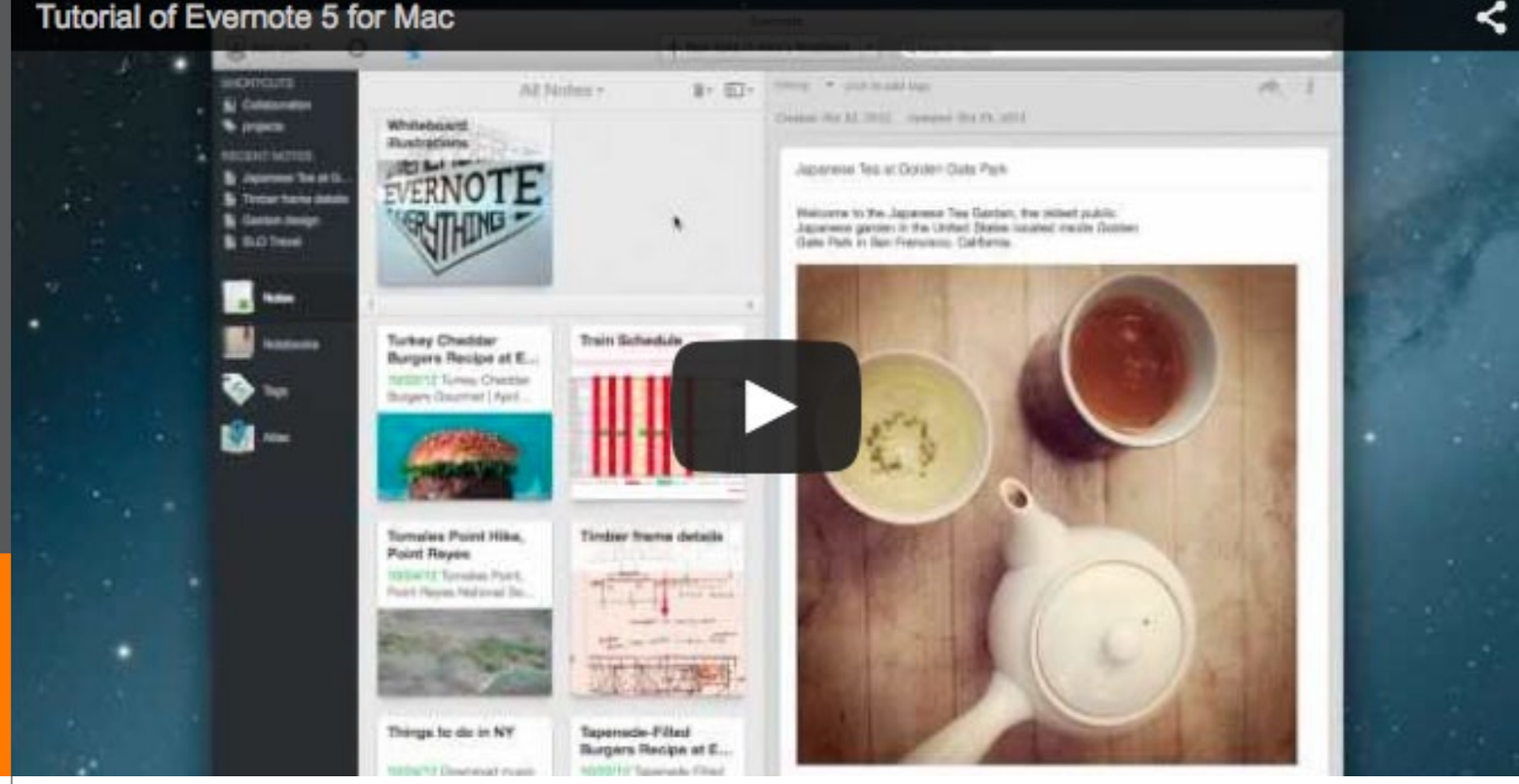
Content Marketing Awards 2014 Winner:

Best Overall Digital Publication, Best Overall Editorial, Best Feature Design, Best Tablet-Based Magazine

WHY WE LOVE IT:

Endless Vacation articles don't tout RCI's services, but instead focus on sharing inspiring travel experiences. The magazine is sent to over 1.75 million members of the world's largest vacation timeshare property network and its partner networks, plus its e-newsletter has over 1.25 million opt-in subscribers. It's an excellent example of content marketing in the travel and tourism industry.

EVERNOTE'S VIDEO TUTORIALS



Evernote

Content Type: Video/Visual Content



LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

Evernote makes extensive use of images and video on its website, as well as on its social media sites and mobile platform. The brand's detailed explainers help users understand — and get the most out of — its suite of tools for managing their information, their work, and their lives. It's an excellent example of visual marketing utility.

EXPRESS YOURSELF EVERY DAY

Philips

Content Type: Microsite



HEALTH & BEAUTY

LEARN MORE:

3 Strides to a Sustainable Content Marketing Strategy

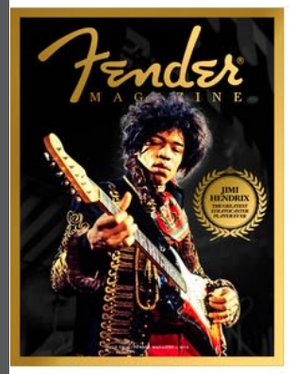
WHY WE LOVE IT:

Philips' Express Yourself Every Day website takes social engagement to another level. Visitors are encouraged to post their photos, then "try on" different styles of facial hair, enabling them to see how they might look with beards, goatees, or sideburns. The images can be shared on the visitor's social networks to drive more participation, and others in the community can weigh in on members' new looks.

FENDER MAGAZINE

Fender

Content Type: App/Digital Publication



Get

Offers In-App Purchases

★★★★★ (28)

Rating: 4+

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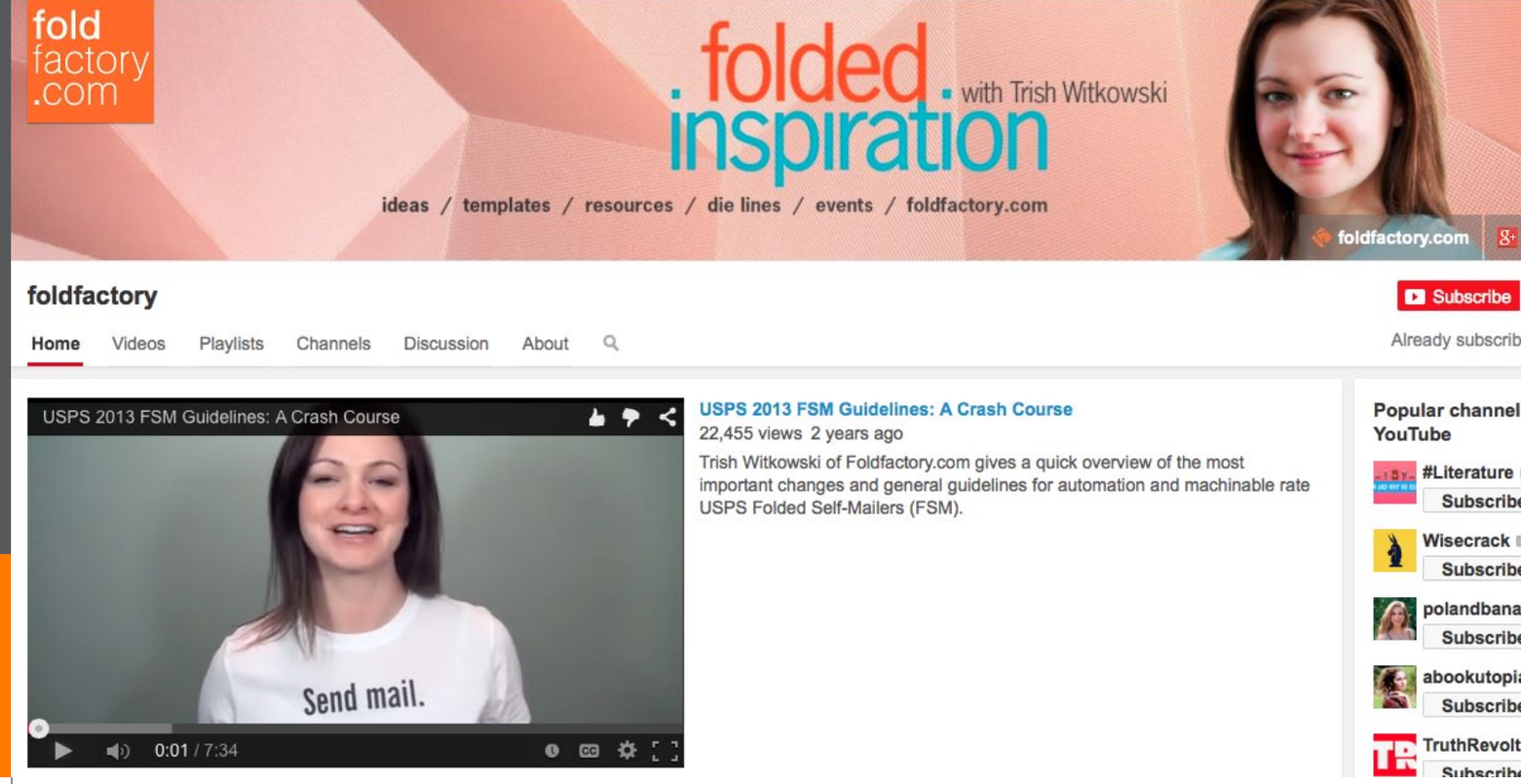
WHY WE LOVE IT:

Fender celebrates its rich history as one of the world's most highly regarded manufacturers of electric guitars in this beautiful, richly illustrated print and e-magazine. Its mantra is "telling tales, not making sales."

60-SECOND SUPER COOL FOLD OF THE WEEK

FOLDRite

Content Type: Video



PRINTING/DESIGN

LEARN MORE:

How to Build YouTube Subscribers: An Inspiring Story From a Niche Brand

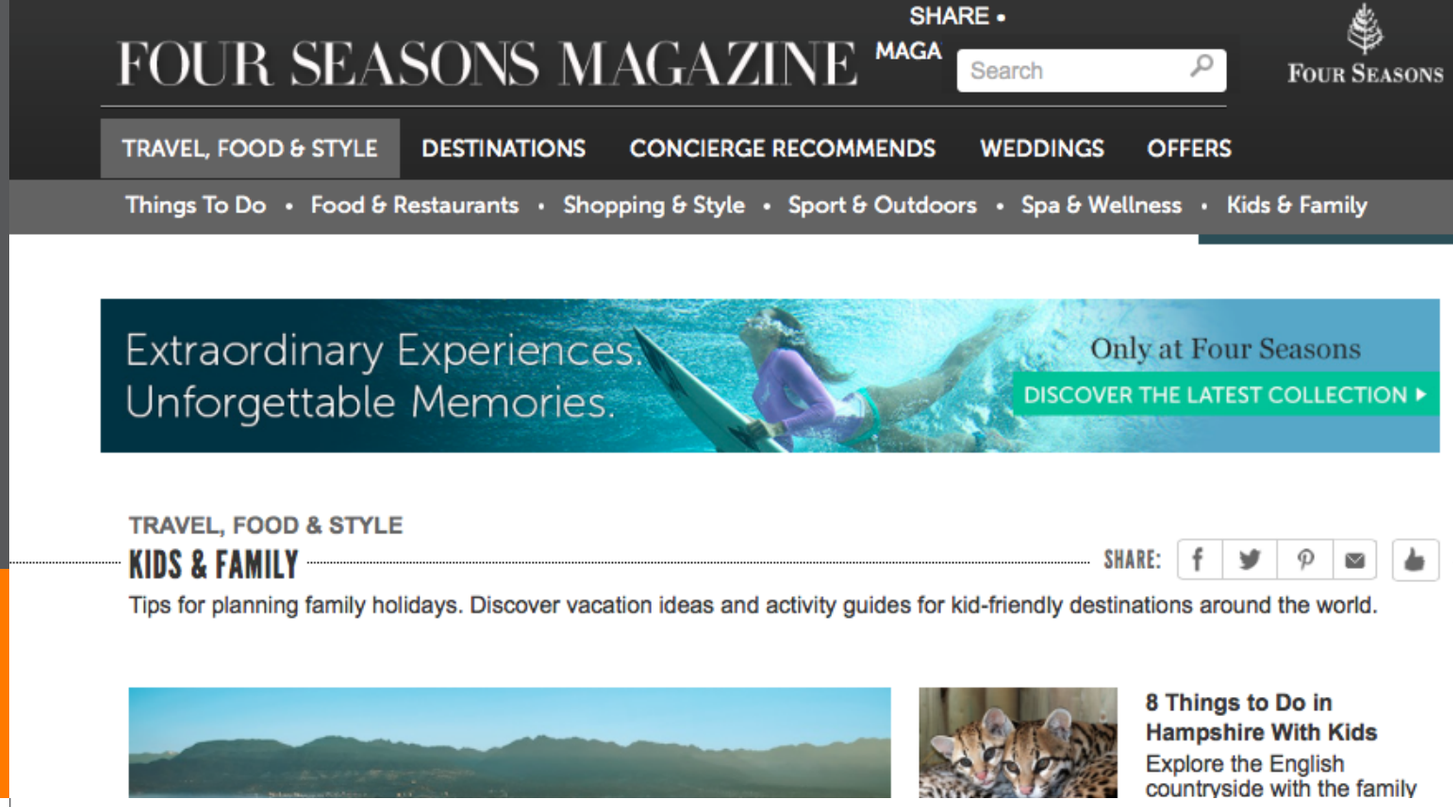
WHY WE LOVE IT:

FOLDRite sells templates for creating high-quality direct-mail pieces. To help reach its niche-within-a-niche audience, the company's Chief Folding Fanatic took to YouTube, launching a video series, 60-Second Super Cool Fold of the Week. The videos consistently deliver high-quality inspiration to the audience and then move those viewers to the company's website, where they can purchase and download the custom-folding templates demonstrated.

