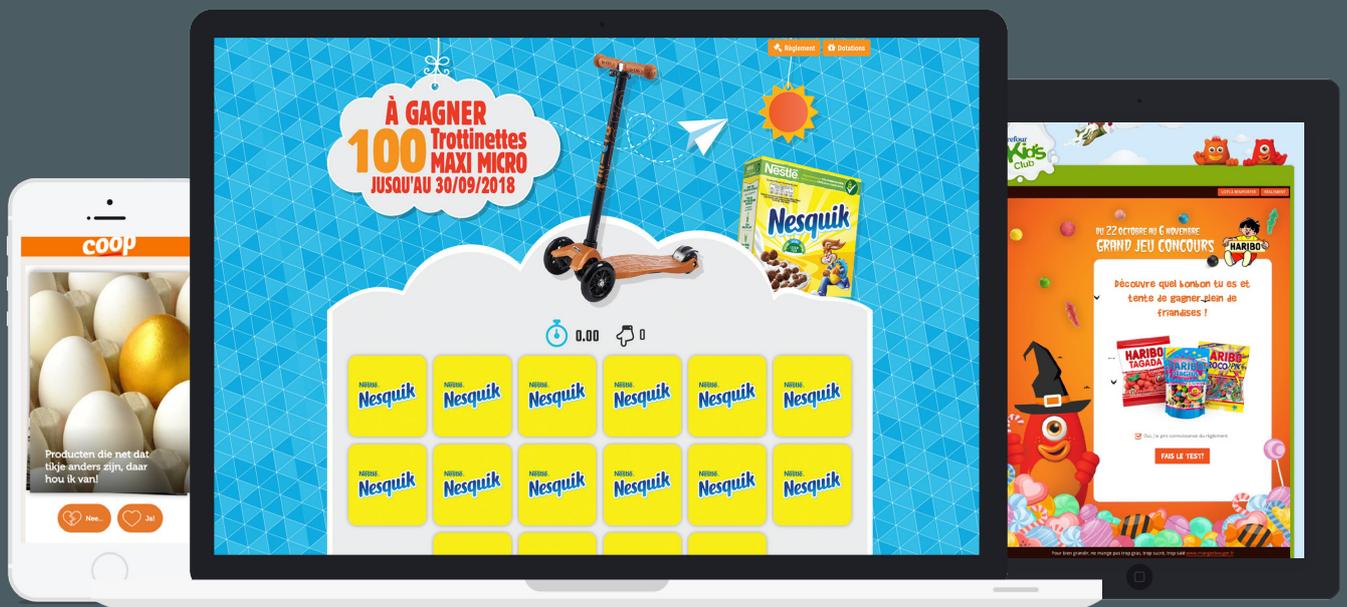


5 GREAT INTERACTIVE MARKETING EXAMPLES FROM TOP EUROPEAN RETAILERS



www.qualifio.com

Introduction

Static advertising campaigns are becoming less and less effective, especially in the retail sector.

To continue to engage consumers, most major retailers today use marketing of a new kind: interactive marketing. Quizzes, contests, personality tests and other interactive formats allow them to create more virality and, above all, to have a two-way communication with their audiences. Most often, interactive campaigns help them to meet the following challenges:



Increase sales through viral campaigns that are shared by consumers



Recruit new members for their loyalty programs



Increase their number of fans on social media



Increase the number of subscribers to their newsletters



Retain visitors by encouraging them to come back thanks to fun, engaging interactivities



Collect accurate consumer data to deliver customized communications and segment-based offers



Bring online visitors to physical stores and foot traffic to digital channels and online stores



Increase sponsorship revenues by giving greater visibility to their partners through special actions



All of this in compliance with the new GDPR regulation.

In this ebook, we present the interactive mechanics through which key players of the retail sector reach their objectives, as well as concrete examples of campaigns and their results.

Carrefour Kid's Club

Just for kids

Carrefour proposes members of its loyalty program who have children between 3 and 12 years of age to join the Carrefour Kid's Club. The Club uses each month a different interactive game mechanics, and offers animations and exclusive benefits to its young members.

