

Washington State Department of Revenue  
**Unclaimed Property Program Campaign**  
**Digital Display, Digital Native, & Social Creative**

Summit Marketing Effectiveness Awards  
Integrated Campaign, Consumer

Display ads

# Display ad creative – created in all standard 7 sizes



TOMIKO  
TOOK  
A TRIP



What would you do  
with found money?

Find yours

Department of  
**Revenue**  
Washington State



PAUL  
PAMPERED  
PEANUT



What would you do  
with found money?

Find yours

Department of  
**Revenue**  
Washington State



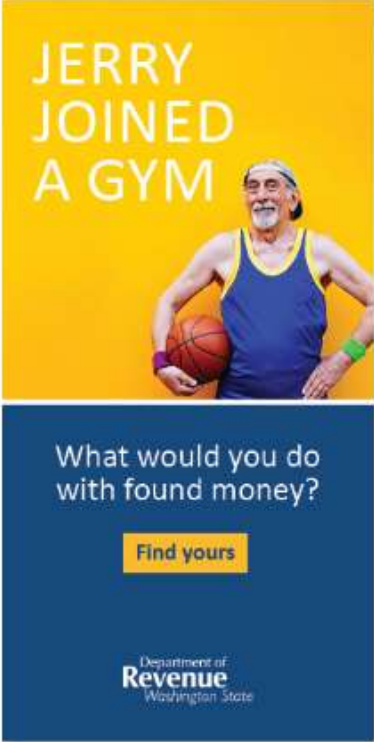
FLORES  
FOUND  
A FARM




What would you do  
with found money?

Find yours

Department of  
**Revenue**  
Washington State



JERRY  
JOINED  
A GYM



What would you do  
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Department of  
**Revenue**  
Washington State

# Retargeting ads



Department of  
**Revenue**  
Washington State

New unclaimed  
money is turned  
over every day.

Check again

v1



Department of  
**Revenue**  
Washington State

Does your mom  
have forgotten  
money? Your BFF?  
Your neighbor?


Find theirs

v2

Native ads

# Native ads




Ad by WA Dept. of Revenue 

## Claim forgotten money

Pamper your pet or yourself: What would you do with found cash? Search to find yours!

Paul



Ad by WA Dept. of Revenue 

## Claim your cash

Daytrip or donation: What would you do with found money? Search today to find yours!

Tomiko




Ad by WA Dept. of Revenue 

## Claim forgotten money

New tattoo or Tae Kwon Do? What would you do with found money? Search today to find yours!

Tom



Ad by WA Dept. of Revenue 

## Claim your cash

Matinee or massage: One in seven Washingtonians has forgotten money. Search to find yours!

Maddie

# Social ads

# Facebook & Instagram





# Facebook & Instagram

Washington State Department of Revenue

PAUL  
PAMPERED  
PEANUT

What would you do with found money?

Buy your dog a raincoat or one for yourself!  
*You could have forgotten money waiting for you. Check today!*

Learn more

Reels

PAUL  
PAMPERED  
PEANUT

What would you do with found money?

Buy your dog a raincoat or one for yourself!  
*You could have forgotten money waiting for you. Check today!*

Washington State Department of Revenue  
Sponsored

Learn more

Instagram

Washington State Department of Revenue  
Sponsored

PAUL  
PAMPERED  
PEANUT

What would you do with found money?

Learn more

Buy your dog a toy, take in a movie, or treat your mom to tea. You could have forgotten money waiting... more



# Facebook & Instagram



# Facebook & Instagram

Washington State Department of Revenue  
Sponsored

## FLORES FOUND A FARM

What would you do with found money?

Buy a treat, take a trip, donate, or save!  
*You could have forgotten money waiting for you. Check today!*

[Learn more](#)

Reels

## FLORES FOUND A FARM

What would you do with found money?