FOUR SEASONS' NICHE DIGITAL SITES

Four Seasons

Content Type: Multichannel



TRAVEL & TOURISM

LEARN MORE:

7 Inspiring Lessons from 2014's Top Content Marketers

Content Marketing Awards 2014 Winner:
Best Agency/Client Content Marketing Partnership

WHY WE LOVE IT:

Four Seasons makes copious use of visuals on its niche websites, including Have Family Will Travel and Taste. In addition, the hotel's innovative Pin.Pack.Go program on Pinterest enables it to collaborate with customers to plan the perfect visit to one of its resorts. Throughout all digital channels, the images Four Seasons publishes evoke feelings of relaxation and fun, implying that you'll have just such an experience if you book a vacation at one of its resorts.

FROM THE FACTORY TO THE FRIDGE

Ben & Jerry's

Content Type: Video



FOOD & BEVERAGE

LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

Ben & Jerry's puts a delicious twist on its content marketing with a video posted on Instagram. The iconic ice cream maker uses a 15-second video and some skillful editing to show the journey its ice cream takes from production facility to mouth. It implies that the product moves quickly from factory to store to consumer, emphasizing its freshness.

GOPRO'S YOUTUBE CHANNEL



GoPro

Content Type: Video



LEARN MORE:

How To Turn Your Customers into Brand Fans: 3 Examples

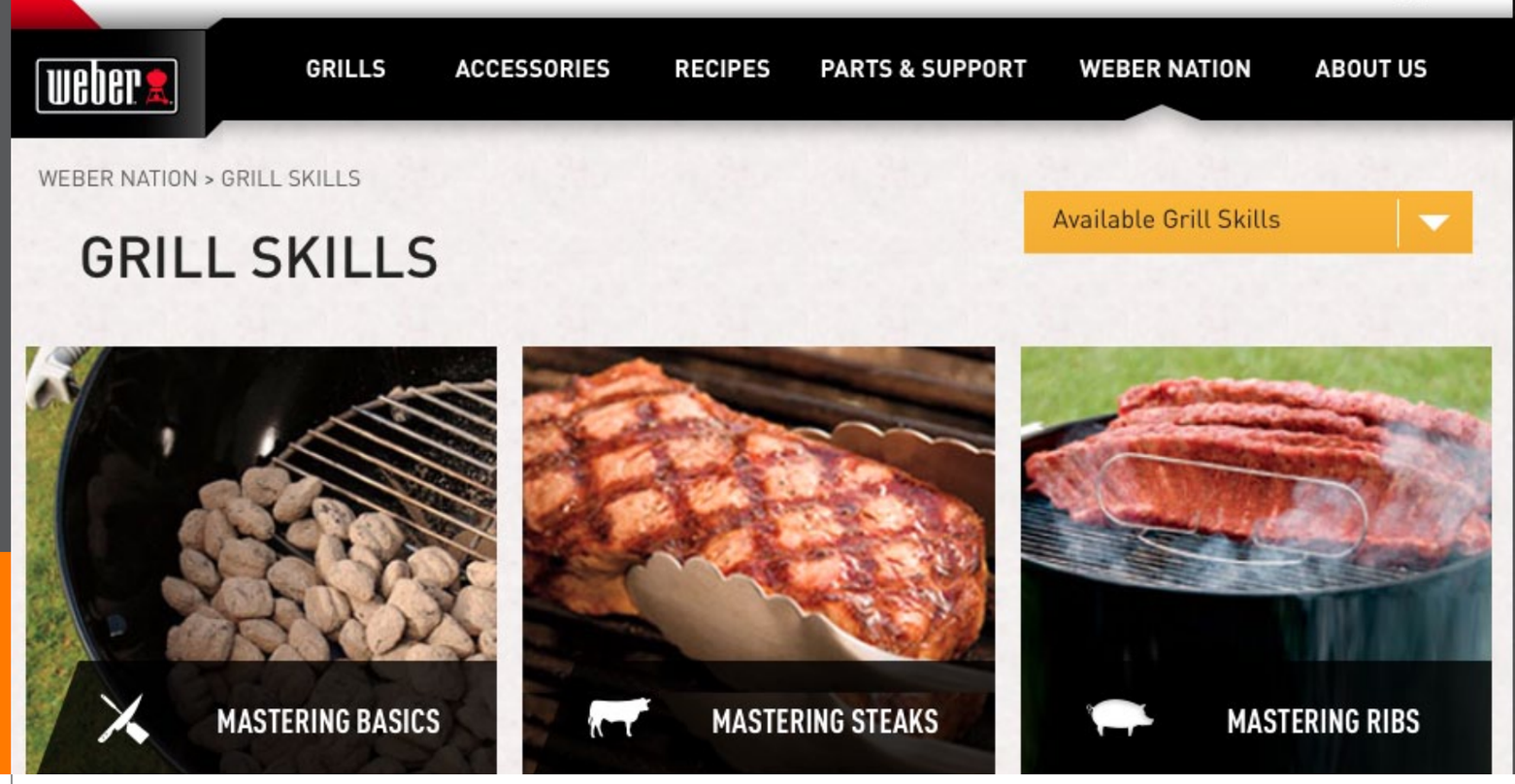
WHY WE LOVE IT:

GoPro has an impressive content marketing strategy focused on customer evangelism. It curates videos from users of its products and shares them on YouTube. When you scan GoPro's YouTube channel, you see videos of everything from people jumping off a roof, to a fireman saving a kitten, to people swimming with all sorts of sea life. Not only does GoPro provide a place for customers to share their most enthralling moments, but it's a great way for potential users to see the company's cameras in action.

GRILL SKILLS ON WEBER NATION

Weber

Content Type: Microsite



RETAIL

LEARN MORE:

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to see more examples like this

WHY WE LOVE IT:

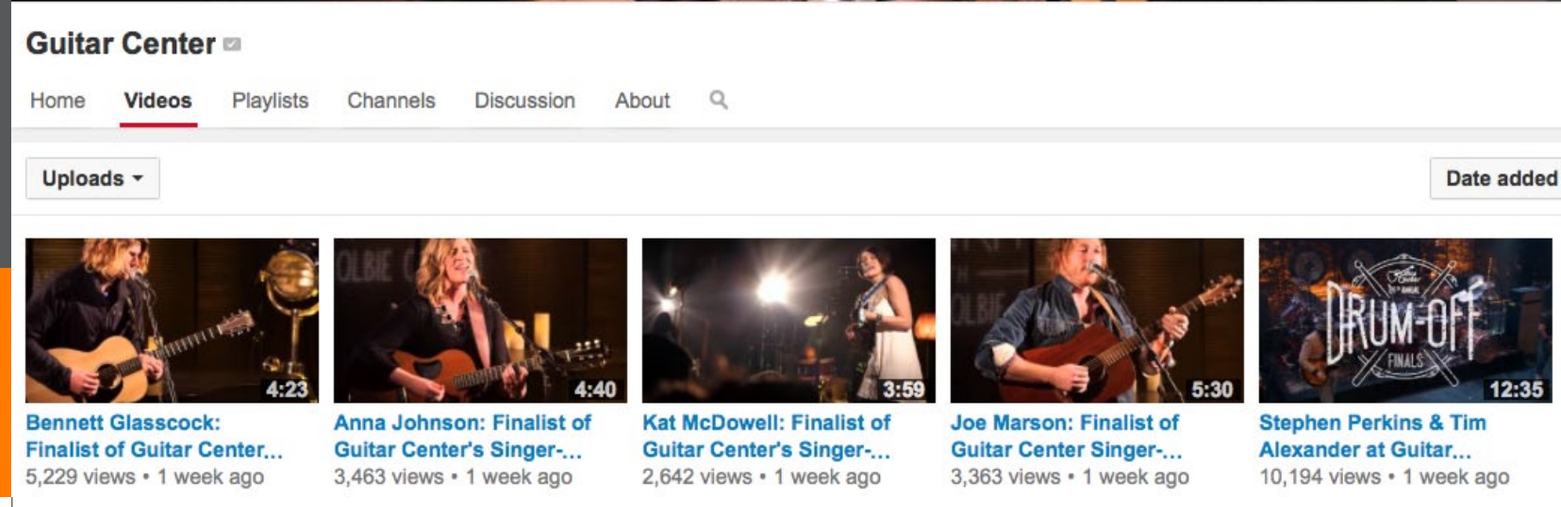
Weber raises grilling to an art form on its Weber Nation site, where consumers can get recipes, cooking tips, and answers to their "burning questions" about grilling. Its Grill Skills page also features tutorials and videos that instruct customers on best techniques for grilling specific types of meats and offers additional tips that can help them become masters of the backyard BBQ.

GUITAR CENTER TV

Guitar Center

Content Type: Video





RETAIL

LEARN MORE:

This Week in Content Marketing: Inbound Versus Content Marketing

Content Marketing Awards 2014 Winner:
Project of the Year

CMA CONTENT MARKETING AWARDS WINNER

WHY WE LOVE IT:

Rich, diverse and compelling content designed for guitar afficionados and updated with incredible regularity, Guitar Center's official YouTube channel uploads over 50 videos a month. Covering everything from jam sessions with famous guitarists and artist Q&A sessions, to "drum-off" competitons and singer-songwriter contests, the content caters to the interests of music professionals and fans alike. It's a shining example of what can be accomplished through video content.

HOME DEPOT ON VINE

Home Depot

Content Type: Video



RETAIL

LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

Tips, tricks, and visual "how-tos" are a perfect fit for the home improvement retailer, for which customer education has been a core value for years. Its whimsical, low-budget Vine videos are amusing, but more importantly, they cleverly inspire and equip consumers to take on new home improvement projects.

IBM'S RESOURCES CENTER

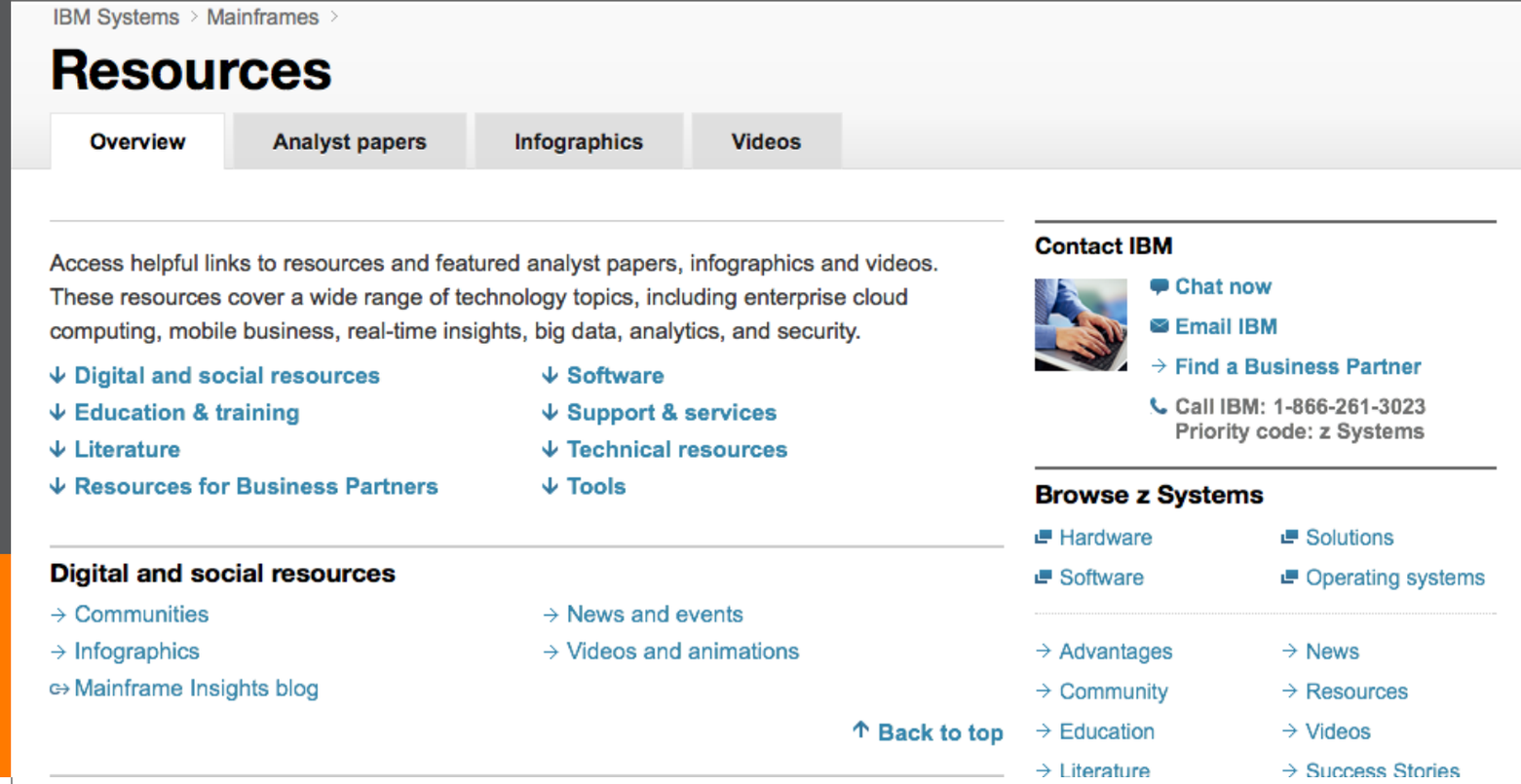
IBM

Content Type: Resource Center



LEARN MORE:

8 Absolutely Brilliant Content Marketing Innovations from the World's Best Brands



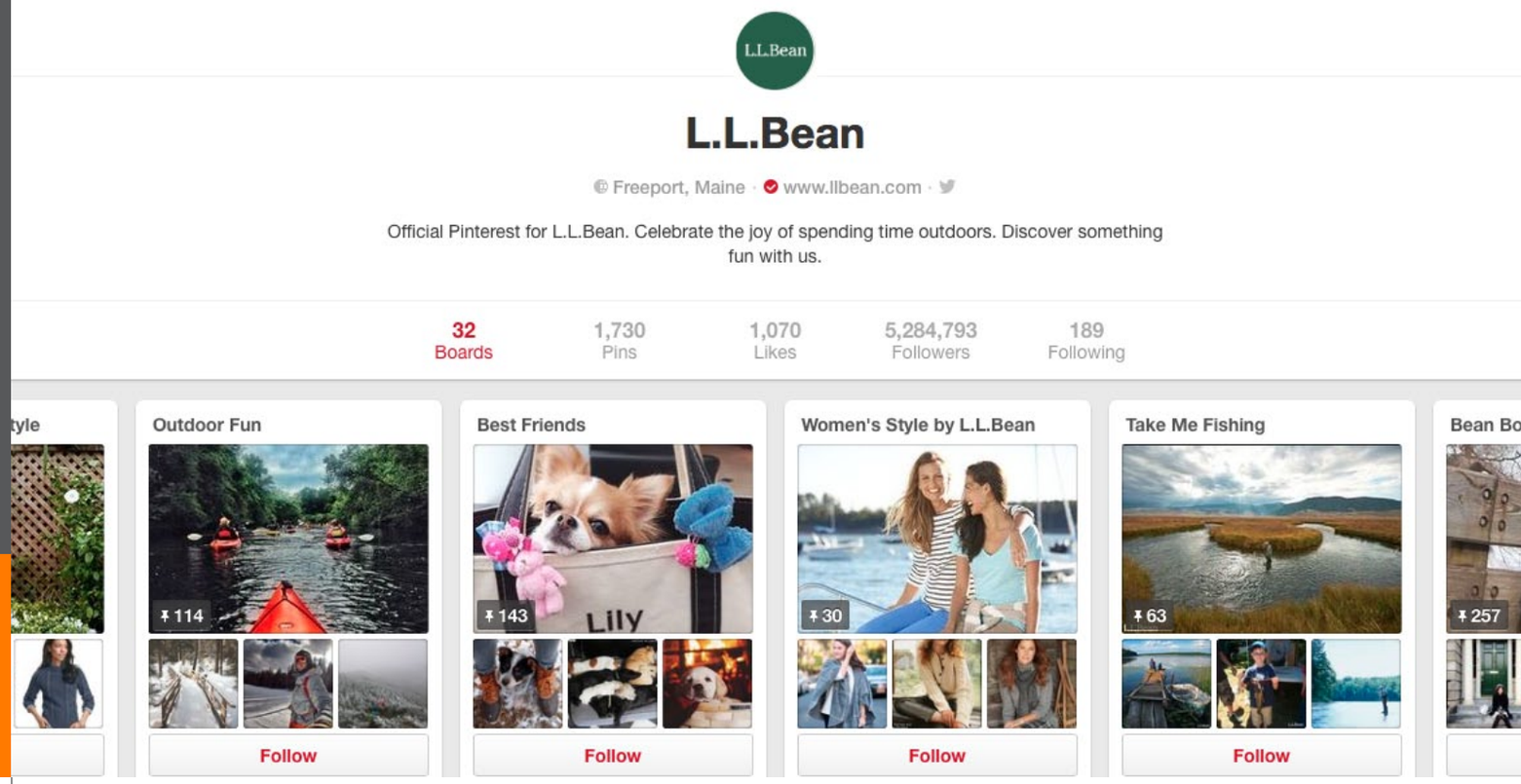
WHY WE LOVE IT:

IBM works in a variety of industries, and its content reflects its broad range. To help demonstrate its technical authority and expertise, IBM has compiled a library of resources — a centralized location for analyst papers, education, training, case studies, data sheets, executive briefs, FAQs, white papers, consultant reports, and just about any other technical documentation a site visitor might want.

L.L. BEAN ON PINTEREST

L.L. Bean

Content Type: Social Media/Visual Content



RETAIL

LEARN MORE:

Visual Content Marketing on 3 Major Networks: Ideas and Inspiration

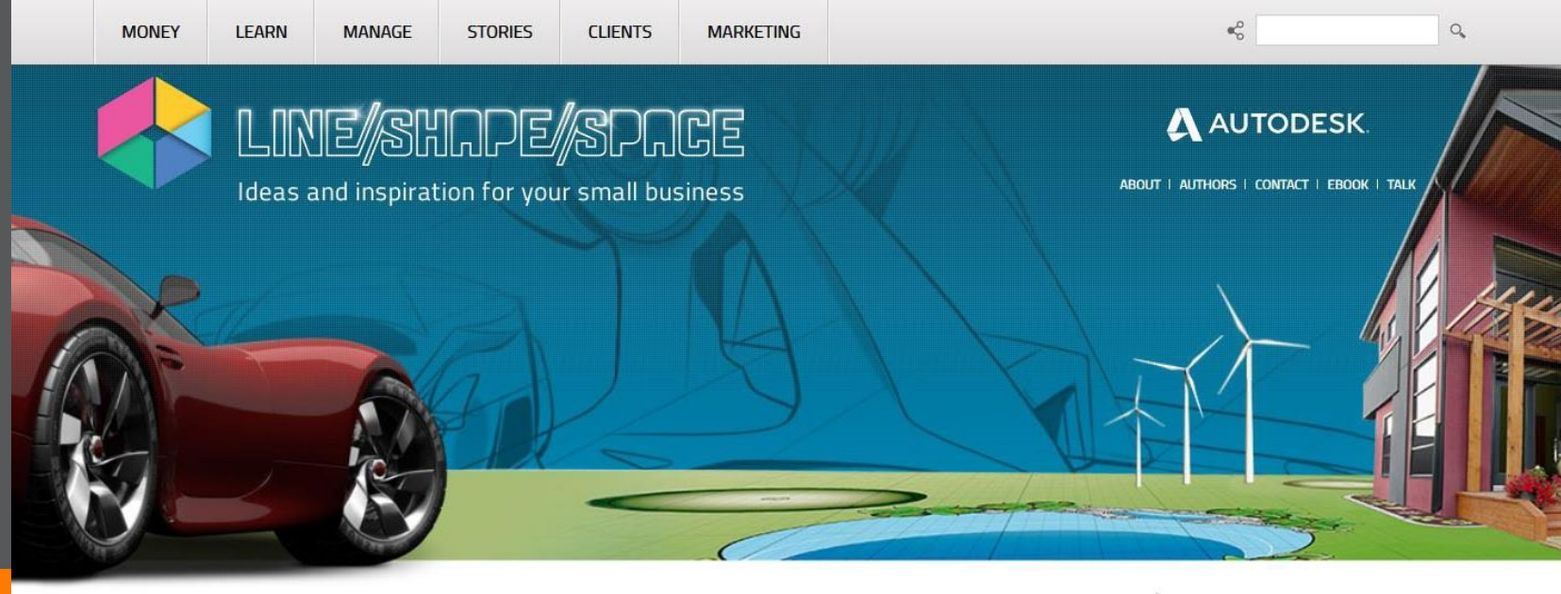
WHY WE LOVE IT:

Some may think that only women's brands that share pictures of clothing and cupcakes can build a following on Pinterest. This is definitely not the case, and L.L. Bean has proven that by earning more than 5 million followers through consistent, organized, and inspiring posts on the platform. What makes this a standout is that L.L. Bean's boards are not centered on product offerings, but instead are focused on what its target audience members enjoy doing with its products.

LINE//SHAPE// SPACE

Autodesk

Content Type: Microsite



TECHNOLOGY

LEARN MORE:

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to see more examples like this

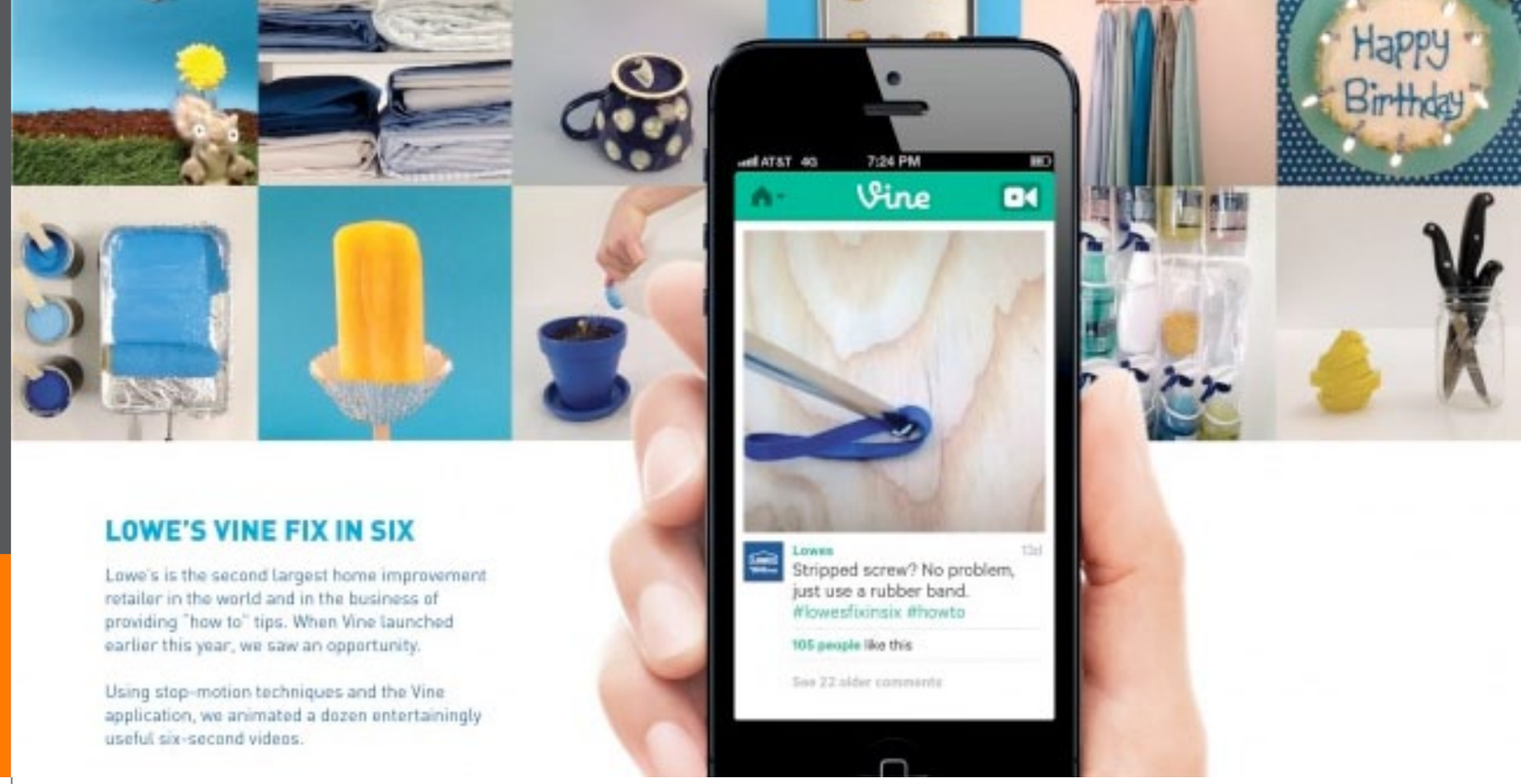
WHY WE LOVE IT:

Line//Shape//Space is a microsite created by Autodesk with the mission of helping small businesses and independent contractors do their jobs better. It provides client-relations advice, marketing and promotion guidance, business-operations tips, inspiring customer stories, financial assistance, and software tricks. It was also an Official Honoree in The 18th Annual Webby Awards.

LOWES ON VINE

Lowes

Content Type: Video



RETAIL

LEARN MORE:

7 Inspiring Lessons from 2014's Top Content Marketers

Content Marketing Awards 2014 Winner:
Visual Content

CMA CONTENT MARKETING AWARDS WINNER

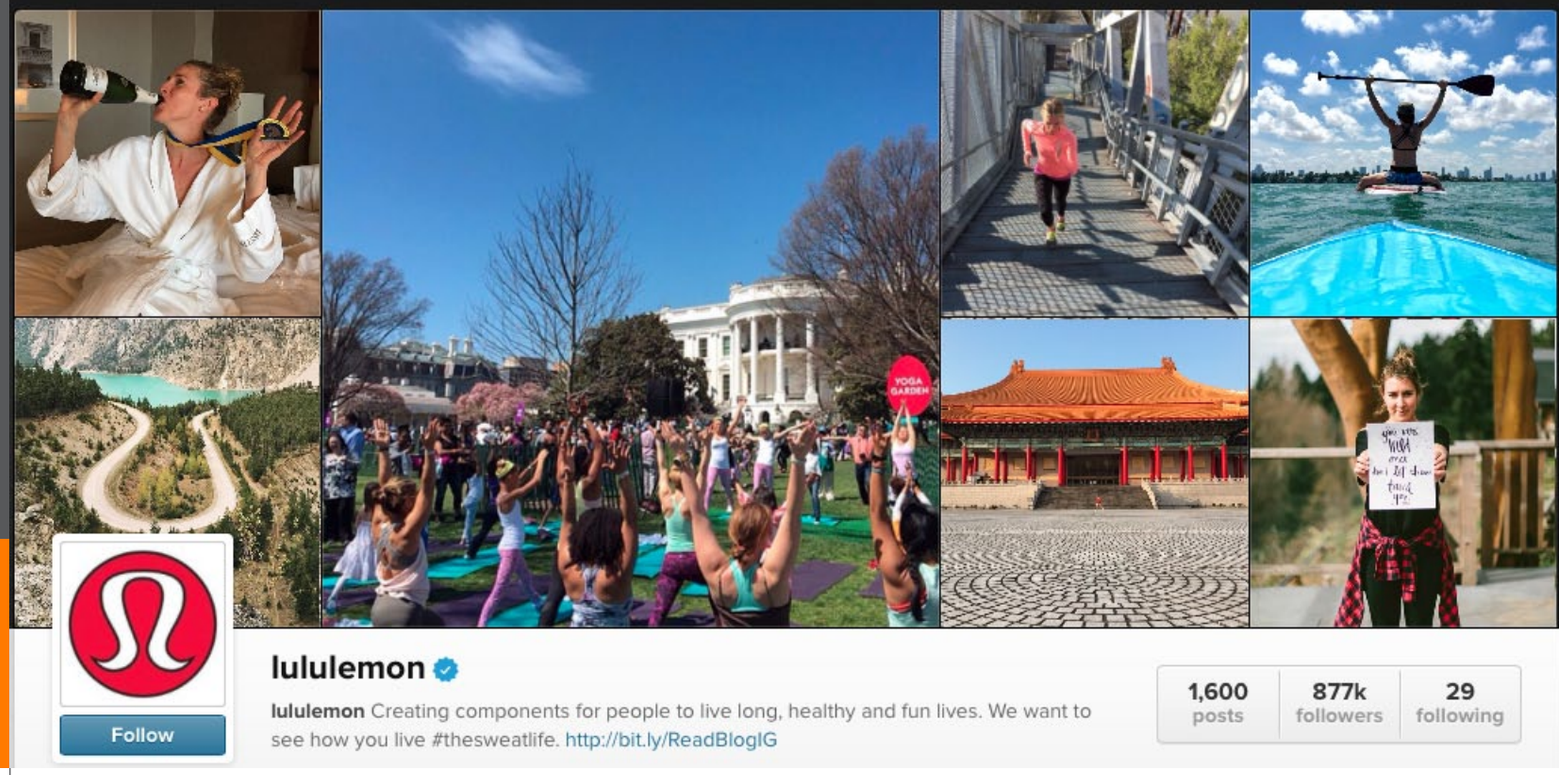
WHY WE LOVE IT:

Winner of the 2014 Content Marketing Award for visual content, Lowes uses its whimsical 6-second Vines to entertain and inform consumers on how to tackle common home repairs, improvements, and clean-ups. Lowes promotes these mini-movies using the hashtag #lowesfixinsix, but also encourages submissions from customers using #fanfixinsix.

LULULEMON ON INSTAGRAM

Lululemon

Content Type: Video



RETAIL

LEARN MORE:

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to see more examples like this

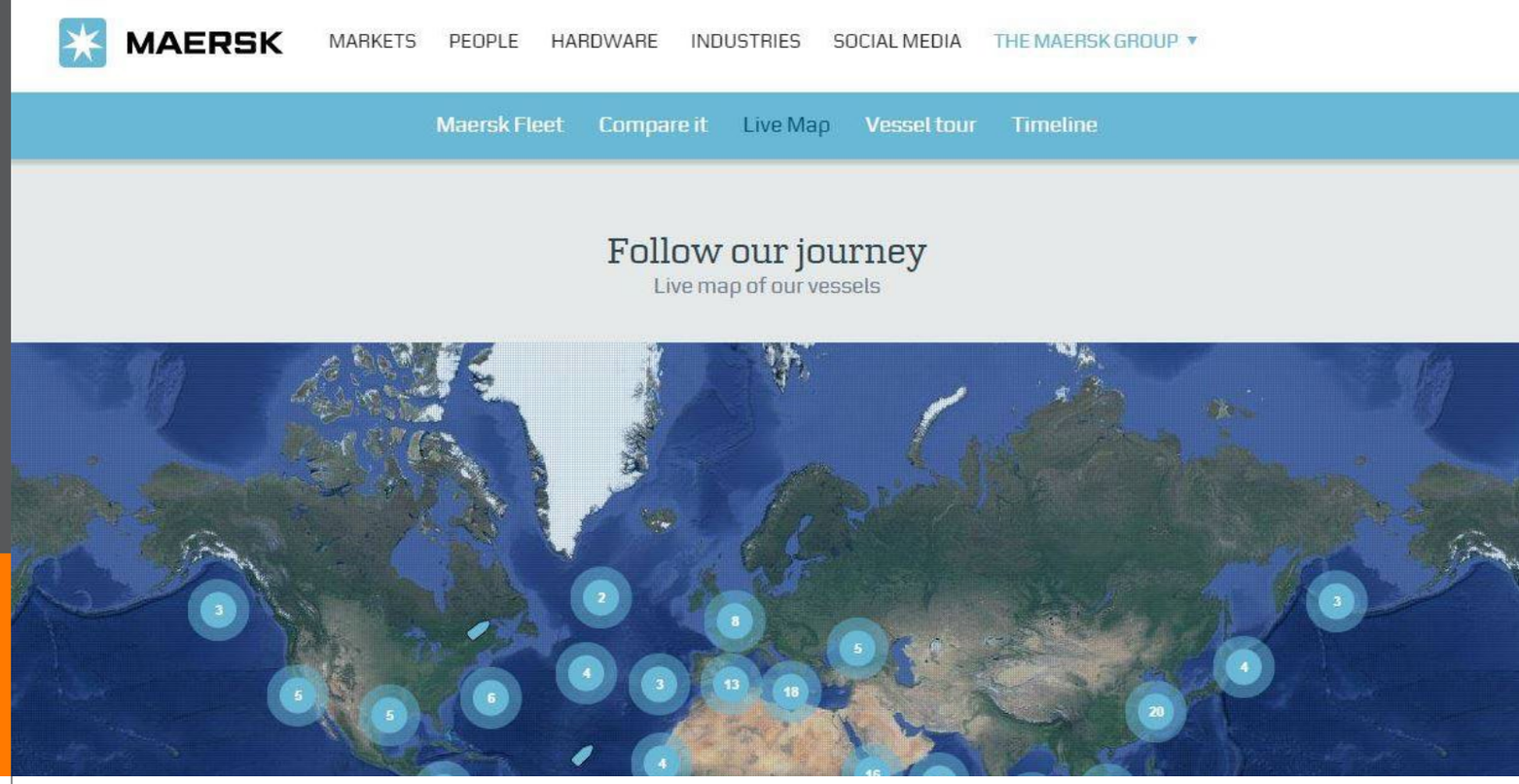
WHY WE LOVE IT:

Lululemon has done a great job of mastering 15-second Instagram videos to tell a story. In each case, the focus is on a singular topic. The videos are colorful and eye-catching, and compel you to watch.

MAERSK FLEET

Maersk Line

Content Type: Microsite



SHIPPING

LEARN MORE:

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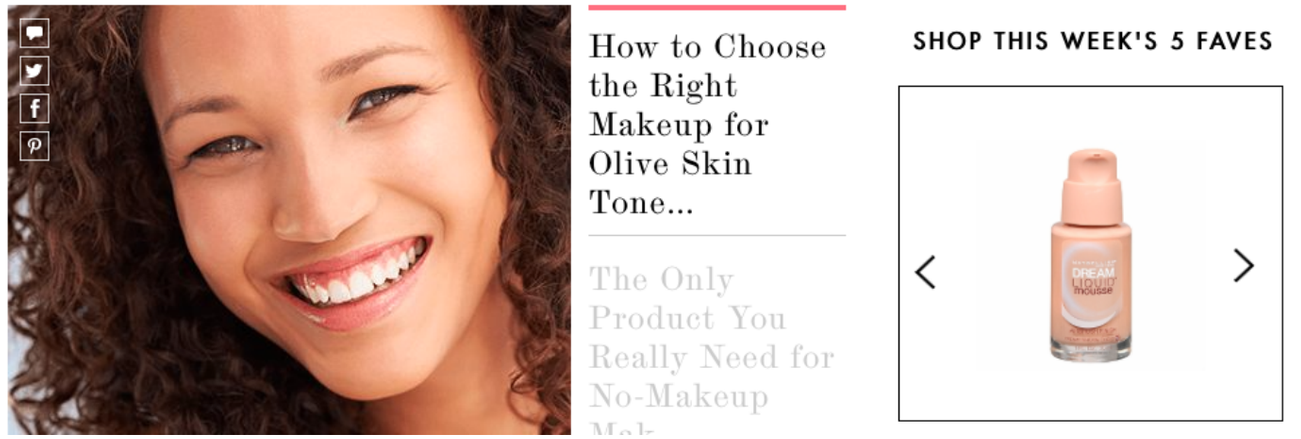
WHY WE LOVE IT:

Maersk Line uses a microsite called Maersk Fleet to help the public understand what it does and the scale of its enormous container ships. Fun, engaging visual content includes a real-time ship tracker and a chart that compares the size of a Maersk container ship to world landmarks like the Eiffel Tower and the Taj Mahal.

MAKEUP.COM

L'Oreal

Content Type: Microsite



LEARN MORE:

This Week in Content Marketing: Weird Al's Diabolically Brilliant Strategy

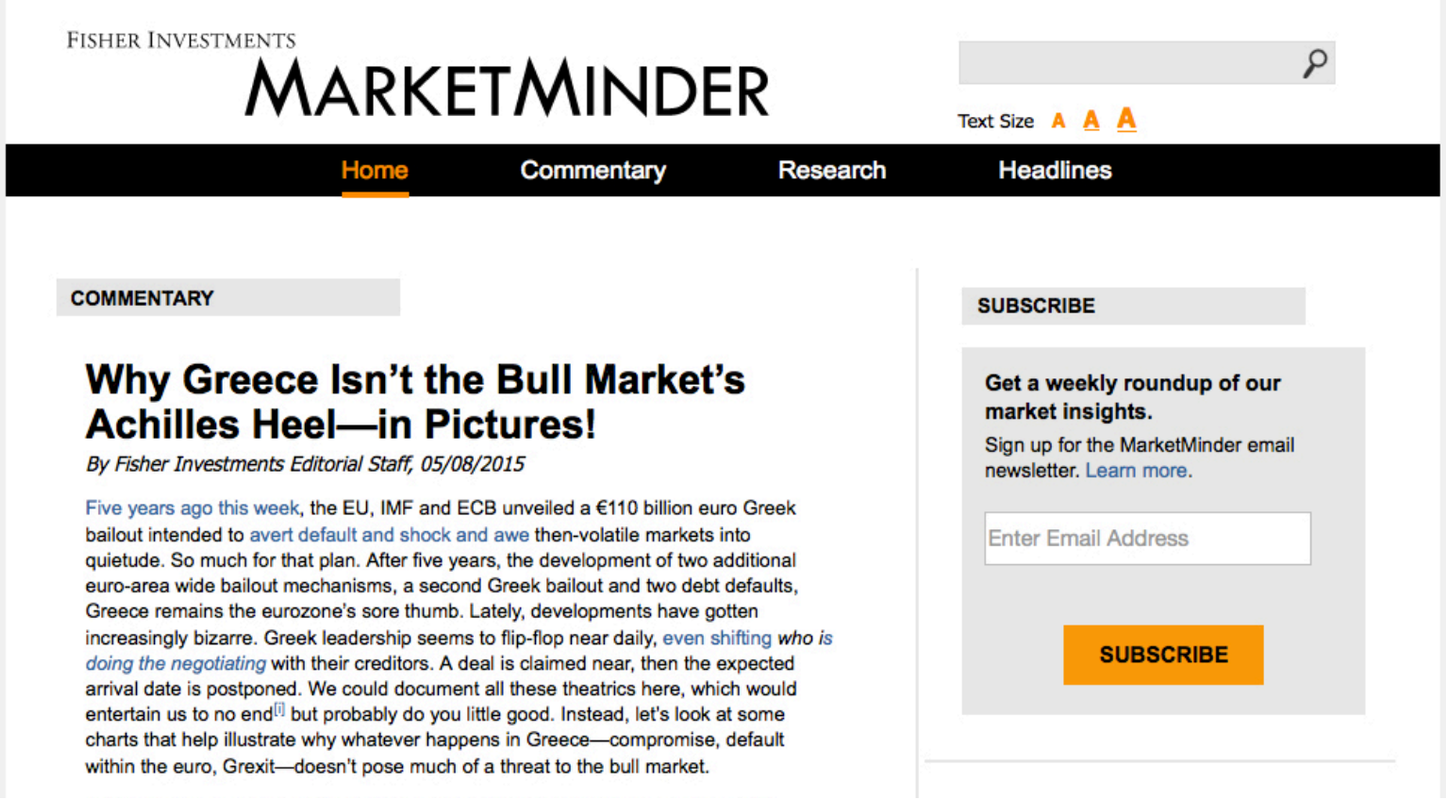
WHY WE LOVE IT:

Makeup.com started life in 2005 as an e-commerce website, but L'Oreal purchased it in 2011 and relaunched it as a content platform, hiring experienced contributing writers from fashion magazines and professional editors to oversee content production. What's unique is that the company didn't create something from scratch, but rather purchased an existing website with an established audience and transformed it into a powerful content platform.

MARKET MINDER

Fisher Investments

Content Type: e-newsletter/Microsite





LEARN MORE:

This Week in Content Marketing: Authorship Is Dead, Journalism Isn't

WHY WE LOVE IT:

Fisher Investments launched the MarketMinder website and a companion e-newsletter to provide individual investors with free investment commentary and advice. It's part of a content ecosystem that includes Ken Fisher's investment books and his columns on Forbes.com. It's a great way to nurture prospective customers until they're ready to invest.