Marketing objectives



Recruitment

Participants must enter their Carrefour loyalty card number and/or their Carrefour Kid's Club card number in order to increase their chances of winning. This encourages users to join the loyalty program.



Loyalty

Contests are a sort of monthly meeting proposed to the members of Carrefour Kid's Club and represent the biggest part of the digital animation.



Newsletter

The contests invite participants to subscribe to the newsletter.



Engagement

Game mechanics vary every month: quiz, guess the word, Advent calendar, etc.

Overall results

+97,000
identified and
engaged participants

+177,000
games

800
new members/
month

22,000
new subscribers to the
newsletter

Example

Personality test: What kind of Haribo candy are you?

The principle of the game: to participate in the contest and try to win bags of Haribo candies, the participant must answer a series of questions to discover the kind of Haribo candy that corresponds most to their personality. An important detail: to validate their participation, they must indicate their contact details and provide their membership card number, which is automatically checked by the system.



Geeky tip : Real-time verification of the membership card number.

309
Facebook
shares

1,767
new collected
profiles

1,215
new subscribers
to the
newsletter

MediaMarkt

Local to global data collection

MediaMarkt, Europe's leading electronics retailer, makes massive use of interactive campaigns to drive engagement and gather segmentation data, both locally (on local stores' Facebook pages and blogs) and nationally.

Marketing objectives



Product launches

Each of the 29 stores has its own marketing strategy and own Facebook page. Stores launch interactive campaigns to promote one or more products to their community.



Segmentation

Data collected locally through interactive campaigns are meant to enrich a centralized database.



Virality

Contests offer participants the opportunity to increase their chances if they share the campaign with their friends.

Overall results

800+
campaigns

+275,000
identified and
engaged participants

+7,000
participants identified
via Facebook

Example Quiz: Crazy Run

One of the most creative actions of MediaMarkt is the "Crazy Run" campaign that they organize every year in their stores. The idea: an online contest gives the chance to participants to win 100 seconds of free shopping (the winner can leave the store with all the items they can gather in 100 seconds). To enter the contest, two rather smart conditions: have a MediaMarkt receipt dated from before the contest deadline, and answer the quiz questions correctly.

Last but not least: Participants who share the contest at the end have the right to play again in order to double their chances!

+50,000
participants

#CrazyRun

Le prochain...? Qui sera capable de récupérer un maximum de produits en moins de 100 secondes...? Qui sera capable de battre le record des deux précédents gagnants?

Nous vous rappelons que TOUS nos clients ont une chance de gagner! Ne perdez plus une seconde et participez dès maintenant! Attention, vous avez besoin d'un ticket de caisse ou d'un bon Online data au minimum du 1er janvier 2017.

Le concours se déroule du 30/09/2017 au 22/10/2017

On vous laisse profiter de la vidéo afin de faire monter l'ad vous mettre en condition si vous êtes notre prochain Ch

+7,279
shares

Drive Intermarché

Making room for sponsors

Intermarché is a French supermarket chain that uses interactive campaigns for its online shopping service 'Drive Intermarché'. The company successfully uses personality tests, photo contests, quizzes and other contests to highlight its sponsors, create virality and increase the number of subscribers to their newsletter.

Marketing objectives



Monetization

The contests regularly highlight a sponsor who finances the campaign and the prizes.



Newsletter

Invitations to subscribe to a newsletter are placed in each campaign.



Segmentation

Different offers are displayed based on the purchase preferences of the participants.

Overall results

7
campaigns

+68,000
games

+39,000
unique
participants

Example

Personality test: What type of vacationer are you?

Intermarché's most popular campaign is a personality test: "What kind of vacationer are you?". The goal of this campaign was threefold: monetize the campaign through a sponsor (Marmara), go viral through a format that encourages Facebook shares, and promote "travel kits" associated with each profile, accessible directly on Intermarché's website via the end screen of the test!



