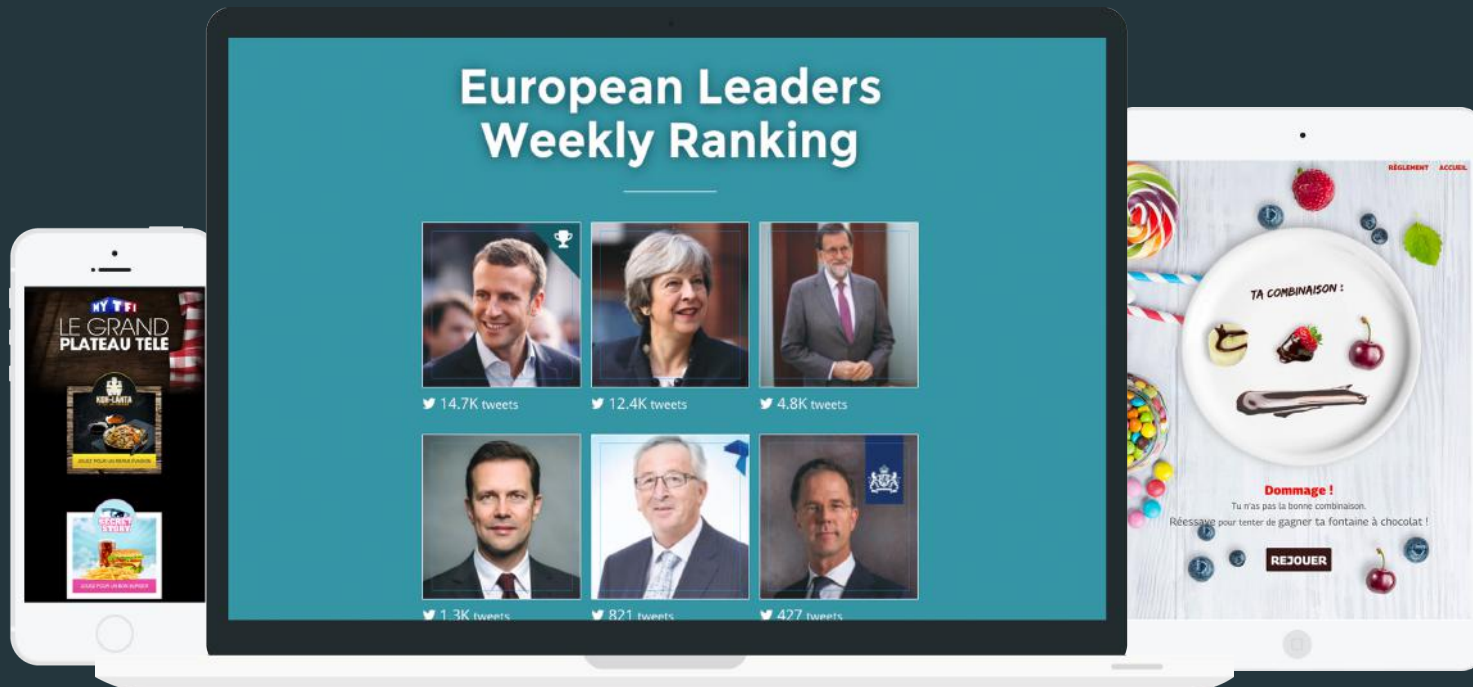


40 INTERACTIVE AD CAMPAIGN IDEAS THAT YOUR ADVERTISERS WILL ACTUALLY LOVE



You work for a media?

Advertisers are crazy about new, innovative, interactive ad formats. Such formats brings them visibility, traffic, new prospects, social media followers. They perfectly integrate into your editorial content... without being blocked by adblockers!

Discover 40 formats of interactive brand content you can propose to your advertisers.





1

Sponsored jackpot

- Anonymous or identified
- Participants immediately find out whether they won
- Published on your sponsor's Facebook Page, website, mobile app, or on a responsive dedicated minisite
- Share the campaign on social media

2

A sponsored gift guide

- You help your audience find the perfect gift
- "Smart" guide thanks to conditional branching options
- Unlimited number of questions of different types: multiple choice, checkboxes, answers in the button, clickable images...
- Send traffic to your sponsor's online store