MICROSOFT'S STORIES BLOG

Microsoft

Content Type: Blog





LEARN MORE:

8 Absolutely Brilliant Content Marketing Innovations from the World's Best Brands

WHY WE LOVE IT:

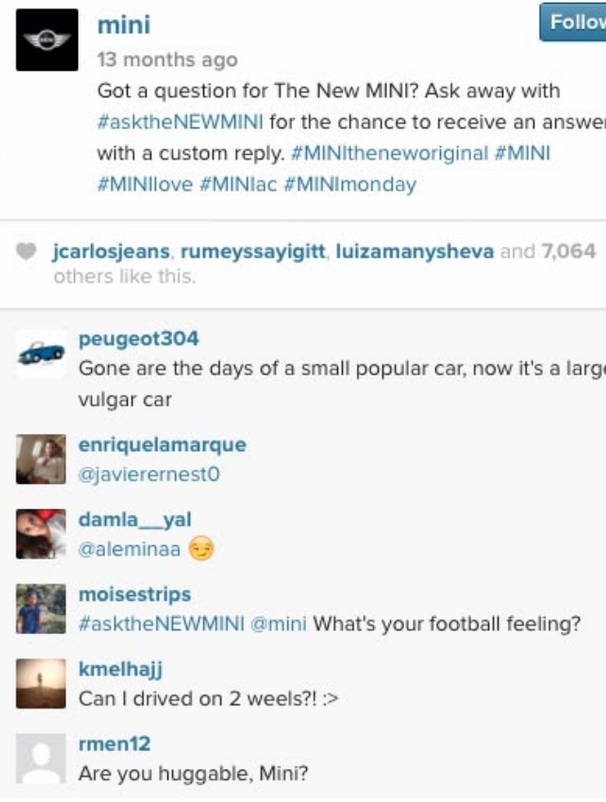
Software isn't exactly a topic that typically inspires visceral, emotional reactions. But with its Stories blog, Microsoft is out to prove that it can bring out the "warm and fuzzies" just as well as any other brand. Through powerful stories like "Independence Day," the brand brings out the humanity of technology in a rich, interactive way.

MINI ANSWERS

MINI

Content Type: Social Media





AUTOMOTIVE

LEARN MORE:

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to see more examples like this

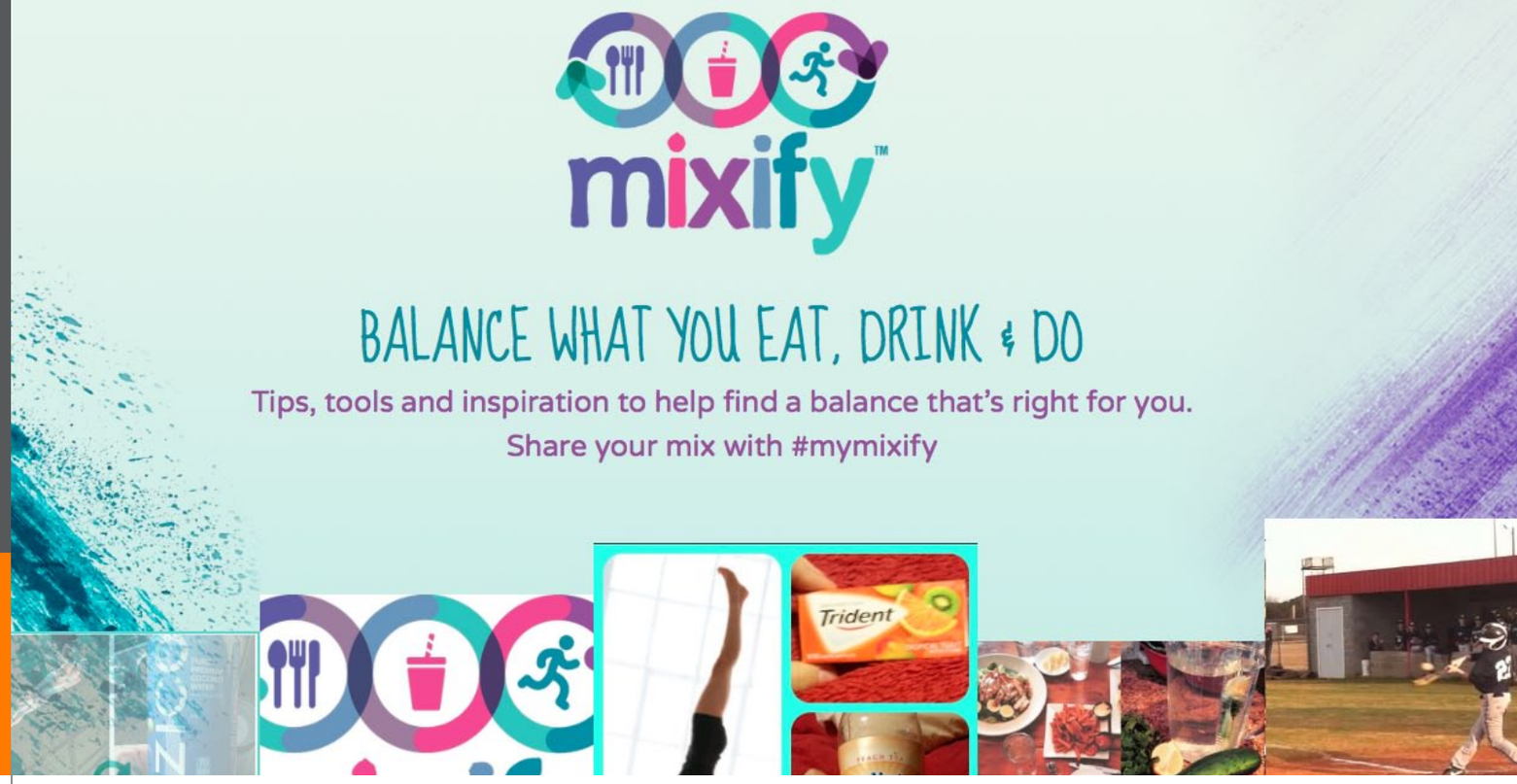
WHY WE LOVE IT:

MINI has created a series of Instagram videos in which people ask questions and the MINI Cooper S automobile itself offers the answers. Cleverness, humor, and great production quality make this series stand out and provide plenty of content to engage consumers.

MIXIFY

Coke, Pepsi, Dr.Pepper

Content Type: Multichannel



FOOD & BEVERAGE

LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

Mixify is a content initiative that's all about supporting efforts to help teens balance what they eat and drink with the physical activity they get. The program includes TV spots, online resources, expert advice, and even live events. It's a landmark program, not just because it provides reliable advice, tips, and tools to help young people make smarter food and exercise choices, but also because it is a united effort of three competing beverage companies: Coke, Pepsi, and Dr. Pepper.

MY MOLESKINE

Moleskine

Content Type: Multichannel



RETAIL

LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

Moleskine has created a number of platforms and campaigns that celebrate artistic endeavors and encourage users to post their creations and ideas. One standout effort is the myMoleskine community — a visual resource center where users can share their "hacks," videos, and artwork they created in their Moleskine notebooks. The result is a remarkably loyal fan base that consistently contributes new content.

NATIONAL WILDLIFE FEDERATION'S MULTICHANNEL EXPERIENCE

National Wildlife

Content Type: Multichannel





LEARN MORE:

3 Ways Content Marketing Can Improve Donor Retention Rates

WHY WE LOVE IT:

In true content marketing form, the National Wildlife Federation is positioning itself as the go-to resource for all things wildlife and outdoors. From Ranger Rick and Ranger Rick Jr. print magazines to the *Wild Animal Baby Explorers* TV series, to its images on social media, NWF offers a multichannel experience that's designed to engage and inspire its target audiences.

NYC BALLET'S ART SERIES



New York City Ballet

Content Type: Visual Content

ARTS & ENTERTAINMENT

LEARN MORE:

7 Inspiring Lessons from 2014's Top Content Marketers

Content Marketing Awards 2014 Winner:
Marketing with a Purpose

CMA CONTENT MARKETING AWARDS WINNER

WHY WE LOVE IT:

NYC Ballet's Art Series is an ambitious program that introduces new viewers to the ballet by inviting collaborations with well-known visual artists. In one effort, the nonprofit invited JR, a French street artist known across the globe for his massive public photo installations, to install a photo mural that spanned an entire floor of the Koch Theater's Grand Center Hall.

PERFECT TEA TOUCH

Teavana

Content Type: App



RETAIL

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5 Standout Examples of Content Marketing in Retail Apps

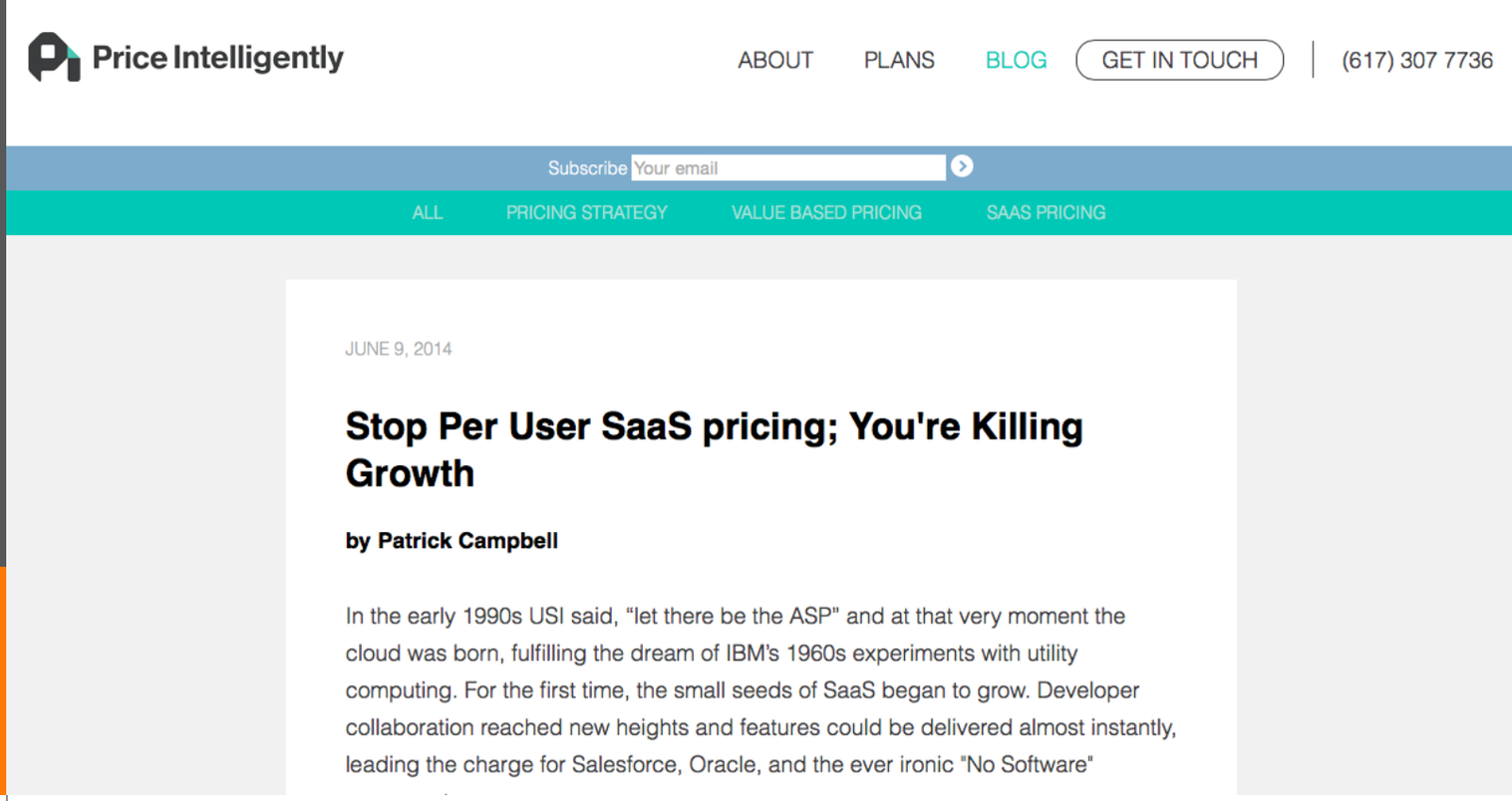
WHY WE LOVE IT:

Teavana's Perfect Tea Touch is a great example of how an app can be useful and fun. For instance, its Tea Blender feature allows users to select the type of tea they like and gives instructions on how to properly brew that specific blend to get the best flavor. The app also has a feature that tells users how long to steep their tea, sets a timer, and plays sounds it associates with that particular blend to help pass the time while their tea brews.