100% compliant
with the GDPR

980
Facebook
shares

14,800
opt-ins
(conversion rate: 45%)

33,500
participants

Weldom

Priority to the community

Weldom, a French chain of stores specializing in DIY equipment, regularly organizes engaging contests. The idea? Interact with their audience on a regular basis to build loyalty and a sense of DIY community. The company is particularly fond of photo contests, a very viral format based on user-generated content.

Marketing objectives



Engagement

Weldom chooses formats that reinforce interactions between the brand and its community, but also between customers, through in-store demonstrations for example.



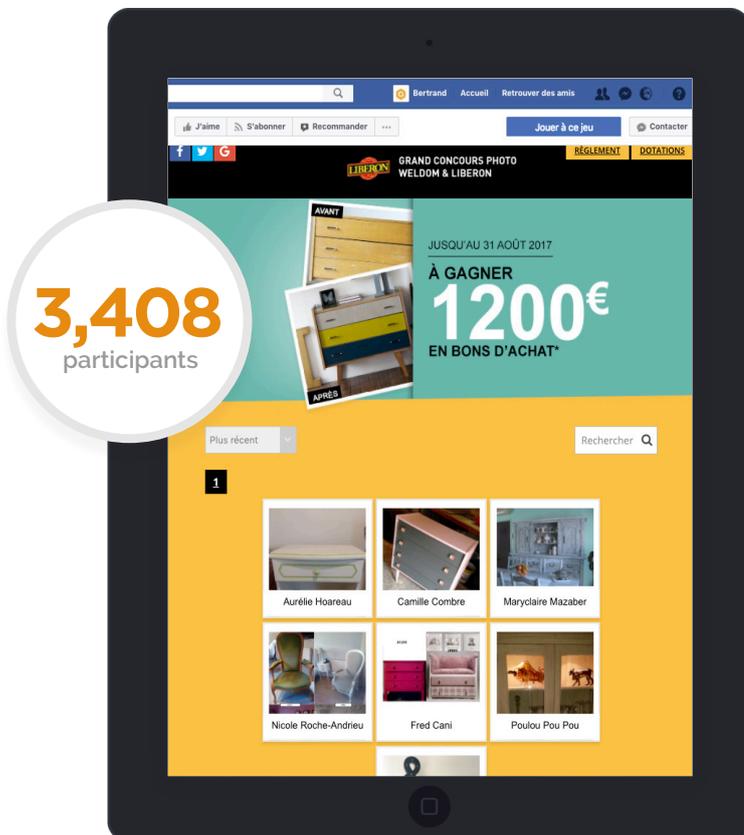
Monetization

The DIY chain regularly promotes products and brands sold in their stores.



Newsletter

Weldom regularly interacts with its creative community through emails that offer advice and promotions. Subscription to the newsletter is proposed in almost all the contests they organize.



Example

Photo contest: Libéron

The principle of the contest was as follows: participants were invited to upload a photo of their creation, a piece of furniture painted with a product of the brand Libéron (specialized in paints) and could vote for the best photo among those of other participants. The prize at stake? 1,200 euros of vouchers for the 20 participants with the most votes. To validate their vote, the participants had to identify themselves through a Facebook Connect or manually, by filling a form.

Factory Bonaire mall

From web to store

Via CSG Comunicació

CSG Comunicacio (agency) has a lot of retail clients, including shopping centers. For these shopping centers, communication with visitors is a challenge, because this it is often done directly with the stores rather than with the mall itself. Shopping centers have little means available to collect email addresses that would allow them to maintain a link with their physical visitors. This is where interactive campaigns come in, allowing both more visibility and traffic, through animations and special actions, and to collect data on visitor preferences in order to personalize promotional offers sent via email.

Marketing objectives



Web-to-store

Factory Bonaire uses interactive campaigns to bring foot traffic into their stores through special events and actions.



Segmentation

contests are used to collect preference data and personalize offers sent to visitors by email.



Monetization

several contests highlight specific partners and stores.



Newsletter

the vast majority of identification forms contain invitations to subscribe to the newsletter and receive promotions.

Overall results

17
campaigns
created

53,203
games

29,049
unique profiles

28,746
new unique
profiles

Example

Memory: Will you succeed in pairing the cards?