OPENING
22/05/2015

DECATHLON
Équipement de plein air/articles de sport

DECATHLON
www.decathlon-evere.be

GAGNEZ A VIE!
VOUS GAGNEZ VOTRE ÉQUIPEMENT DE SPORT
D'ÉQUIPEMENT DE SPORT

WIN
JE SPORTIFIE MON VIE!
VOUS GAGNEZ VOTRE ÉQUIPEMENT DE SPORT
D'ÉQUIPEMENT DE SPORT

ACHETER **J'aime** **Contacter**

Journal **À propos** **Folder Lange weekends** **Concours/Wedstrijd** **Plus**

DECATHLON **Delen** **34** **REGLEMENT** **MTB ROCKRIDER 500**

DUID OP HET BEELD AAN DE RECHTERKANT (MET HET GELE KADER) HET VERSCHIL AAN TUSSEN DE TWEË BEELDEN

00:04:2

3

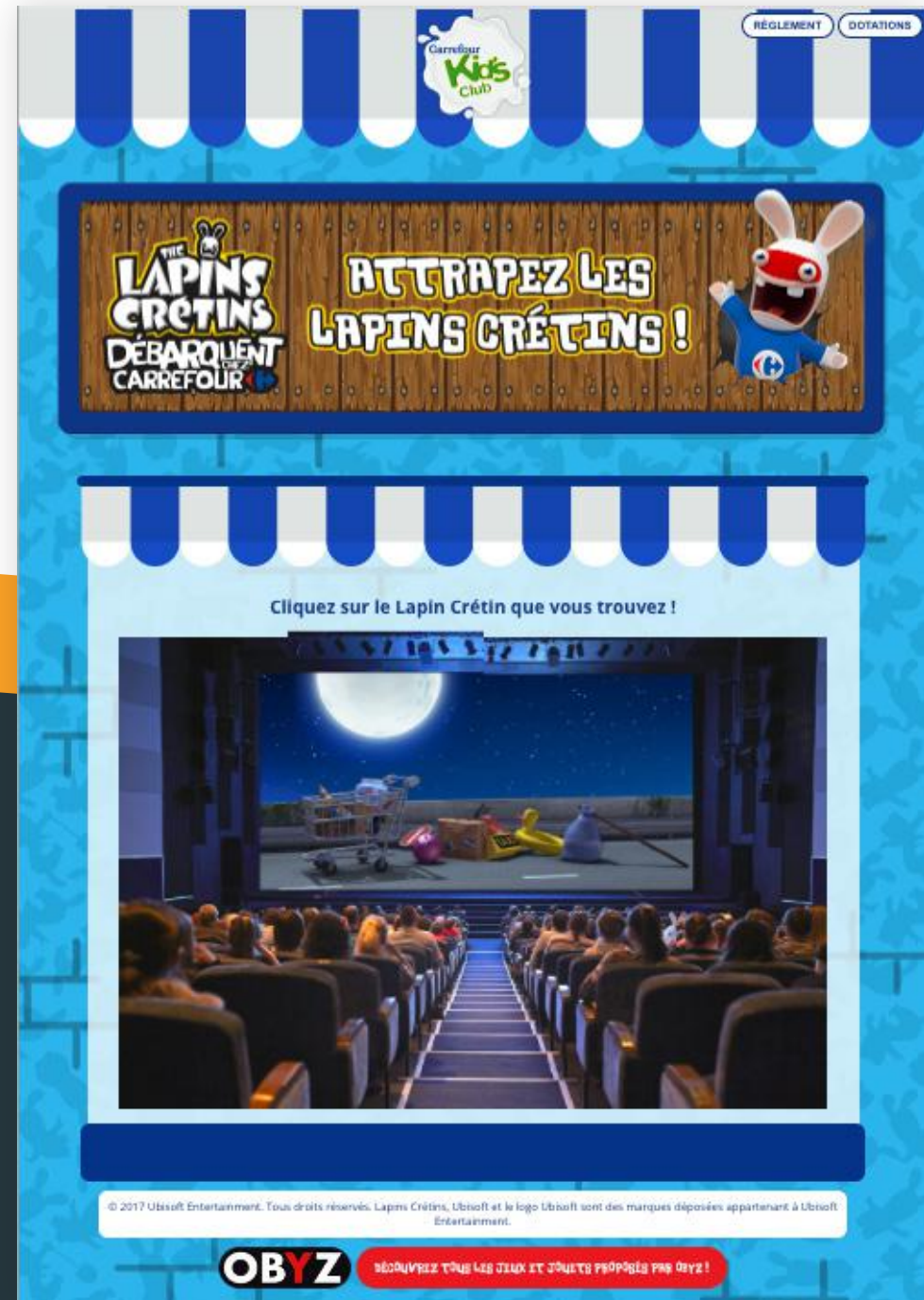
Spot the difference

- Showcase your sponsor's products or brand
- Participants find the difference as quickly as possible
- May be coupled with a final draw

4

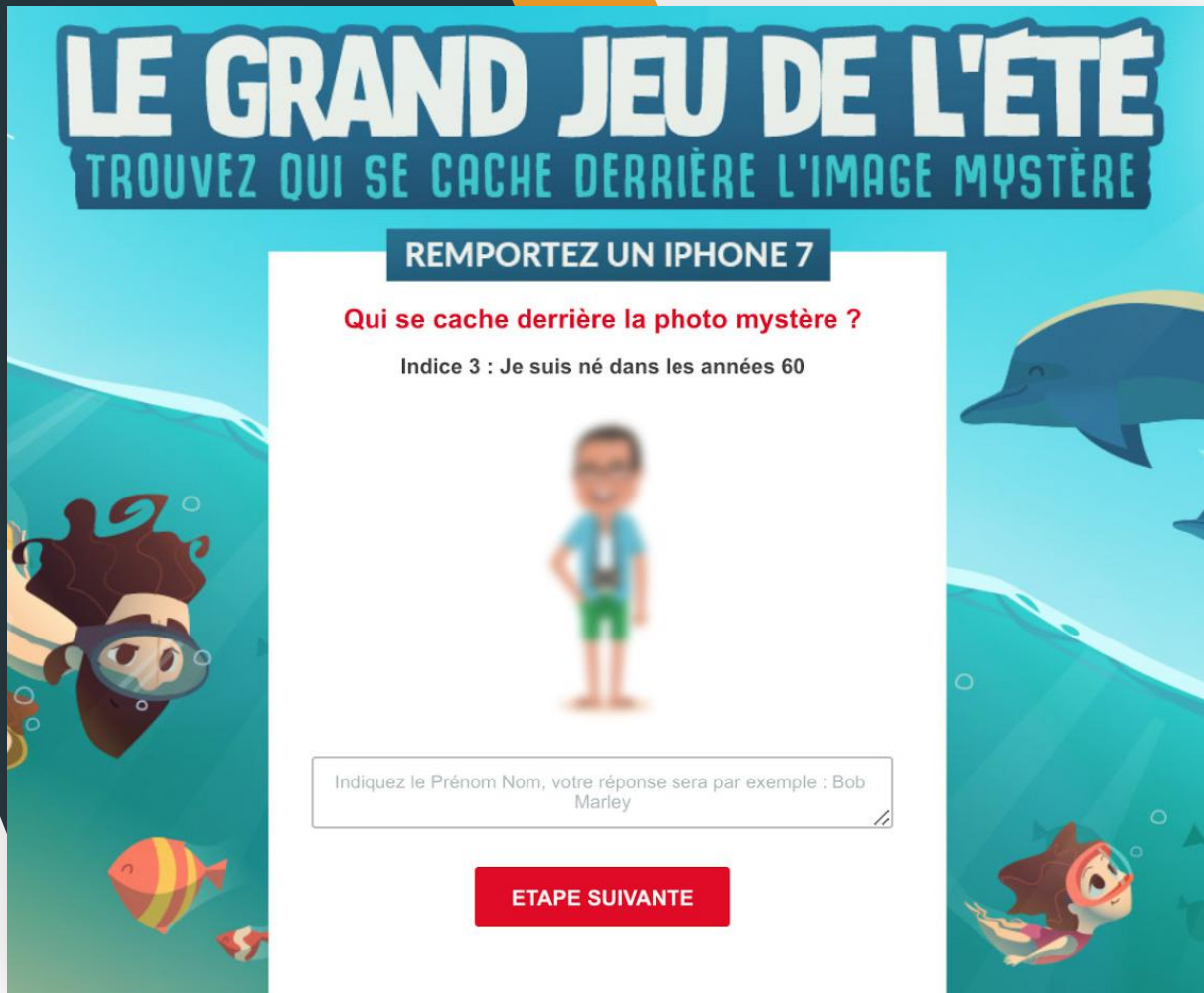
Sponsored hidden object

- Users retrieve a hidden element in an image as quickly as possible
- Unlimited number of questions
- Showcase your sponsor's products or brand
- Anonymous or identified



5

Guess Who?