PRICE INTELLIGENTLY'S BLOG

Price Intelligently

Content Type: Blog





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Killer Content Creation: Learning from Inspiring Brands

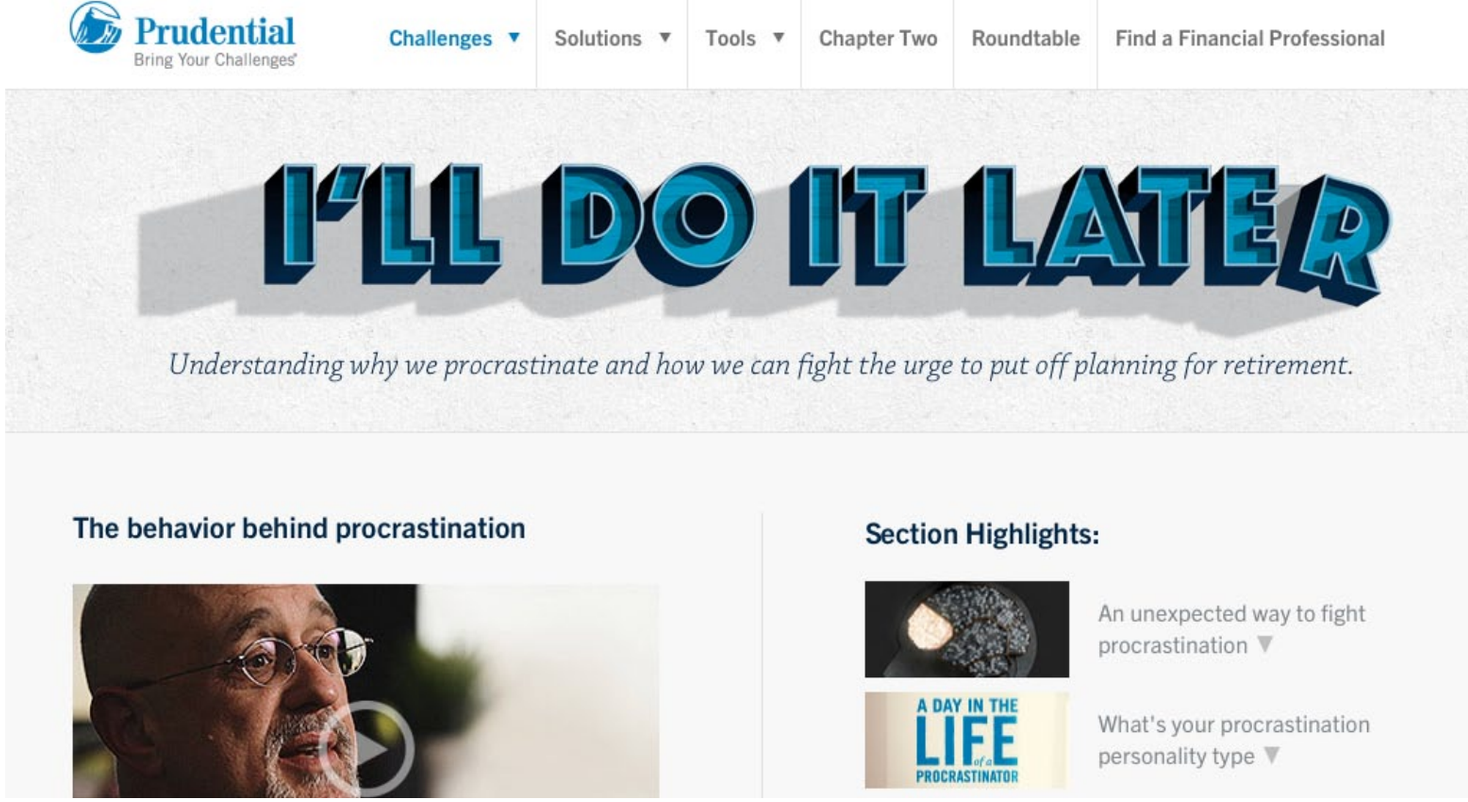
WHY WE LOVE IT:

Here's a "boring" product niche with "boring" design that is absolutely killing it with content. It's a bootstrapped start-up that blogs 1–2 times per week and uses bold opinions, data, LinkedIn content, and Zapier to create a marketing machine.

BRING YOUR CHALLENGES LAB

Prudential

Content Type: Microsite



FINANCIAL SERVICES

LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

Prudential's Bring Your Challenges Lab helps consumers bust through the barriers that keep them from achieving better financial management. Visitors can choose from a range of challenges, get advice from behavioral experts who demystify the issue, and access a wide range of interactive tools that can help them address the problem more effectively. It's a great resource that adds some fun to an intimidating topic and still provides real-life utility.

REIMAGINE



GE

Content Type: Video



WHY WE LOVE IT:

GE's goal with its Reimagine videos is to share human experiences that illustrate what its products and technologies make possible. In one YouTube video, cancer survivors visit a GE Healthcare factory that produces machines that are instrumental to the early detection of cancer. The video captures real human emotion as the grateful survivors meet and interact with the builders of the tools that helped save their lives.

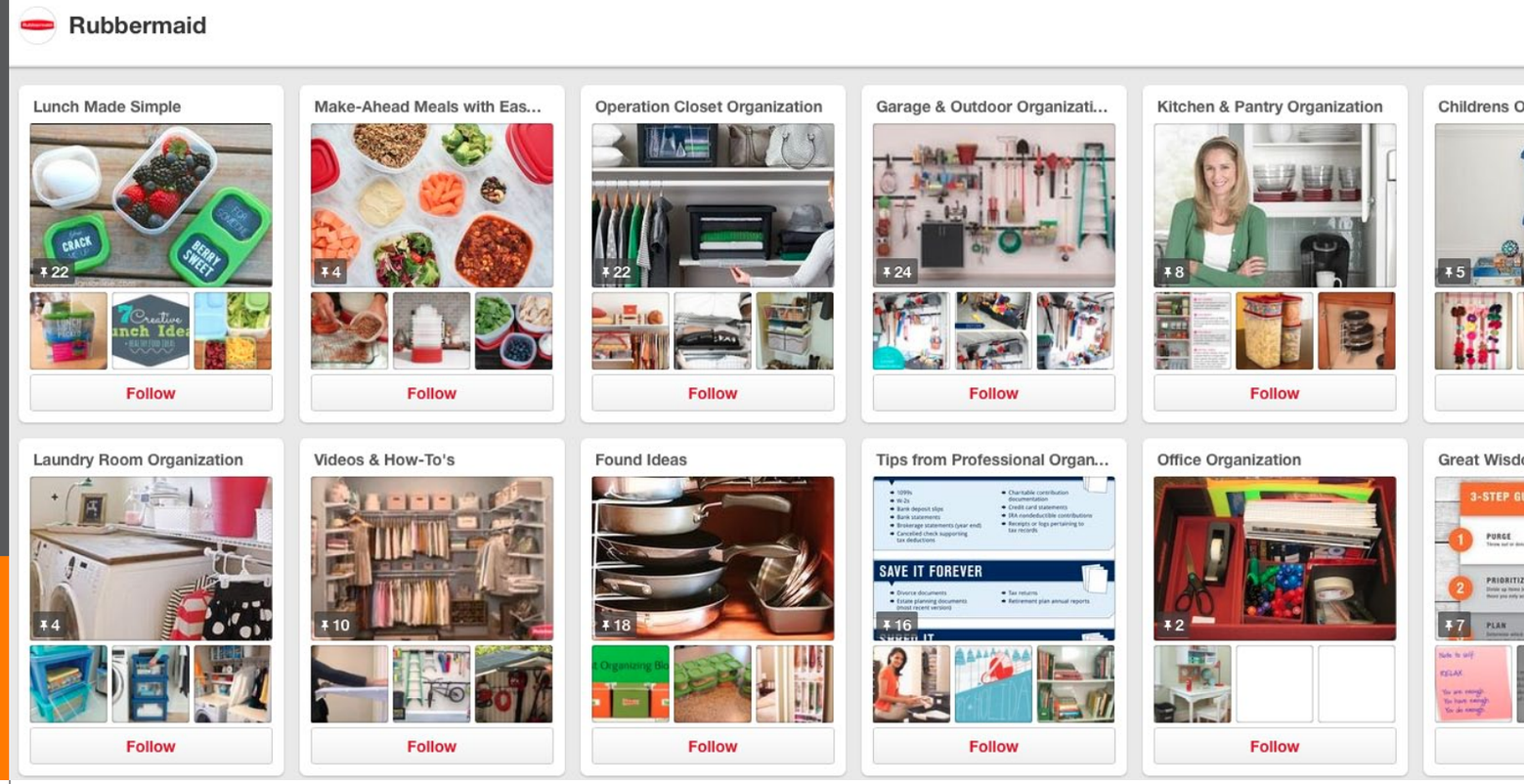
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Purpose-Driven Content Marketing: Brands That Give and Get

RUBBERMAID ON PINTEREST

Rubbermaid

Content Type: Social Media



RETAIL

LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

Rubbermaid's Pinterest boards provide ideas on how to get various parts of your house better organized. In a unique twist, the descriptions of many pins use the pronoun "my" to help consumers imagine themselves benefiting from these organizational tips.

SCANDINAVIAN TRAVELER MAGAZINE

Scandinavian Airlines

Content Type: Print Publication



TRAVEL & TOURISM

LEARN MORE:

This Week in Content Marketing:
A Scary Attempt at Defining Content Marketing

WHY WE LOVE IT:

Looking to increase customer engagement and attract new travelers, Scandinavian Airlines evolved its 42-year-old print magazine, *Scanorama*, into Scandinavian Traveler — which is supplemented with other owned content pieces such as web TV, video, and newsletters. This is an outstanding example of how to blend the best of the old and new to create a remarkable customer experience, both online and offline.

SHARPIE ON PINTEREST

Sharpie

Content Type: Social Media/Visual Content



RETAIL

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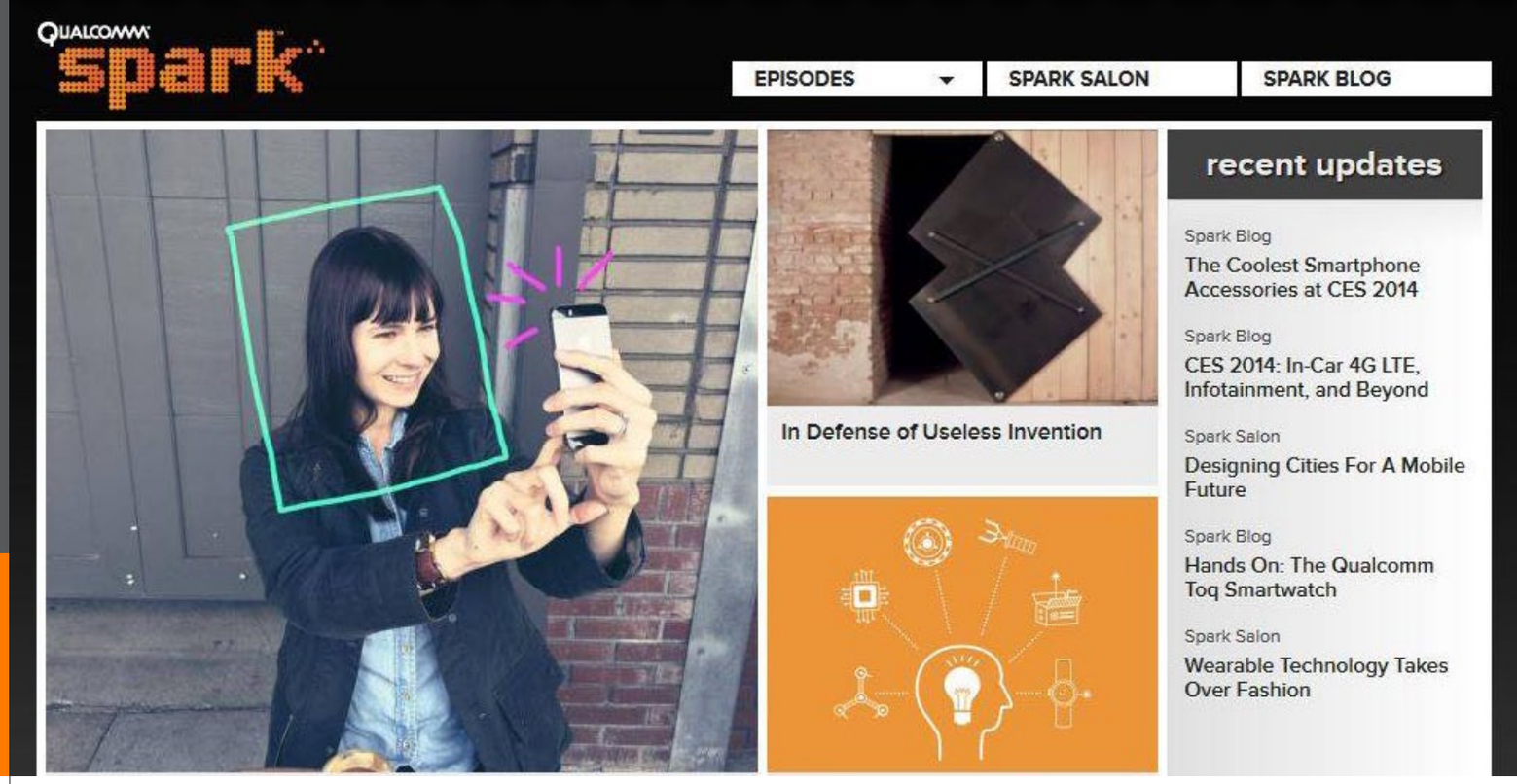
WHY WE LOVE IT:

Sharpie uses a variety of visual-centric social media channels to appeal to teens, who have a constant need to appear original and NOT boring. Its Pinterest boards were named with cleverness and attitude (e.g., DIY to D.I.E. for Kicks). All of this inspiration has elevated Sharpie from just another magic marker to a must-have tool for creation and personal expression.

SPARK

Qualcomm

Content Type: Microsite





LEARN MORE:

This Week in Content Marketing: Have We Ruined Storytelling?

WHY WE LOVE IT:

Qualcomm's Spark website seeks to inform readers about what's going on in the world of technology — and what they can learn from it — without trying to sell them on Qualcomm's products. Spark contains technology news, columns on a variety of technology topics, and an impressive collection of episodic videos — all produced in less than two years at a significant level of investment. What's amazing is that the company has given the members of its editorial staff the freedom to cover whatever they want, as long as it meets Spark's business goals and editorial mission.