Buy a treat, take a trip, donate, or save!  
*You could have forgotten money waiting for you. Check today!*

Washington State Department of Revenue  
Sponsored

[Learn more](#)

Instagram

Washington State Department of Revenue  
Sponsored

## FLORES FOUND A FARM

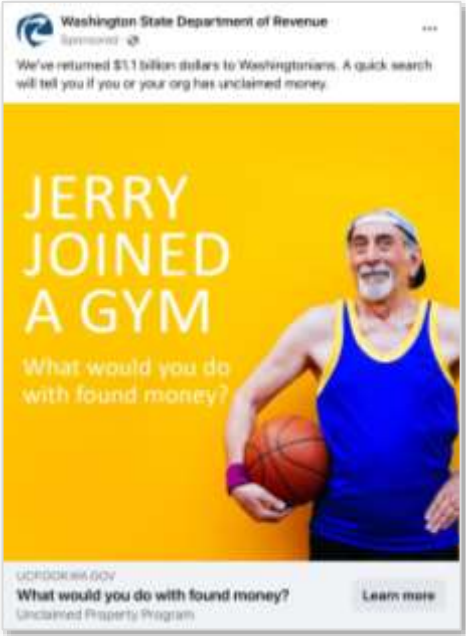
What would you do with found money?

[Learn more](#)

One in seven people and orgs in Washington have forgotten money. Search today to see if you ha... more



# Facebook & Instagram



# Facebook & Instagram

Reels

JERRY JOINED A GYM

We've returned \$1.1 billion in forgotten money to Washingtonians!

Washington State Department of Revenue *found cash.*

Learn more

This is a Facebook Reels advertisement. It features a yellow background with a man in a blue tank top and white headband holding a basketball. The text 'JERRY JOINED A GYM' is prominently displayed. Below the image, there is a dark blue section with white text stating 'We've returned \$1.1 billion in forgotten money to Washingtonians!' and the Washington State Department of Revenue logo with the tagline 'found cash.'. A 'Learn more' button is at the bottom.

Washington State Department of Revenue

JERRY JOINED A GYM

What would you do with found money?

SPEND SAVE

We've returned \$1.1 billion in forgotten money to Washingtonians!

Search now to see if you have unclaimed cash.

Learn more

This is a standard Facebook advertisement. It features the same yellow background and man with a basketball. The text 'JERRY JOINED A GYM' is at the top. Below it, the question 'What would you do with found money?' is posed. Two buttons labeled 'SPEND' and 'SAVE' are shown. The text 'We've returned \$1.1 billion in forgotten money to Washingtonians!' and 'Search now to see if you have unclaimed cash.' are included. A 'Learn more' button is at the bottom.

Instagram

Washington State Department of Revenue Sponsored

JERRY JOINED A GYM

What would you do with found money?

Learn more

We've returned \$1.1 billion dollars to Washingtonians. A quick search will tell you if you or your org ha... more

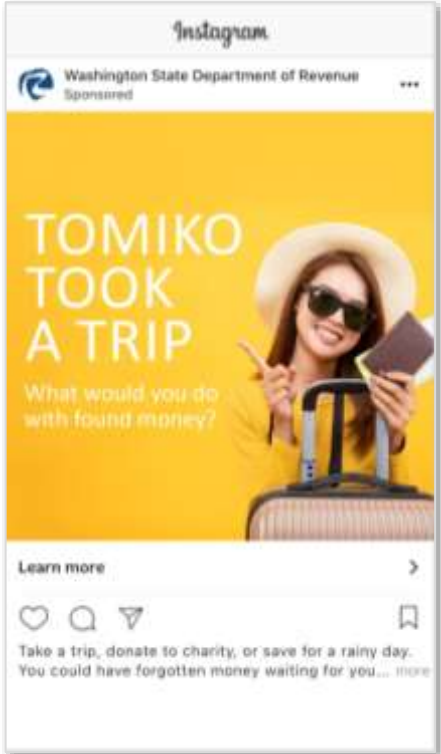
This is an Instagram advertisement. It features the same yellow background and man with a basketball. The text 'JERRY JOINED A GYM' is at the top. Below it, the question 'What would you do with found money?' is posed. A 'Learn more' button with a right-pointing arrow is shown. At the bottom, there is a caption: 'We've returned \$1.1 billion dollars to Washingtonians. A quick search will tell you if you or your org ha... more'.



# Facebook & Instagram



# Facebook & Instagram



Website



# Website header art aligns with campaign creative