- Participants need to guess who's behind a mysterious image
- Response field with text matching feature and input mask
- Add new hints based on a strict schedule set in advance
- Individual or collective limitation of the number of participations

6

Shell game

- Customization of the visual elements
- Random result, changes for each player and each new game
- Viral and addictive mechanism
- Possibility to add a subsidiary question





L'EXTRAORDINAIRE — JEU —

Retrouvez le nom de la nouvelle attraction
du Futuroscope et tenter de gagner 2 entrées !



L'EXTRAORDINAIRE



A	B	C	D	E	F	G	H	I	J	K	L	M
N	O	P	Q	R	S	T	U	V	W	X	Y	Z

7

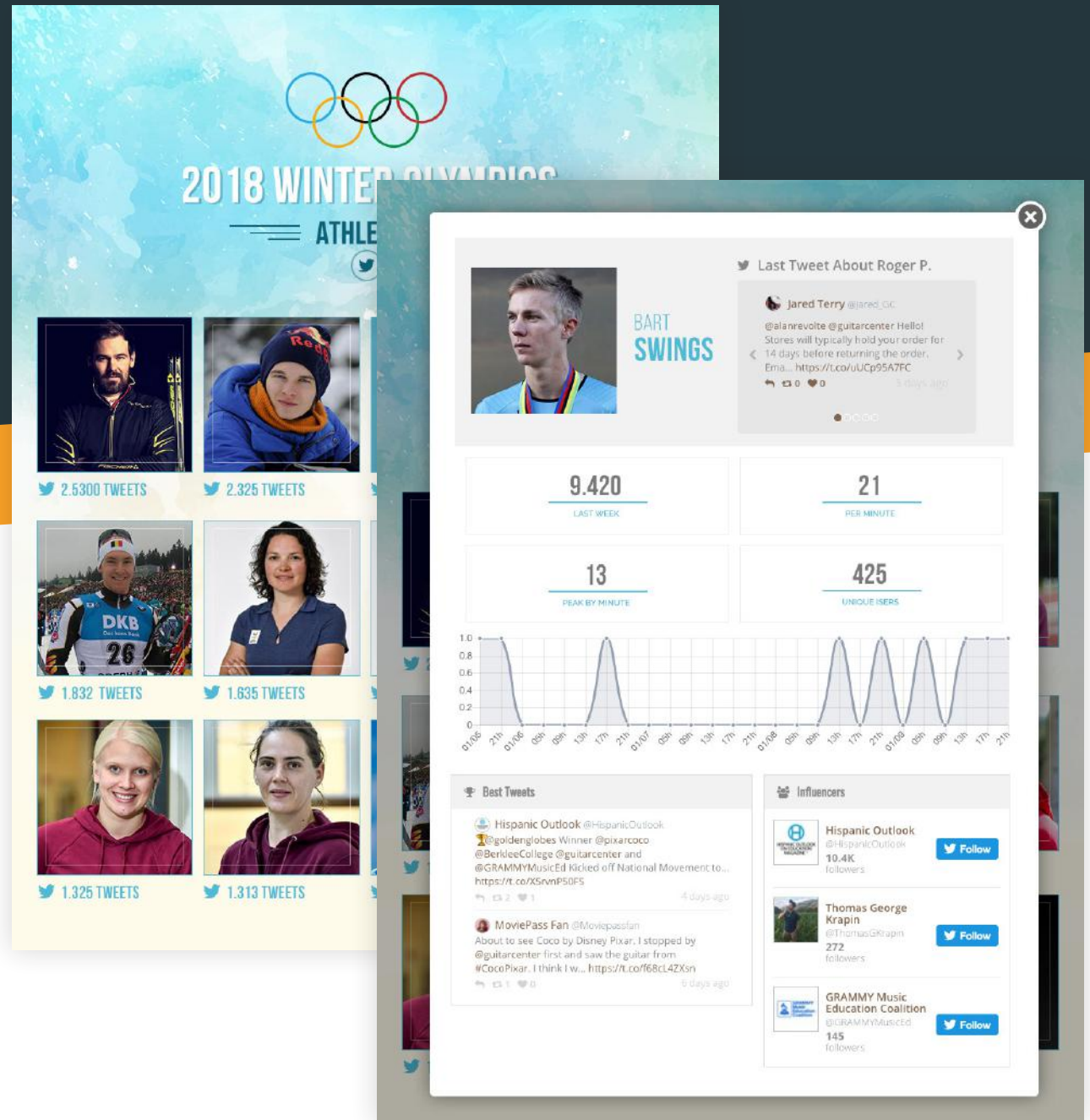
Sponsored rebus

- Display your sponsor's coded message using numbers, images, letters...
- Various question types: interactive keyboard with instant verification, multiple choice, open question, etc.

8

A Twitter Live Ranking

- Monitor all Twitter conversations around an event, a hashtag, a person
- Follow multiple hashtags and mentions at the same time
- High customisation of the ranking look and feel