START SOMETHING WEB SERIES

Big Brothers Big Sisters of America

Content Type: Multichannel



NONPROFIT

LEARN MORE:

3 Ways Content Marketing Can Improve Donor Retention Rates

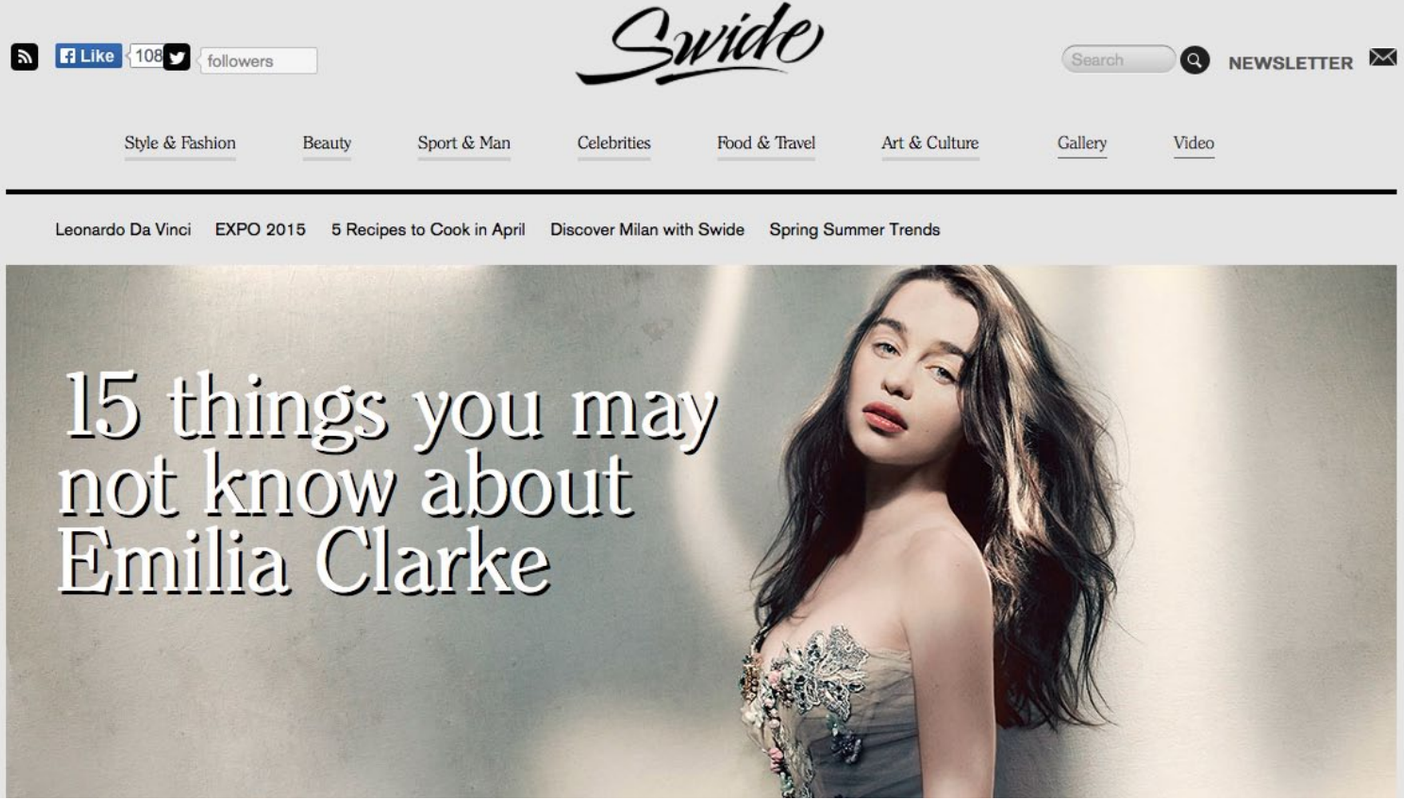
WHY WE LOVE IT:

Start Something sheds light on the impact that "Bigs" have on "Littles" by publishing stories on its YouTube channel, sharing those stories on its website, and talking about them on its Facebook page. Showing off the work that its supporters do and how it impacts the lives of kids is a great way to educate and inspire new donors.

SWIDE BY DOLCE & GABBANA

Dolce & Gabbana

Content Type: Microsite



FASHION

LEARN MORE:

This Week in Content Marketing:
The Real Cure for the Native Advertising Blues

WHY WE LOVE IT:

In 2012, the high-fashion retailer launched a companion website for its Swide print publication, which covers not only fashion but also design, food, architecture, and art. This is a wonderful example of a company that has evolved from a traditional print-only strategy to a print/digital hybrid approach that leverages the best qualities of each.

TAMING THE DIGITAL MARKETING BEAST

Tealium

Content Type: Print Publication



TECHNOLOGY

LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

Enterprise tag management provider Tealium found a fun, retro way to cut through the content clutter: a children's book. The company launched *Taming the Digital Marketing Beast* to give away at industry trade shows. The book is meant for attendees to take home to their kids, and includes a reference guide for adults on how the company's digital marketing technology streamlines complexity and helps unify marketing applications and data. The book was a hit at the 2014 Internet Retailer & Conference Expo (IRCE) in Chicago, where the "beast" made his debut.

THE CANADIAN TIRE ICE TRUCK

Canadian Tire Company

Content Type: Video



AUTOMOTIVE

LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

After creating a TV spot of a 15,000-pound truck made of ice to demonstrate the power of its MotoMaster Eliminator Ultra car battery, Canadian Tire supported the campaign with an additional behind-the-scenes documentary, a reverse time-lapse melt video, and a video of the ice truck's longest drive. Even after the original TV spot was removed from YouTube, these online content assets lived on, igniting social conversations and continuing to build YouTube subscribers a year after the campaign launched.

THE CHICKEN WHISPERER



The Chicken Whisperer

Content Type: Podcast

PUBLISHING & MEDIA NEWS

LEARN MORE:

How The Chicken Whisperer Built a Media Empire in Backyard Poultry

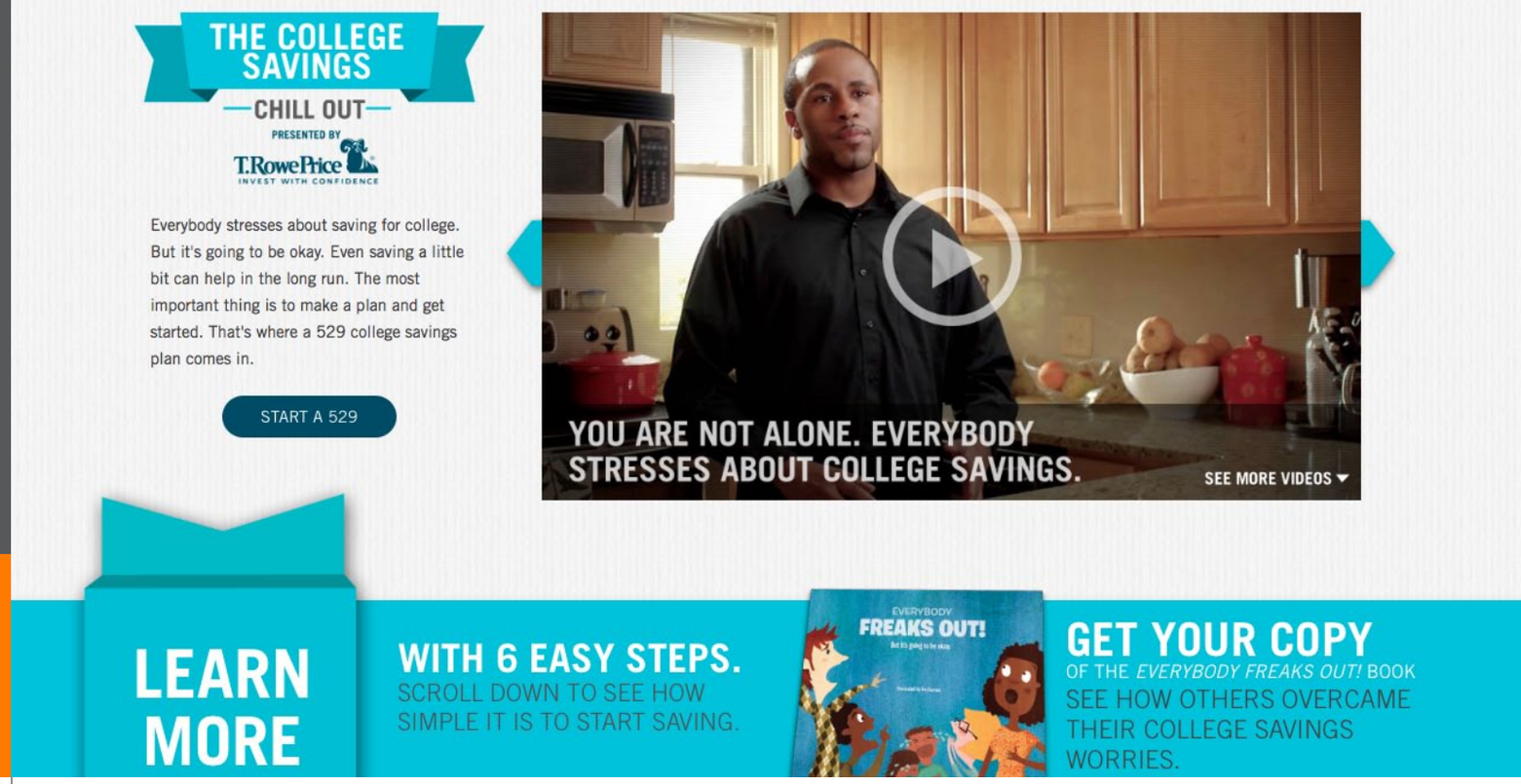
WHY WE LOVE IT:

Content didn't just help Andy Schneider share his passion for backyard chicken farming — it helped him build his own media career. After migrating his local AM radio show to the digital airwaves as a BlogTalkRadio podcast, his niche content took flight. The Chicken Whisperer, as he's now known, has been interviewed by CNN, Time magazine, and *The Wall Street Journal*. He has also published his own book and a quarterly magazine, and serves as the national spokesperson for a U.S. Department of Agriculture program on bio-security for birds.

THE COLLEGE SAVINGS CHILL OUT

T.Rowe Price

Content Type: Microsite/Video



FINANCIAL SERVICES

LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

T. Rowe Price uses video and a highly visual microsite to take the fear out of saving for college. The video is relatable and helpful — the people featured in it each draw pictures of how they felt when they first realized how much college would cost. The key message? "You're not alone!"

THE COLOR OF PEE

Cleveland Clinic

Content Type: Infographic



LEARN MORE:

For more ideas and examples, join our weekly #CMWorld Twitter Chats

WHY WE LOVE IT:

Urinalysis has been a useful diagnostic tool for physicians since the early days of medicine. This infographic from the Cleveland Clinic offers a helpful color chart to help people "test the waters" themselves, to determine if they might need to see a doctor or if all their systems are "go." The infographic has been viewed more than 1.8 million times and has been picked up by websites all over the world.

THE CREATORS PROJECT

Intel

Content Type: Microsite





LEARN MORE:

7 Inspiring Lessons from 2014's Top Content Marketers

WHY WE LOVE IT:

While 2014 Content Marketer of the Year, Bryan Rhoads, has worked on many projects that serve as great examples of content marketing, one of our favorites is the Creators Project, which he manages in partnership with VICE Media. The Creators Project captures the most beautiful examples of how art and innovation are made possible through technology.

THE GAME BEFORE THE GAME

Beats by Dr. Dre

Content Type: Video



RETAIL

LEARN MORE:

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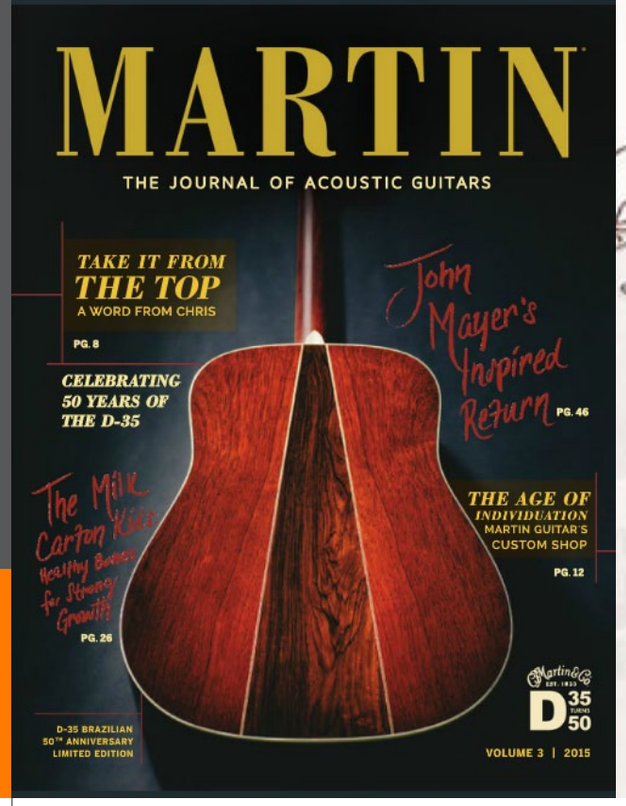
WHY WE LOVE IT:

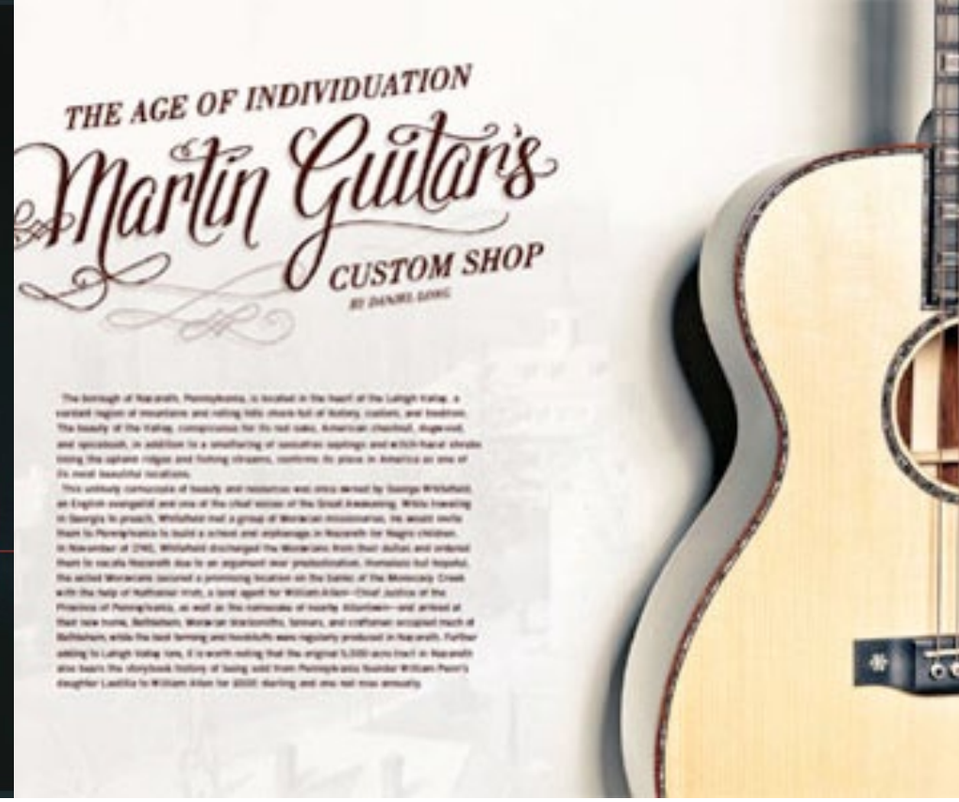
The Game Before the Game shows the pre-game rituals of World Cup soccer stars as they mentally prepare to meet the pressures of playing in the 2014 competition. Filmed on location on the streets of host-country Brazil, the images of intense players wearing their SOLO2 headphones and locals who just can't contain their fervor for the games, combined with a pounding soundtrack strike an emotional chord that speaks to the power of passion and fandom everywhere.

