



## The 7 Best Social Media Marketing Campaigns 2019

The following are 7 of the best Social Media Campaigns of 2019 that won Brands customers' attention and applaud:

### 1. Dove #ShowUS

Dove in collaboration with Getty Images and GirlGaze started its #ShowUs campaign which features over 5K images of females shot by female photographers across 39 countries. The images showcase the real beauty of females without any use of Photoshop or editing. The best part: Women that have been photographed have defined their own search descriptions that they think are relevant to them and their beauty.

### 2. Starbucks – #ExtraShotOfPride

Starbucks capitalized on the Pride month to not only show support for the LGBTQ community, but to engage with their own community as well. Their hashtag #ExtraShotOfPride pushed the brand's social media campaign to new heights. As it encouraged followers and members of the company to share their own personal Pride experiences.

### 3. Burger King Brazil Commercial with Blind Protagonist

The ad showed a blind man describing the sandwiches through touch. His descriptions brought the burgers to life as he called the double cheddar a "cheddar explosion" and described the buns as "soft sesame bread." The 30-second ad is the first in Brazil or possibly in various countries to make the audio description a part of the primary broadcast. For this ad, Burger King opted to make the audio description a primary feature and displayed captions throughout the ad to help those with hearing issues. The increased depiction of inclusivity not only helped them in differentiating itself from the masses but it also shifted perspective on people with disabilities and different individualities.

### 4. Lacoste Swaps its Iconic Crocodile Logo

To mark the Biological Diversity on May 22 2019, the Brand removed their iconic logo and produced each of the 10 designs in limited numbers, reflecting the remaining population size of each species in the wild

such as Los Angeles's *The Opal Goodeid*, Tokyo's *The Northern Hairy-Nosed Wombat*, Miami's *The Mountain Chicken among others*. For instance, in Seoul, there will be just 400 polos featuring the Moheli Scops Owl, which is native to the Comoro Islands and for its New York store, Lacoste is producing only 444 polos with the North Atlantic right whale logo.

### 5. Prega News' #GoodNewsIsGenderFree

Gender inequality is a pertinent issue prevailing all over the world; however, its presence in India is far more complex. The preference for a boy over a girl has been deeply instituted in the Indian minds which leads to nothing but grave consequences that curbs the nation's growth. But, with this new initiative, Prega News hoped to bring about a change in people's outlook. They request their audiences to wish for a healthy child, irrespective of their child's sex.



### 6. Puma's 'The Propah Lady'

The campaign by Puma countered the conventional idea of what makes women 'proper' and redefines it. It celebrates the shift from women being told what to do, to them writing their own rules. The campaign brought together Indian Olympic boxer MC Mary Kom; international athlete Dutee Chand, Bollywood actress Sara Ali Khan and transgender model Anjali Lama. It aimed to show how women are owning their stand and living unapologetically and giving women an expression to celebrate their individuality.

### 7. Gillette's #TheBestMenCanBeCampaign

Gillette released its campaign to tackle the stereotypes about men and took on stock of harmful behaviors that have been coded as "masculine." It referenced to bullying, sexual harassment, mansplaining, and the sexual-misconduct and urged men to commit to common decency. In India, the campaign was relaunched as 'Shaving Stereotypes' questioning the gender stereotypes head on. The campaign showed a young boy accepting the gender roles extant in the society around him, until he visited a barbershop owned by Jyoti and Neha, which is usually seen as a 'Man's job,' causing him to question his assumptions.

Geek Out!

Q. How does a computer get drunk?

A. It takes screenshots.



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