9

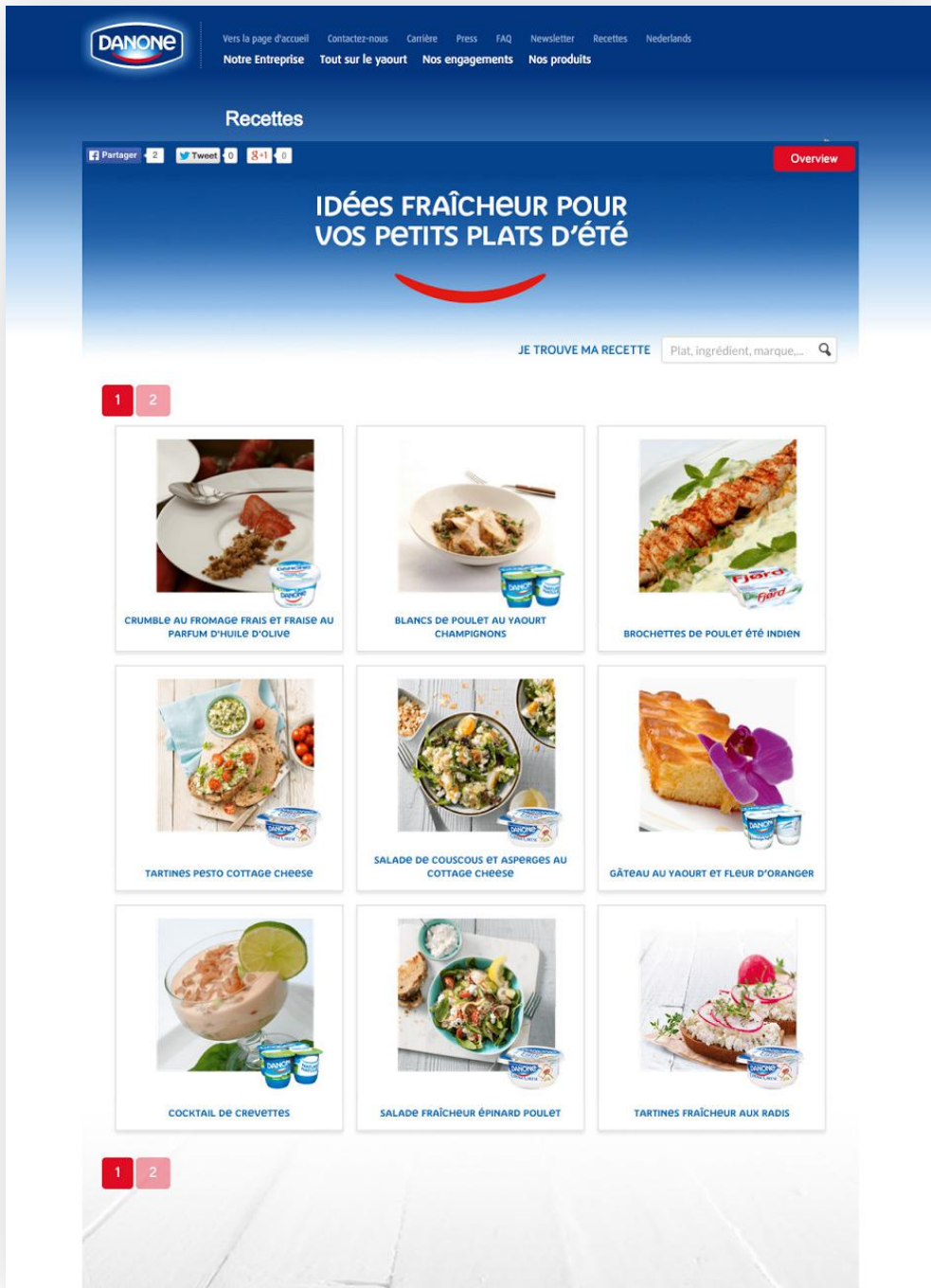
Sponsored photo album

Simple gallery or with a voting module •

Share the pictures on social media •

Customisation of the gallery design •

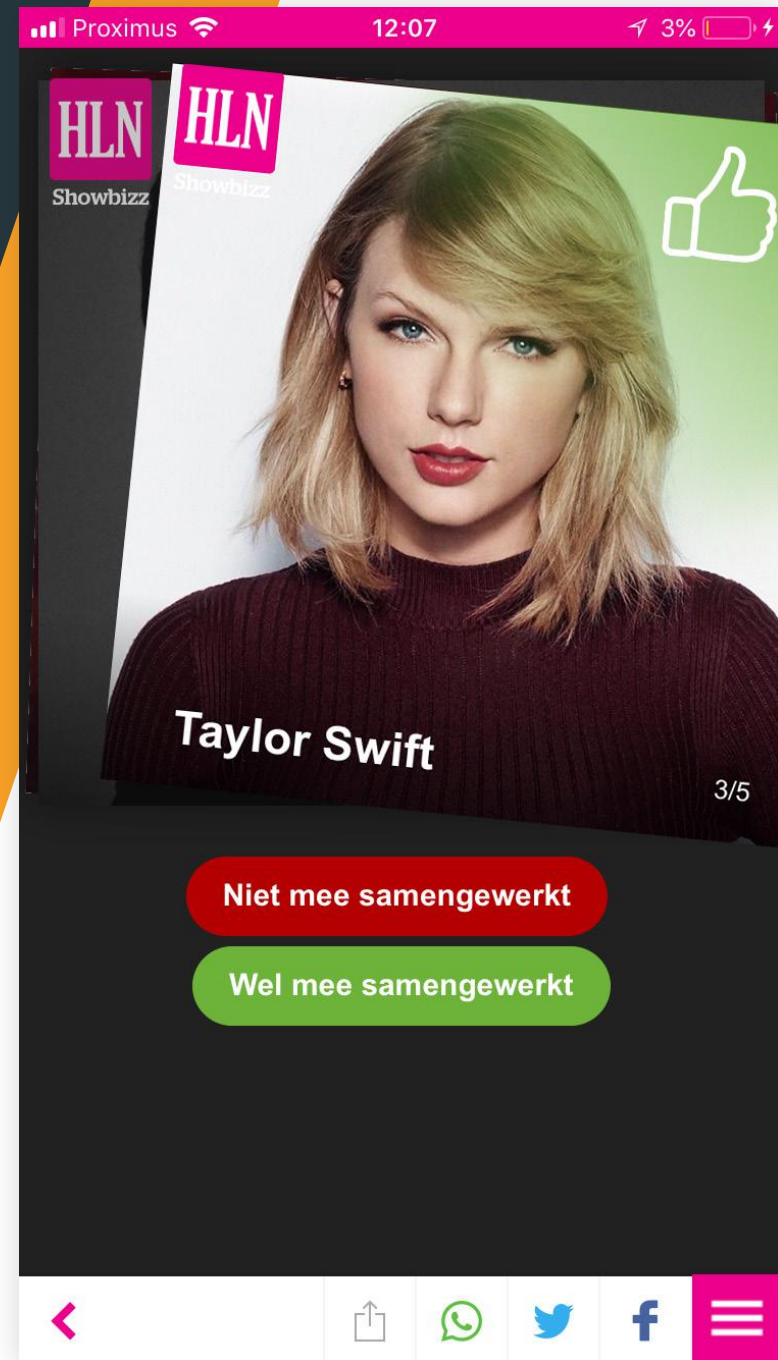
Unlimited hosting space •



10

Swiper campaigns

- Quiz, personality test or poll in a Tinder-like swiper format
- Users swipe to answer the questions
- Full customisation of the swiper
- Particularly suitable for mobile environment



11

Customised form with data collection

- Customisable fields with data validation features
- Opt-ins for sponsor
- Facebook Likes for sponsor
- Automatic e-mail generation
- Push data to sponsor's CRM (optional)

ABONNEMENT

CONCOURS

SHOP

ELLE

f

t

p

t

NL

Beauty test Color Riche

DE L'ORÉAL MAKEUP DESIGNER / PARIS



Karlie Kloss

Envie d'un vernis à la brillance éblouissante ?

