

Module 2 Part 2

Skype trivia game:

Players Skype in to answer trivia questions. This idea keeps in memory with the original ad but is updated for the current generation. A unique video campaign could be run where a user *Skypes* in to answer the question, but suddenly spills his milk all over the keyboard, crashing his computer, and ultimately losing his chance at the \$10,000 prize!

Application:

This interactive app would allow users to search for snacks that go best with milk. Just shake your iPhone/smartphone and each time it will bring up a new and delicious food you can pair with your milk! By entering your daily servings of milk, your phone will also remind you of when you need to buy a new carton!

Social Media:

If you "*like*" the Got Milk? campaign on Facebook, users would be able to view a special three week ad campaign for Got Milk. Each week, only part of the story would be released (30 seconds).

Consumers desire closure. If they only receive part of the story, they are more likely to come back each week and watch the new release. This creates an incentive for users to return to the site, and check out other features.