

A Better Way Campaign

An integrated campaign showing the pain of antiquated agreement processes with DocuSign as the solution.

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DocuSign

Creative Concept

If you're still managing contracts with pen, paper and file folders—you have a problem. But you might not know it yet. From concept to execution, we created this campaign to show you the better way. It started with six stories that juxtapose the problem and the solution. No white-out or printer ink required.

6 Stories

There's a
better way
to
store
search
negotiate
sign
route
send

There's a better way to store

Headline Concepts

- Grow your business, not stacks of paperwork
- Focus on sales goals, not shelf space
- Don't let paperwork stop progress
- Step up your revenue, not step ladders

There's a better way to search

Headline Concepts

- Lose the stress, not your sales agreement
- Keep your agreements within reach
- Stop searching for Contract_V7_final_FINAL.pdf

There's a better way to negotiate

Headline Concepts

- Back-and-forth... and back again?
- Don't lose the deal over a missed detail
- Get to the right terms, at the right time

There's a better way to sign

Headline Concepts

- Right signature... wrong line
- Sign on the right line, the first time
- Leave the white-out out of the picture
- Stop signing like it's 1999

There's a better way to route

Headline Concepts

- ~~Hoping~~ Knowing it gets there on time
- Don't let your contracts hit a red light
- Stop guessing who reviewed what, when

There's a better way to send

Headline Concepts

- Keep the right kind of tabs on your contracts
- Fill sales quotas, not manila envelopes
- Don't lose the bid over lost mail

Creative Development

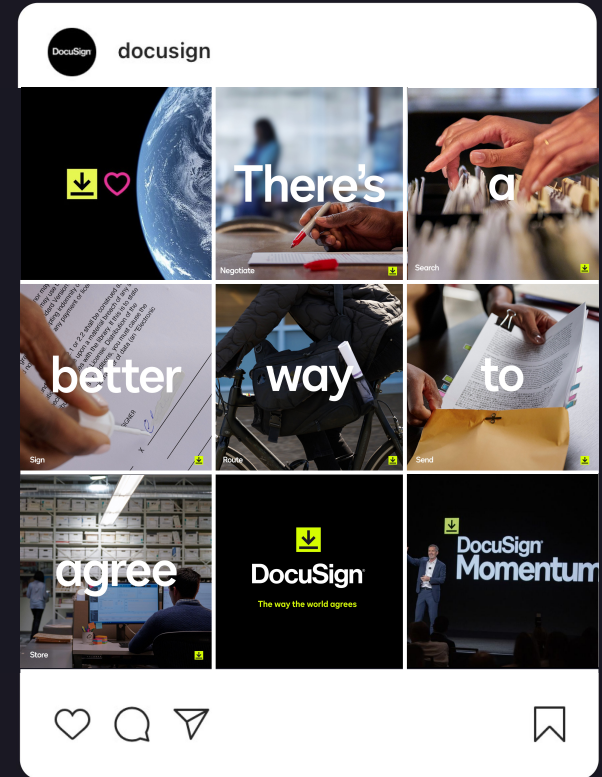
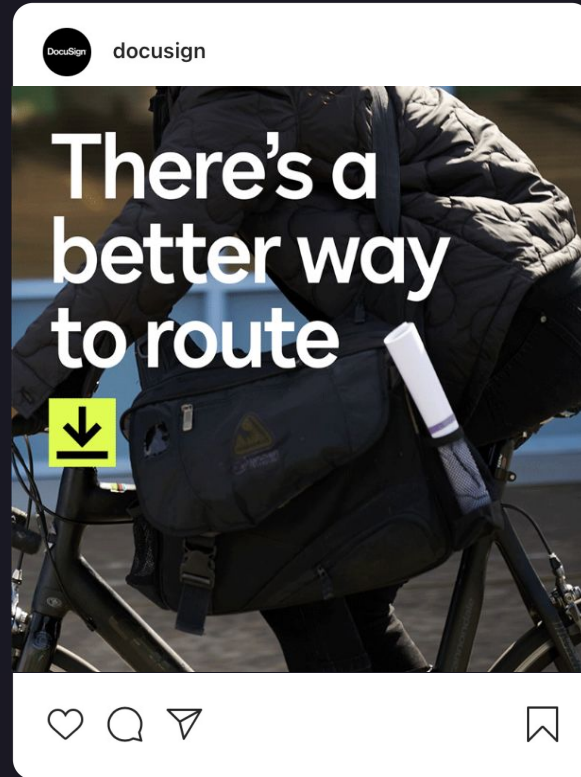
With the concept locked-in, we turned our six stories into a 30-second [video](#), digital display ads, social ads and out-of-home concepts.