INSCRIVEZ-VOUS POUR TESTER, CHEZ VOUS,

LE NOUVEAU

VERNIS À L'HUILE

L'ORÉAL

MAKEUP DESIGNER / PARIS



CARMIN
PARISIEN



VIOLET
VENDÔME



CORAL
TRIANON



CHÉRIE
MACARON



ORANGE
TRIOMPHE



ROSE
BALLET



ROUGE
SAUVAGE

Civilité *

☐ Mme

☐ Mr

Prénom *

Nom *

Email *

Date de naissance *

--

--

--

Adresse *

Ville *

Code postal *

Pays *

France

Quelles sont vos trois marques beauté préférées ? *

☐ Souhaitez-vous recevoir notre newsletter Elle - Beauté ?

☐ Souhaitez-vous recevoir les offres et actualités de L'Oréal Paris ?

ENVOI

12

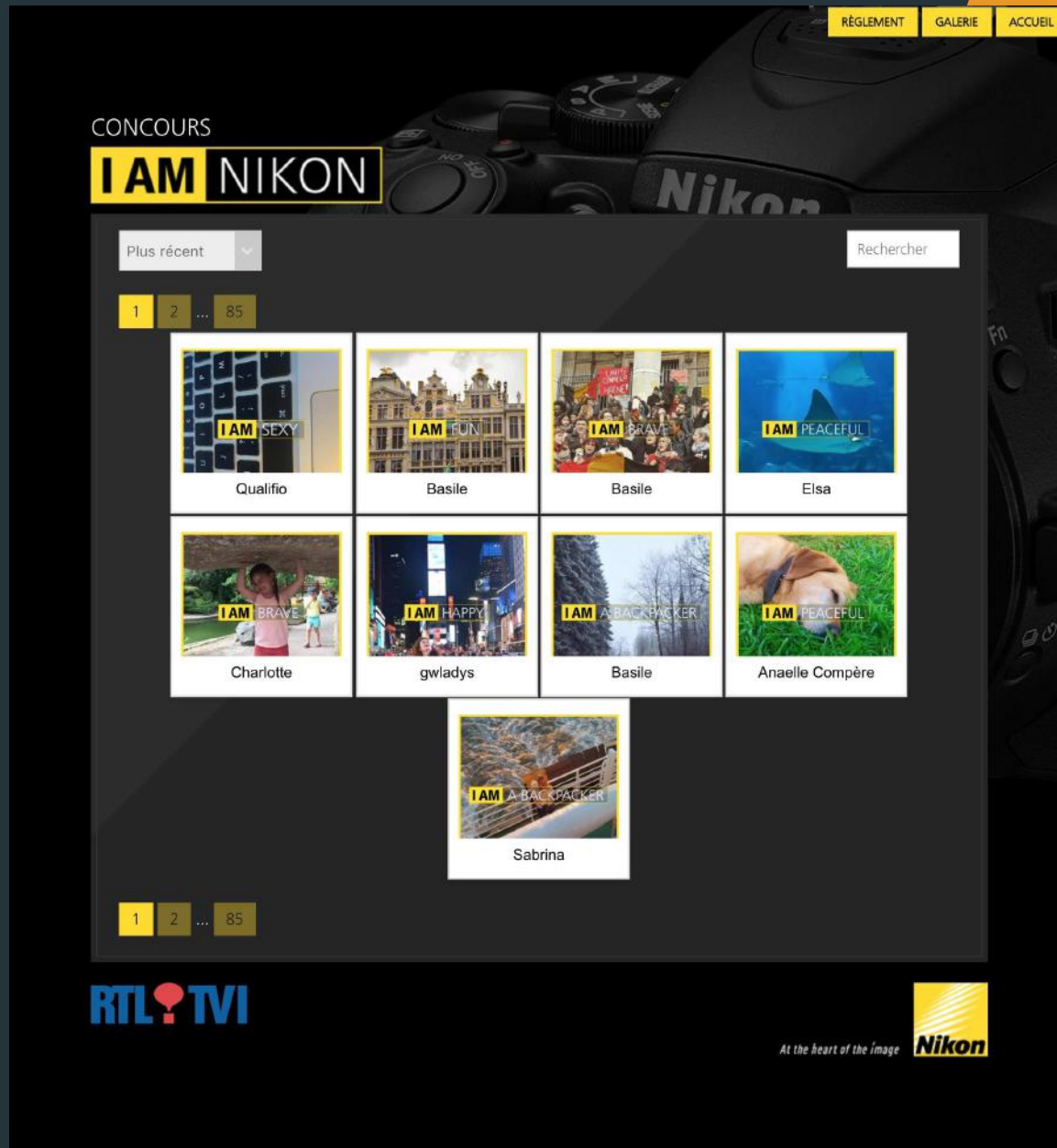
Photo contest with community voting

Unlimited hosting space •

Photo moderation •

Various formats of galleries •

Various voting methods •



13

Video contest with community voting

- Unlimited hosting space
- Video moderation
- Video encoding
- Various formats of galleries
- Various voting methods

The screenshot displays the NRJ Talent website interface. At the top, the NRJ logo is prominent, followed by navigation links: "Suivez-nous : [Facebook icon] [Twitter icon] [YouTube icon] | Apps | [Chat icon] NRJ Chat". Below this is a search bar labeled "Rechercher ..." and a main navigation menu: "HIT MUSIC ONLY ! / RADIO / ARTISTES / CLIPS / ACTUS / JEUX / NRJ TALENT".

The main content area is titled "Accueil > Talent" and features a large red banner with the NRJ Talent logo and the text "VOTEZ ET PARTAGEZ VOS VIDÉOS PRÉFÉRÉES". To the right of the banner is a search bar labeled "Rechercher".