The idea behind the contest? Factory Bonaire, located in Valencia, created a particularly ingenious Memory campaign in order to give visibility to brands, boost their social media, increase their number of opt-ins, and collect data. The goal of the game for the participant: flip cards and match the pairs, in record time. The prize was a voucher of 100 euros. Cards contained brand logos and the identification form offered participants the option to subscribe to the newsletter.

1,112
email addresses
collected

fnac

PRIX DE LA BD FNAC 2018
PRIX DÉCERNÉ PAR LES LIBRAIRES FNAC ET LE PUBLIC

Fnac lanceert de 4de editie van de 'FNAC-STRIPPRIJS'

Als striplezer nodigen we je graag uit om deel te nemen aan de verkiezing van de 'Fnac Stripprijs'. Kies uit onze shortlist van 30 titels welke strip volgens jou de beste strip van 2016 is.

Breng tussen 30 januari en 26 februari jouw stem uit en maak kans op een 'Fnac-striprijs pakket' met de 30 geselecteerde strips.

Kies je favoriete strip en maak kans op een Fnac-striprijs pakket met alle titels van de shortlist.



Vraag 4/7

Welke moeder heeft een Nobel prijs gewonnen?

- Moeder Theresa
- Moeder Inge
- Moeder Geerta

VOLGENDE VRAAG

coop



Producten die net dat tikje anders zijn, daar hou ik van!

- Nee...
- Ja!

coop

CONCOURS NIGHT&DAY

ND NIGHT&DAY

Estimez le poids de la hotte du Père Noël et remportez son contenu !

iPhone X

PS4 SONY PLAYSTATION 4 PRO 1TB + GT SPORT

DOLCE GUSTO KRUPS Piccolo

Cadeau SURPRISE

PARTICIPER !

PURINA

PRO PLAN
NUTRITION THAT PERFORMS

dogofriends

Welkom

Purina en zijn partner dogofriends staan aan uw zijde om uw puppy te verwelkomen. U de weg te wijzen in de wereld van de voeding en hem een complete voeding aan te bieden, volledig aangepast aan de verschillende stadia van zijn ontwikkeling. Zo geeft U hem de basis van een goede gezondheid voor de rest van zijn leven!

Schrijf U snel in en ontvang volledig gratis thuisgestuurd een zak van 3kg (voor middelgrote en grote honden) of 700 g (voor kleine honden)

Code

DEELNEMEN

Why use a dedicated platform?

Qualifio is Europe's leading interactive marketing and data collection platform. It allows publishers, brands and agencies to easily create and publish interactive content on websites, mobile apps and social media. Quizzes, contests, surveys, tests, animated games and 40+ other innovative formats allow them to collect data and to grow, engage, qualify, segment and monetize their digital audiences.

Qualifio enables marketing, content, data and sales teams to publish a wide array of interactive formats, in record time and at a reduced cost, with no IT knowledge.

Qualifio is designed to be an integral part of its clients' data ecosystem. It easily integrates with other corporate data tools such as CRM, CMS, marketing automation softwares, Single Sign-On, Analytics, DMP or even payment systems.

Qualifio is perfectly suited for media and brands with multiple brands and users. Along with an access to the online platform, it provides a highly responsive helpdesk, training and customer success programs, as well as a Studio to build custom campaigns on behalf of clients.

CREATION OF INTERACTIVE CAMPAIGNS



QUIZ



CHRONO QUIZ



INSTANT WIN



MEMORY



PHOTO CONTEST



POLL & VOTE



WRITING CONTEST



PERSONALITY TEST



VIDEO CONTEST

AND MANY MORE

MULTI-CHANNEL PUBLICATION



WEBSITES



MOBILE



MINI-SITES



FACEBOOK



DISPLAY ADS



XML FEED

COLLECTION OF PROFILES & MEASUREMENT OF RESULTS



LIVE REPORTING



CRM



SSO (SINGLE SIGN-ON)



GOOGLE ANALYTICS



DMP

Want to learn more and discuss opportunities for your business?

Contact us