Campaign Highlights
A Better Way Campaign

The image shows a YouTube video player interface. At the top, the YouTube logo and search bar are visible. The video title is "A Better Way - DocuSign". The video thumbnail shows a man in a suit leaning over a desk in an office, with the text "There's a better way" overlaid in large white letters. The video player controls at the bottom show a play button, a progress bar at 0:01 / 3:13, and various settings icons. Below the video player, the video title "A Better Way to Agree" is displayed, along with 444 views and the date "Apr 5, 2022". The video has 5 likes and 0 dislikes. The channel name "DocuSign" is shown with 11.6K subscribers and a red "SUBSCRIBE" button. The video description reads: "Check out the new product capabilities from the DocuSign Agreement Cloud, all designed to better power your agreement process and keep business moving forward."

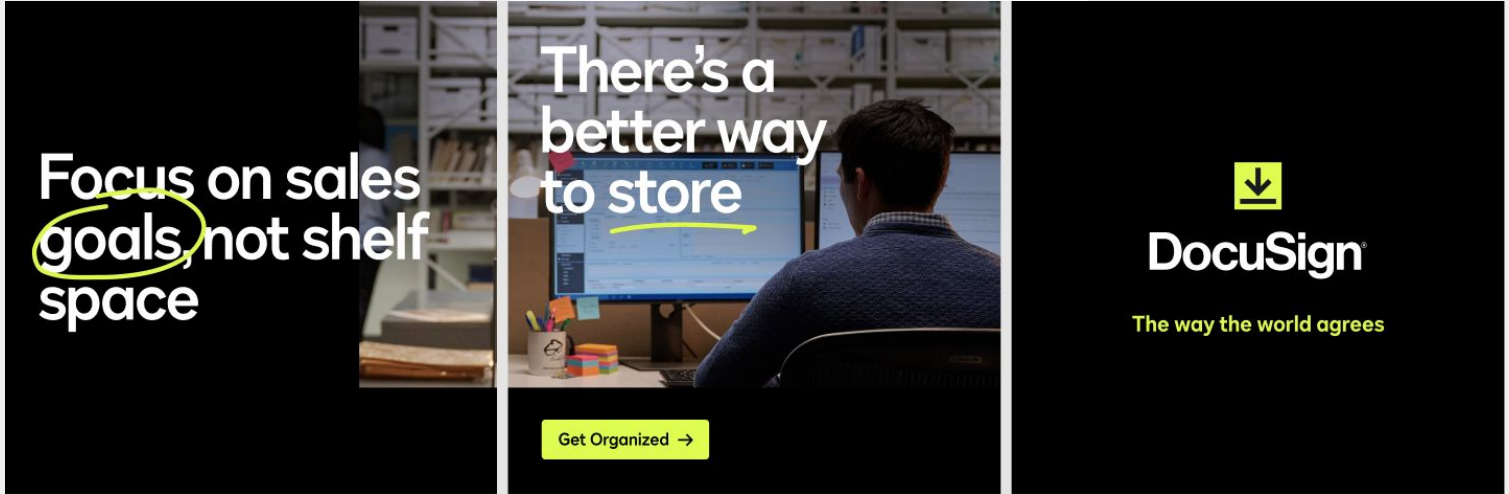
**Video
Treatments**



Campaign Highlights
A Better Way Campaign




Instagram
Social Ads




Campaign Highlights
A Better Way Campaign



DocuSign 
Yesterday at 12:22 PM · 

DOCUSIGN.COM

 1

 Like  Comment  Share

**Facebook
Carousel Ads**

Campaign Highlights
A Better Way Campaign

The image displays a Facebook carousel advertisement for DocuSign. The ad is presented as a screenshot of a Facebook post from the official DocuSign page, dated 'Yesterday at 12:22 PM'. The carousel consists of three slides:

- Slide 1:** Features the text "Lose the stress, not your sales contract" in white, with "contract" underlined in yellow. The background shows hands sorting through a stack of papers.
- Slide 2:** Features the text "There's a better way to search" in white. The background is the same as Slide 1. At the bottom, there is a yellow button with the text "Work Smarter →".
- Slide 3:** Features the DocuSign logo (a yellow square with a white downward arrow) and the text "DocuSign®" in white. Below the logo is the tagline "The way the world agrees" in yellow.