Below the banner, a grid of video thumbnails is displayed, each with the artist's name, video title, and the number of votes. The videos are:

- ALEXY LARGE: Hotline Bling (Votes : 0)
- NOONA BAE: Breath Dance Video (Votes : 5)
- ANGELA PEREIRA: Born to die (Votes : 29)
- EMILIE MANOA: Mash Up (Votes : 2)
- INÈS: Cover By Inès - Stone Cold (Votes : 47)
- GINGERL: DON'T (Votes : 104)
- T-YAM: La Tribu de dana (Votes : 0)
- ANGIE ROBBA: Reprise- Mad World (Votes : 4)
- LUCIE: Castle in the snow cover (Votes : 1)
- LUCIE: Pas là - Vianney (Guitare) (Votes : 1)
- SKIPDECEMBER: I know what you did last summer... (Votes : 3)
- AUGUSTINH: TITANIUM (Votes : 1)

On the right side of the page, there is an advertisement for "NRJ DISCOVER" with the text "DÉCOUVREZ LES ARTISTES ET LES HITS DE DEMAIN !" and a button labeled "CLIQUEZ ICI".

14

Writing contest with community voting


Text moderation •

Various formats of galleries •

Various voting methods •

Volkswagen | Accueil | Contact | Plan du site | Volkswagen Magazine | My Volkswagen | Véhicules utilitaires | Nederlands | [Car Configurator](#) | [Dealer Locator](#) | [f](#) | [t](#) | [i](#) | [v](#)

[RÈGLEMENT](#)



GAGNEZ VOTRE EXPÉRIENCE EN VW FUN CUP

Pourquoi souhaitez-vous devenir pilote ?

Que représente la Volkswagen Beetle pour vous ?

[ETAPE SUIVANTE](#)

15

Image-based quiz

- Unlimited number of questions
- Mobile-optimised
- Display scores and winners
- Advanced winners' management

KRANT AVOND WEEKBLAD MAGAZINE LETTEREN ¹ Webshop | Abonnement | Klantendienst Meld u aan Abonneer u vanaf €1

dS De Standaard Meest recent Binnenland Buitenland Opinie Economie Cultuur Sport Life&Style Beroemd&Bizar Meer ▼

WIE ZEI WAT?

Trump
of Tarantino?

TRUMP OF TARANTINO

'Everybody be cool, this is a quiz!'

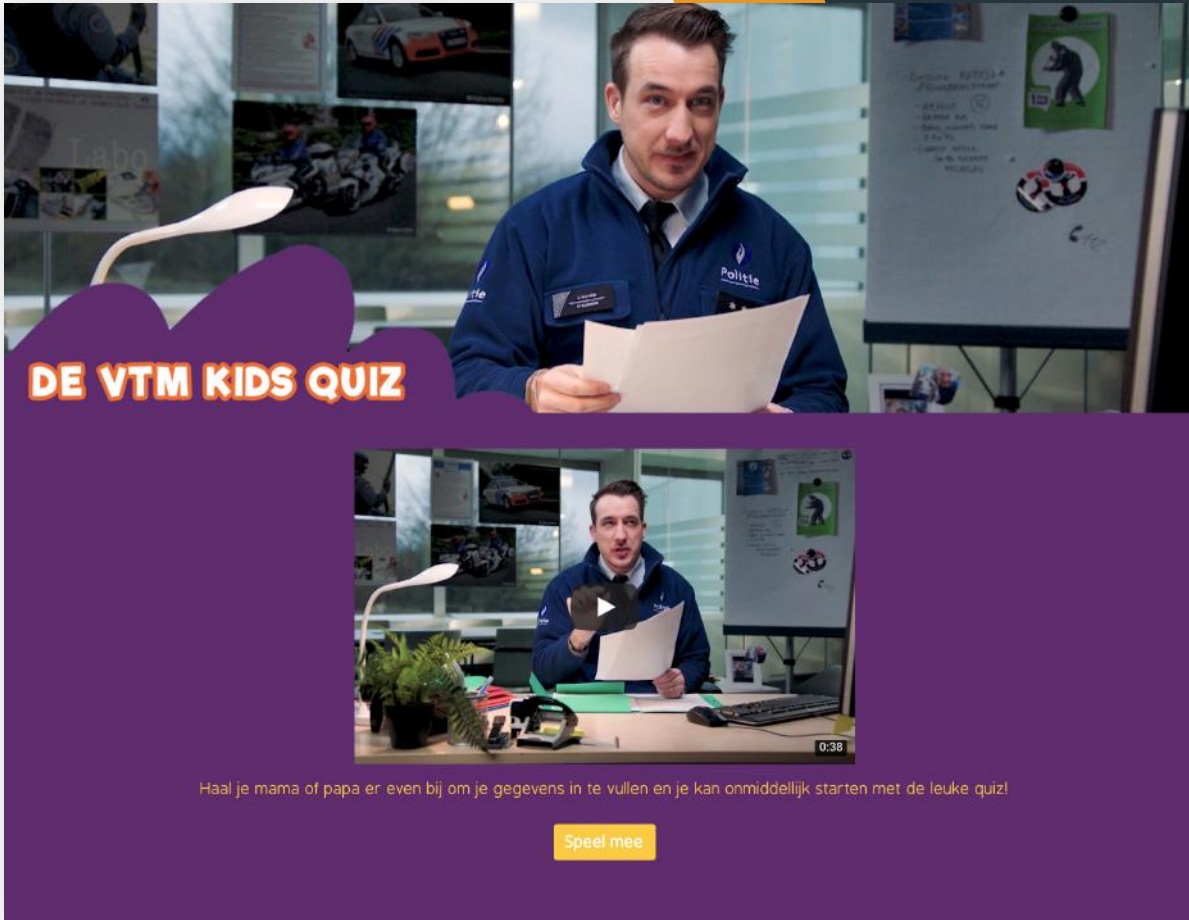
'As your leader, I encourage you from time to time to question my logic. If you are convinced a plan of action is wrong, tell me. And I promise you, no subject will ever be taboo.'

Vraag 1/10



16

Video-based quiz



DE VTM KIDS QUIZ

Haal je mama of papa er even bij om je gegevens in te vullen en je kan onmiddellijk starten met de leuke quiz!