THE JOURNAL OF ACOUSTIC GUITARS

C.F. Martin & Co.

Content Type: Print Publication/Live Event





MANUFACTURING

LEARN MORE:

Native Advertising Gets Its Own Magna Carta

WHY WE LOVE IT:

Starting out as Martin Guitars' The Sounding Board newsletter, The Journal of Acoustic Guitars evolved as a way for the manufacturer to tell its story more deeply. In addition, customers can experience the history of Martin Guitars by taking a factory tour and visiting the museum the brand built at its headquarters in Nazareth, Pennsylvania. We love how Martin has taken one platform and evolved it into a complete buyer's experience for a specific persona — the serious guitar player.

THE WAY UP



Target

Content Type: Video

RETAIL

LEARN MORE:

Like us on Facebook
to see more examples like this

Content Marketing Awards 2014 Winner:
Best Content Marketing Video Series

CMA CONTENT MARKETING AWARDS WINNER

WHY WE LOVE IT:

The Way Up won the 2014 Content Marketing Award for Best Overall Content Marketing Video Series for good reason. Created by Target, the series tells the inspirational stories of six of the brand's long-time athlete partners, pinpointing what each felt to be his or her exact breakthrough moment as a professional. It's branded entertainment that demonstrates that stars aren't born — they're self-made.

TIME-LAPSE ROCKET RIDE

Legends Hospitality

Content Type: Video



TRAVEL & TOURISM

LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

Without saying a word, this virtual time-lapse rocket ride tells a rich visual story that's wholly engaging... and a little chilling. Filmed from the POV of an elevator ascending from beneath 1 World Trade Center, the video depicts over 500 years of Manhattan's continuing evolution, from a pristinely verdant riverfront settlement to a crowded metropolis built (and rebuilt) of chrome and steel. The spot is set to appear in a uniquely appropos location: the five special elevators that will be servicing the Legends-managed observatory atop the new 1 World Trade Center.

TOURISM AUSTRALIA'S COMMUNITY ENGAGEMENT

Tourism Australia

Content Type: Social Media/UGC



TRAVEL & TOURISM

LEARN MORE:

Use Visual Content to Engage Your Audience: 9 Tips and 25 Examples

WHY WE LOVE IT:

Tourism Australia manages to expertly handle the 900 fan photos it can receive per day on its Facebook and Instagram accounts, as well as the thousands of entries and applications it receives for its social media-fueled campaigns, like 2013's Best Job in the World competition. It also outperforms every other tourism board in the world, and does so based on two primary ingredients: user-generated content and community co-creation.

VANS' LIVING OFF THE WALL

Vans

Content Type: Video



RETAIL

LEARN MORE:

New "Oldest" Content Marketing Example Unearthed

WHY WE LOVE IT:

While the demographic for this 12-episode culture-focused documentary series matches that of Vans' demographic, there is no mention of the brand. It's first-rate content marketing in many respects — including the site, the photography, and the way the program is executed.

VIBRAMS: WHAT'S YOUR STORY?

Vibrams

Content Type: Video



RETAIL

LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

Vibrams tells the stories of its adventurous customers via its "What's Your Story" videos on YouTube. The brand also uses this channel to answer questions commonly posed by members of its target audience. For example, it includes a multi-part interview with a Harvard doctor about why five-toed shoes are fundamentally better for running and other amateur sports.

WARBY PARKER ON INSTAGRAM

Warby Parker

Content Type: Social Media/UGC



RETAIL

LEARN MORE:

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to see more examples like this

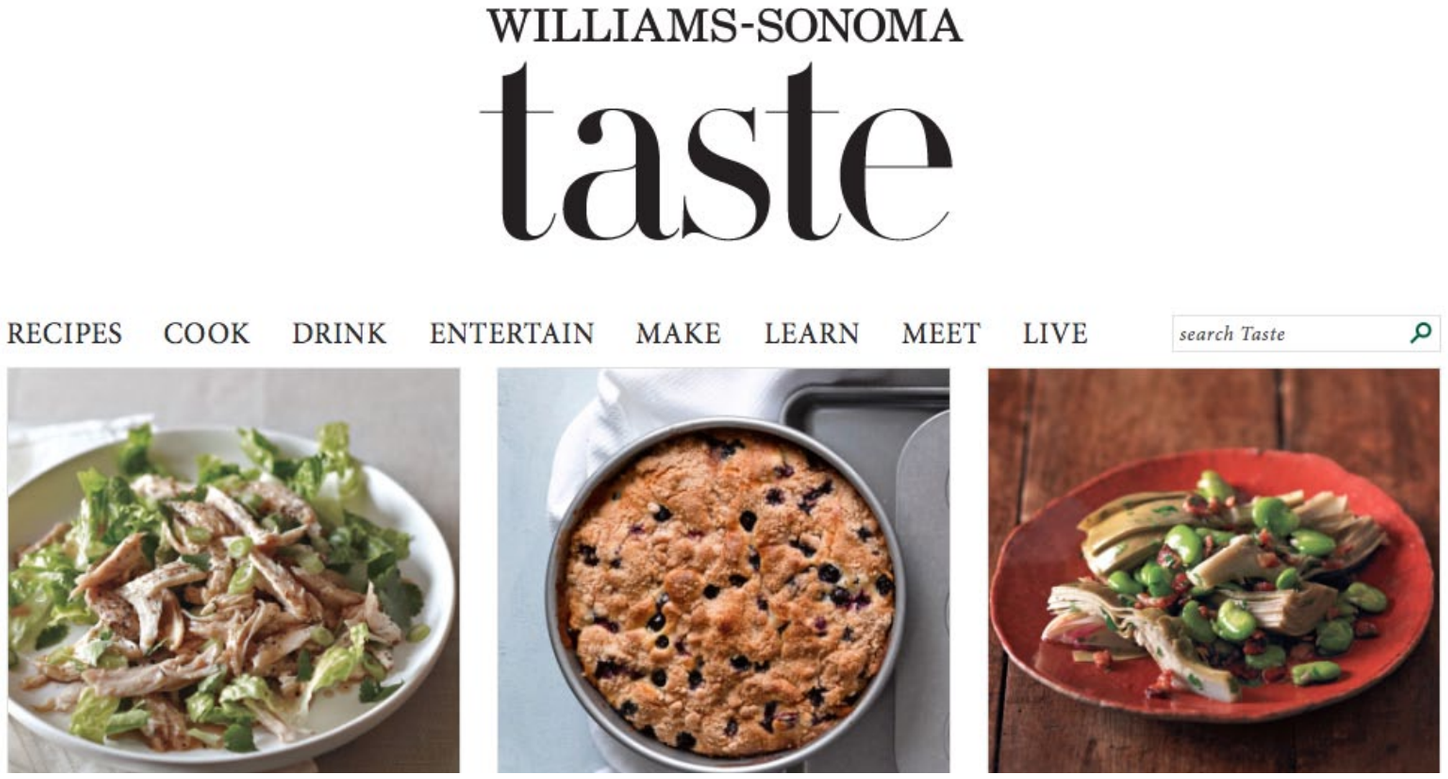
WHY WE LOVE IT:

Warby Parker's Instagram channel is colorful and creative, and emphasizes its brand promise of making glasses an affordable fashion accessory, not just a functional tool that helps you see better. It also highlights the company's collaborations with celebrities like Beck, and its innovative "Instagram walks" initiative.

WILLIAMS-SONOMA'S TASTE BLOG

Williams-Sonoma

Content Type: Blog



RETAIL

LEARN MORE:

Like us on Facebook
to see more examples like this

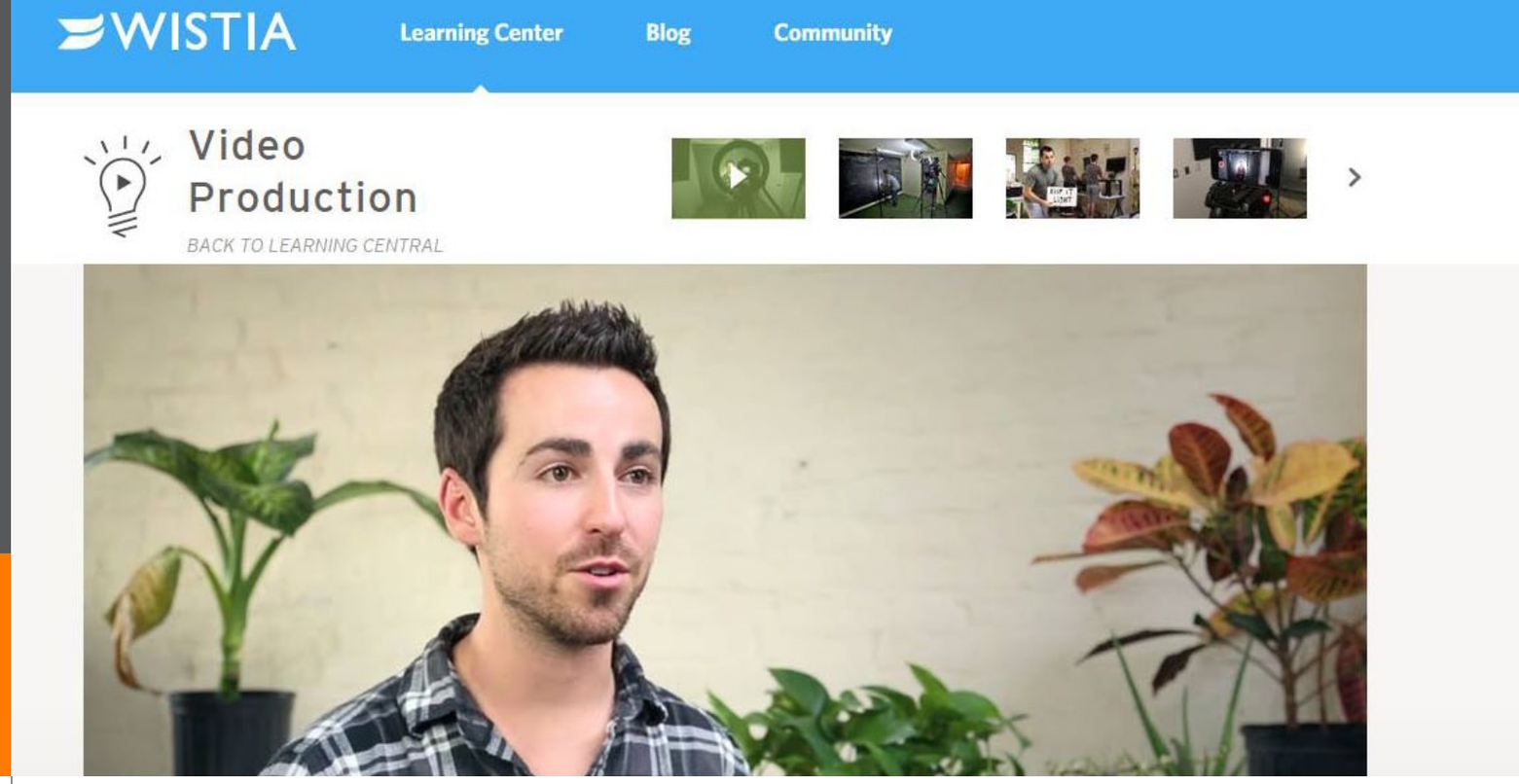
WHY WE LOVE IT:

Williams-Sonoma's Taste blog is a a beautiful example that combines high-quality images with how-to text to help consumers get more out of the brand's wide range of kitchen tools — and do a marvelous job of entertaining their friends and loved ones.

WISTIA'S LEARNING CENTER

Wistia

Content Type: Resource Center





LEARN MORE:

Purpose-Driven Content Marketing: Brands That Give and Get

WHY WE LOVE IT:

Wistia's Learning Center contains a large collection of how-to videos that enable people to do more with the medium of video. The spots are creative and engaging, and they don't require a sign-up form for access. However, there is a sign-up form at the end of each video, which makes a lot more sense: deliver value first, then ask prospects to subscribe to your email list.

WORLD NO TOBACCO DAY VIDEO SERIES

QUIT

Content Type: Video





QUIT
May 30 2014

Every 6 seconds, someone dies from smoking. #WorldNoTobaccoDay #smoking #fail #relatable #every6seconds

44.9K Likes · 27.7K Revines · 26 Comments



LEARN MORE:

Like us on Facebook
to see more examples like this

WHY WE LOVE IT:

The way the smoker audibly drags on the cigarette and blows directly into the camera is unsettling, as is the sobering message behind it: Before this video starts playing again, another smoker will die. This brilliant video from the U.K.-based nonprofit uses the 6-second Vine format to make its point in a very memorable way.

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Content Marketing Institute is the leading global content marketing education and training organization. CMI teaches enterprise brands how to attract and retain customers through compelling, multi-channel storytelling. Content Marketing World, the largest content marketing-focused event, is held every September in Cleveland, Ohio, USA. CMI also produces Intelligent Content Conference, Content Marketing Sydney and Content Marketing Singapore, publishes the bi-monthly magazine Chief Content Officer, and provides strategic consulting and content marketing research for some of the best-known brands in the world. CMI is a 2012, 2013 and 2014 Inc. 500 company.