Below the carousel, the Facebook interface shows the URL "DOCUSIGN.COM", a post count of "1", and interaction buttons for "Like", "Comment", and "Share".

**Facebook
Carousel Ads**

Campaign Highlights
A Better Way Campaign

DocuSign
Yesterday at 12:22 PM · 🌐

Don't lose the deal over a missed detail

There's a better way to negotiate

Work Smarter →

DOCUSIGN.COM

1

Like Comment Share

**Facebook
Carousel Ads**

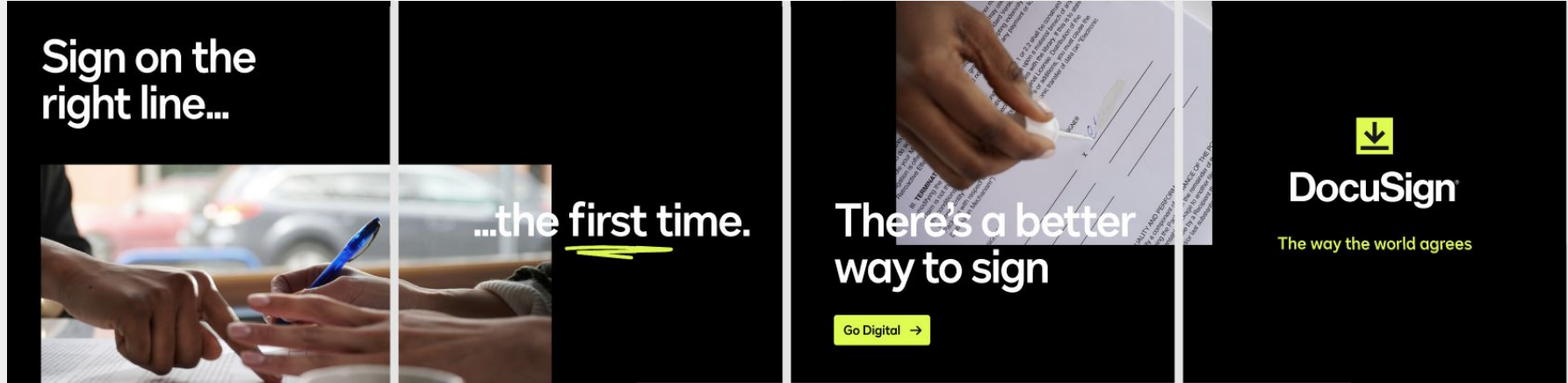
Campaign Highlights
A Better Way Campaign

DocuSign ✓
Yesterday at 12:22 PM · 🌐

DOCUSIGN.COM

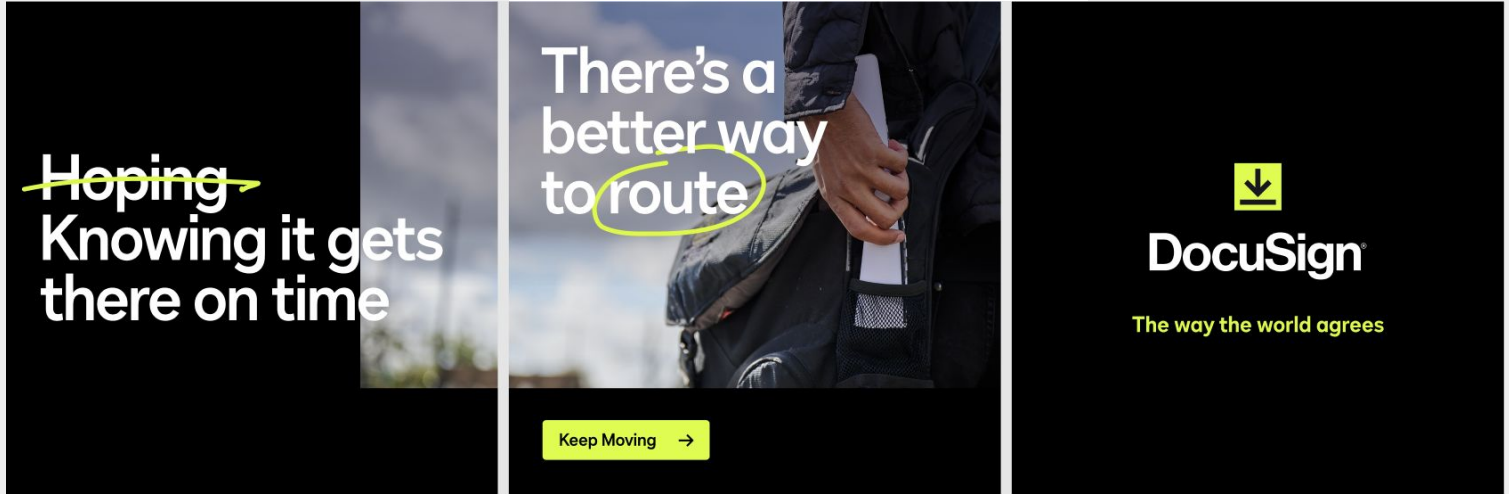
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Like Comment Share