[Speel mee](#)

- Display your sponsor's video and ask questions
- Unlimited number of questions
- Mobile-optimised
- Display scores and winners
- Advanced winners management

17

Blind test

- Display audio fragments
- Unlimited number of questions
- Mobile-optimised
- Display scores and winners

The screenshot shows a web page for a musical quiz titled 'Les anges de la télé-réalité 6'. The page is part of a series of quizzes for the show 'Les anges de la télé-réalité'. The main quiz area is a blue box with the text 'MUSICAL QUIZZ' and 'SONY'. Below this, a question asks 'Who is the singer of this song?'. Five circular portraits of singers are displayed: Jimmy Cliff, Shaggy, Bob Marley, Dennis Brown, and Sean Paul. To the right of the quiz, there is a section titled 'CANDIDATS' showing a grid of 12 black and white portraits of potential contestants. Below this, a section titled 'VIDÉOS À NE PAS MANQUER' features a video player with a thumbnail of a woman on a stage, with the text 'Insolite : une hôtesse du Tour de France met un énorme vent à Vincenzo Nibali'. At the bottom, a section titled 'À VOIR ÉGALEMENT' lists previous quizzes: 'Les anges de la télé-réalité 5', 'Les anges de la télé-réalité 4', 'Les anges de la télé-réalité 3', 'Les anges de la télé-réalité 2', and 'Les anges de la télé-réalité 2011'.



Découvrez la nouvelle rubrique
Lifestyle by Chérie FM
Articles, tests et bons plans

avec Stéphanie Lévesque



en partenariat avec



by Body/minute

Etes-vous prête pour Noël ?

1. Cliquez sur les choses que vous avez !

☐ Calendrier de l'avent terminé☐ Sapin décoré☐ Cadeaux
achetés☐ Cadeaux emballés

☐ Crèche mise en place

☐ Bougies bien placées☐ Bonhomme de☐ Père Noël en☐ Chaussettes de

18

Sponsored checklist

- Users check list items and get a score

Unlimited number of items ●

Text or image-based items ●

- Display rating and share on social media

19

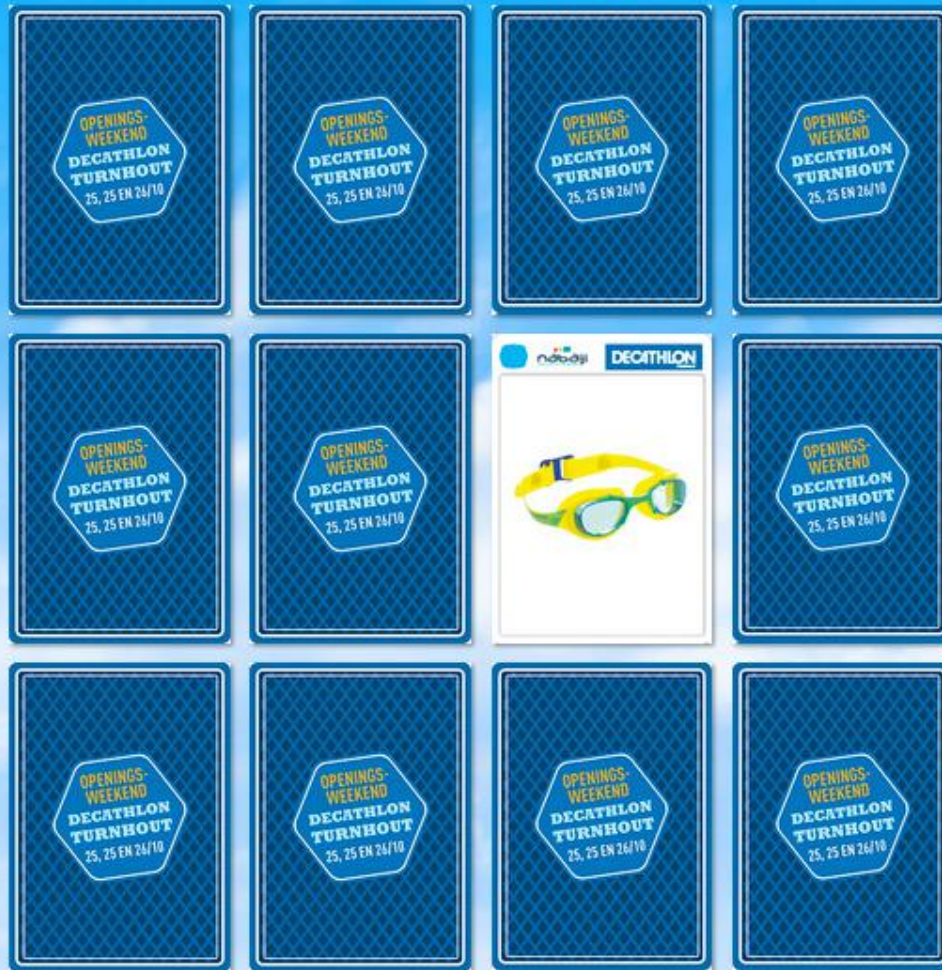
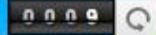
Personality test

- Users answer questions and get a profile
- Possibility for users to share their profil on social media
- Display targeted offers based on said profile
- “Smart” test thanks to conditional branching options

The screenshot shows the ELLE website interface. At the top, the ELLE logo is on the left, and navigation links (A LA UNE, MODE, BEAUTE, CULTURE, PEOPLE, ELLE À TABLE, ASTRO, ELLE ACTIVE, CANNES) are in the center. On the right, there are links for 'Nous suivre', 'S'identifier', and 'ABONNEZ-VOUS'. Below the navigation bar, there's a large advertisement for L'OREAL COLOR RICHE LE VERNIS À L'HUILE, featuring a woman's face and a bottle of nail polish. To the left of the ad are social media icons for Facebook, Twitter, Google+, and Pinterest. Below the ad, the main content area is titled 'Psycho-test Beauté' with the subtitle 'AVEC L'OREAL MAKEUP DESIGNER / PARIS'. The test is titled 'QUELLE PARISIENNE SOMMEILLE EN VOUS ?' and includes the instruction 'FAITES LE TEST ET GAGNEZ UN VERNIS À L'HUILE'. Below the title, there are seven small images of nail polish bottles with labels: CARMIN FAÏEN, VIOLET VESICÉ, CORAL BLANCH, CHÈRE AUÇON, ORANGE TROUBLE, ROSE SAUT, and ROUGE SAUVAGE. The test questions are presented in a grid format. The first question is 'Votre monument parisien préféré...' with three options: L'Arc de Triomphe, La Tour Eiffel, and La Place Vendôme. The second question is 'Votre repas préféré...' with three options: Un goûter macarons, Un bowl caki, and Un petit déj' caki/croissant. The third question is 'Vous vous déplacez...' with three options: A person walking, a person on a bicycle, and a person on a train.