**Facebook
Carousel Ads**




Campaign Highlights
A Better Way Campaign



 **DocuSign** 
Yesterday at 12:22 PM · 

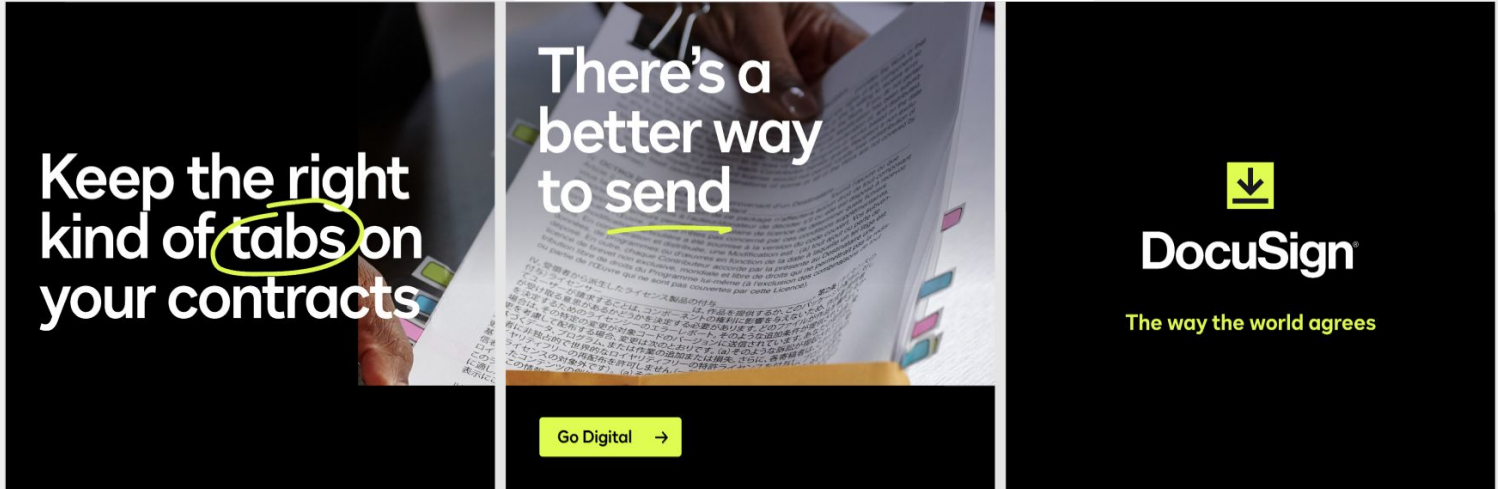
DOCUSIGN.COM





 1

 Like  Comment  Share


**Facebook
Carousel Ads**




Campaign Highlights
A Better Way Campaign



 **DocuSign** 
Yesterday at 12:22 PM · 

DOCUSIGN.COM

 1


 Like  Comment  Share

**Facebook
Carousel Ads**

Campaign Highlights
A Better Way Campaign

DocuSign 290,378 followers
7h · 🌐

Enter description here...



There's a better way to search

Work Smarter → DocuSign

Headline here

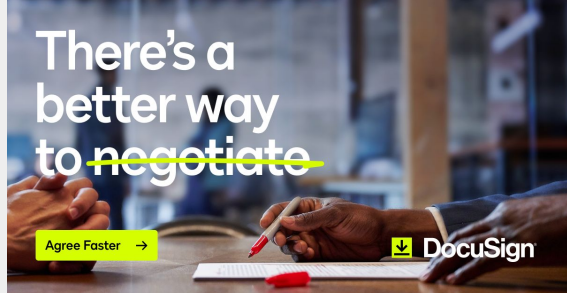
docuSign.co.uk · 3 min read

👍👍 6 1 share

Like Comment Share Send

DocuSign 290,378 followers
7h · 🌐

Enter description here...



There's a better way to negotiate

Agree Faster → DocuSign

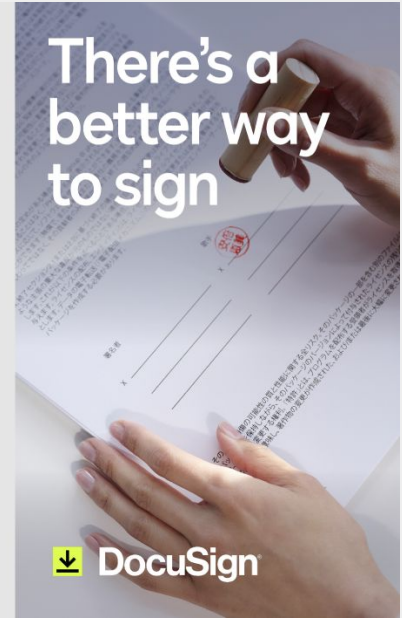
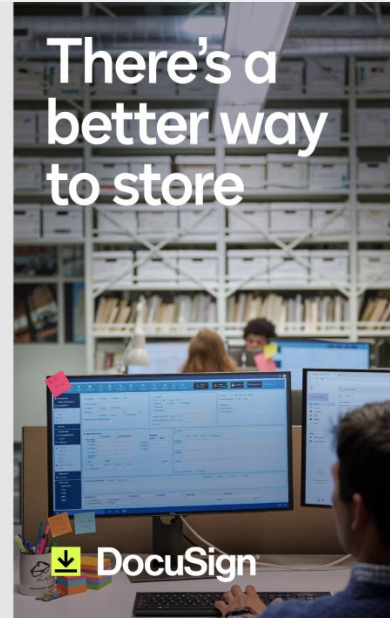
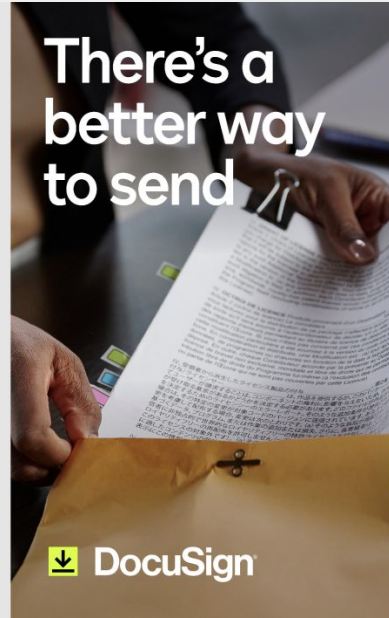
Headline here

docuSign.co.uk · 3 min read

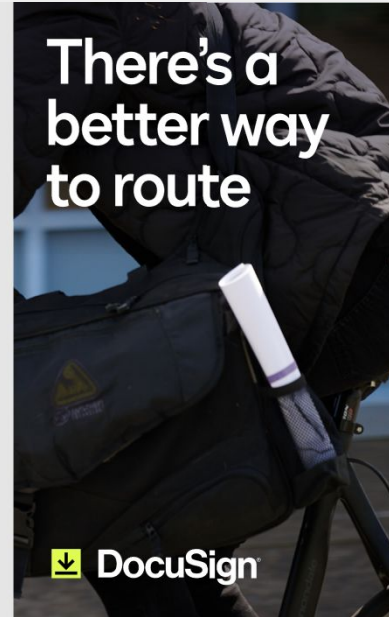
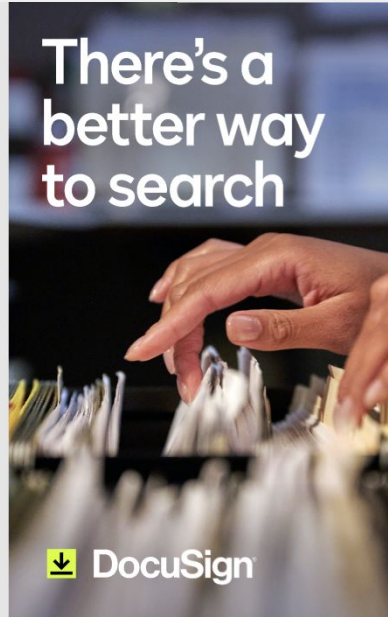
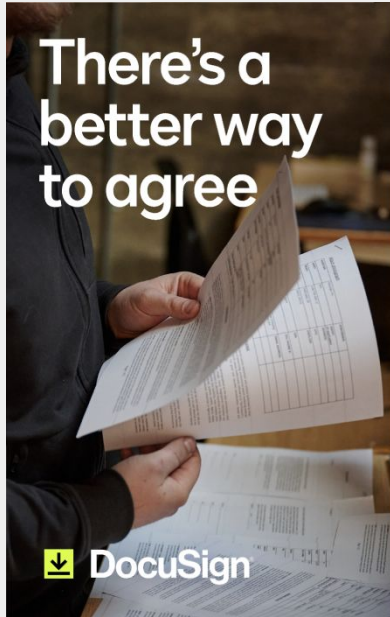
👍👍 6 1 share

Like Comment Share Send

**LinkedIn
Social Ads**

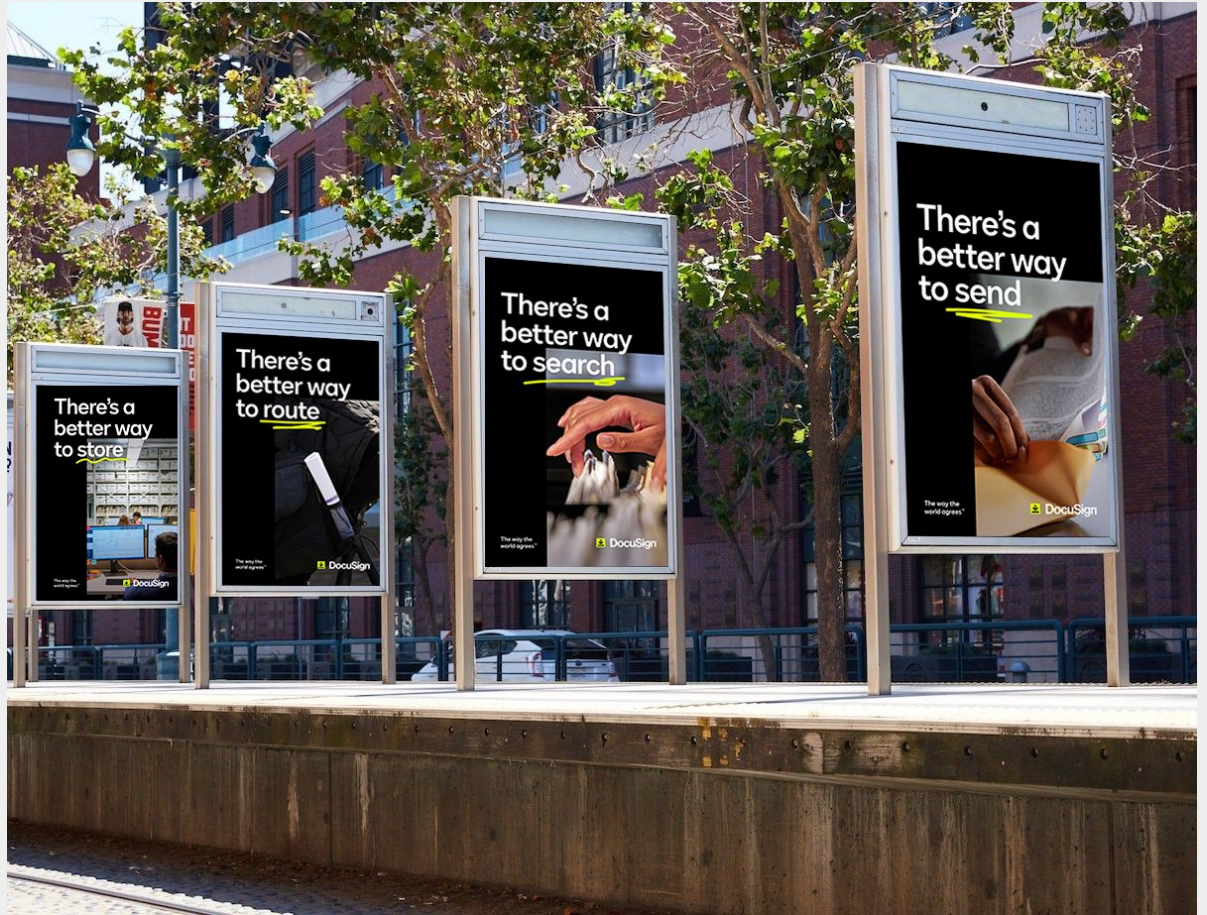


Digital Display Ads



Digital Display Ads

Campaign Highlights
A Better Way Campaign



**Out-of-home
Transit**



Out-of-home Transit

There's a better way to agree

DocuSign®