DECATHLON
TURNHOUT

20.49



20

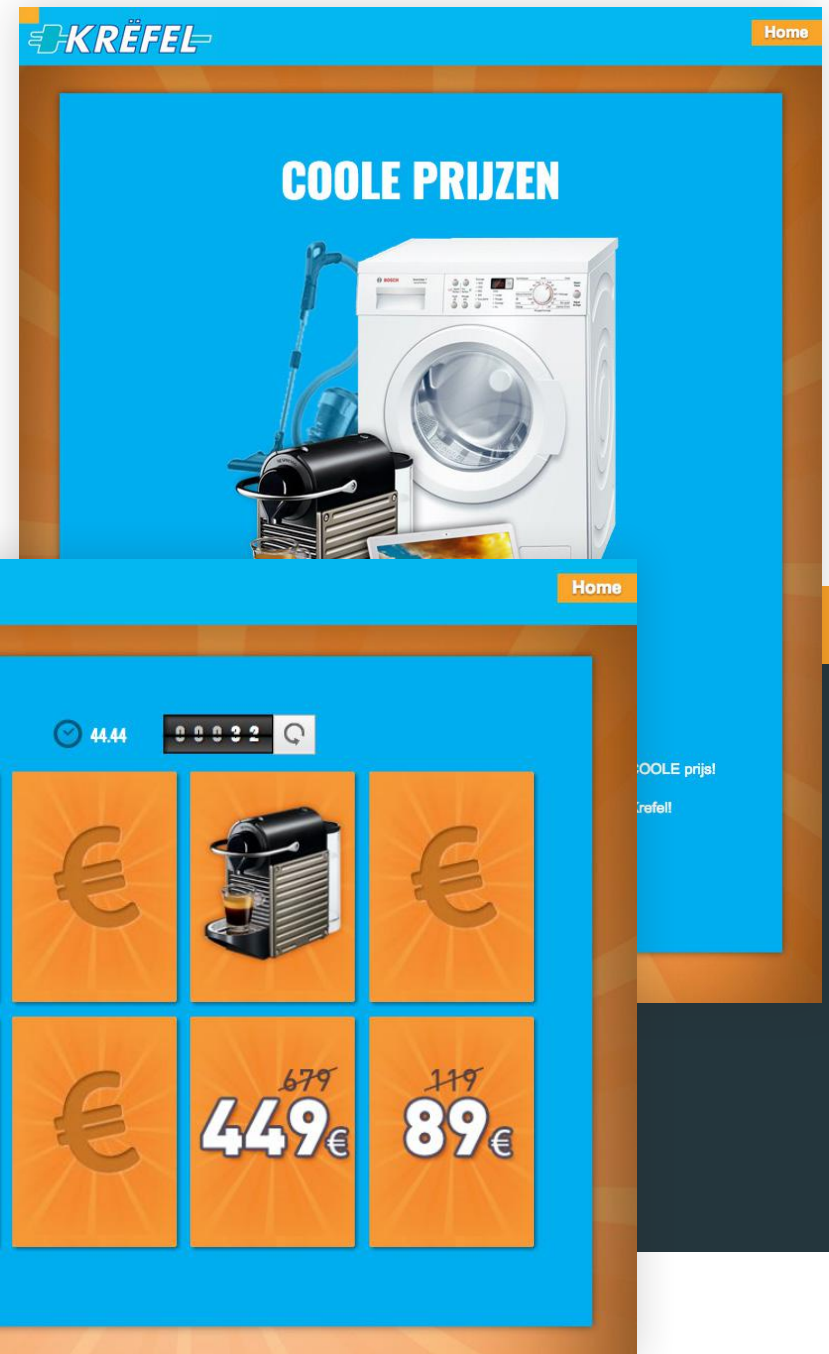
Sponsored memory game

- Users find matching pairs of cards (identical or complementary)
- Showcase your sponsor's products
- Full customisation of cards (front & back)
- Indication of time and number of clicks

21

The price is right

- Users match products with their price
- Full customisation of cards (front & back)
- Indication of time and number of clicks



22

Sponsored voting widget under an article

Enrich your website with interactive experiences

Various voting method

Use text, video, pictures, audio

Automatic graphs with results

The screenshot shows a Dutch sports website with a main article titled "UEFA lost spitsenprobleem Rode Duivels op" (UEFA lost the spitsen problem of the Red Devils). The article is dated "Vandaag om 11u26 - Door maj" and features the ING logo. Below the article title, there is a section titled "Wie was uw man van de match?" (Who was your man of the match?). This section displays a grid of player portraits for voting. The players shown are Thibaut Courtois, Thomas Vermaelen, Toby Alderweireld, Laurent Ciman, Jan Vertonghen, and Marouane Fellaini. To the right of the article, there is a sponsored voting widget for Dash laundry detergent. The widget features a large image of a Dash detergent bottle and a text overlay that reads "EEN PROPERE WAS VOOR IEDEREEN DIE TELT" (A clean wash for everyone who counts). Below the image, it says "Sla je voorraad in!" (Beat your stock!). The widget also includes a "1+1 GRATIS" (1+1 Free) offer and a "Dash vloeibaar" (Dash liquid) label. To the right of the widget, there is a "Subito!" promotion with a "SPEEL NU" (Play Now) button. The widget also includes social media links for Facebook and Twitter, and a "MEEST GELEZEN" (Most Read) section with a list of articles.

23

Sponsored **rating** widget under an article

- Users rate personalities, products, services, etc. using a slider
- Automatic graphs with results
- Unlimited number of items

HOW HARD WILL YOU SUPPORT THOSE TEAMS?

Team	Rating
Belgium	4/5
France	2/5
Spain	3/5
Brazil	2/5
Germany	4/5

NEXT QUESTION

Actualités Calendrier Phase de groupes Phase finale Palmarès Predictor Cantona Présentation des équipes

Du cancre Evra au chouchou Payet : le bulletin de notes du premier tour des Bleus


Mis à jour il y a 6 heures
Publié le 23/06/2016 à 10:35

Article de [Martin Mosnier](#)


Dans cet article

- EURO 2016
- France


WHO WAS THE MAN OF THE MATCH DURING THE FIRST HALF ?



Hugo Lloris



Paul Pogba



Antoine Griezmann

NEXT QUESTION

ING

24

Sponsored ranking widget under an article

- Drag and drop ranking
- Possibility to add pictures, audio or video elements
- Automatic graph with results

25

Prediction

- Predict soccer, tennis, rugby games results
- Also works with politics, culture, etc.
- Select winners based on predictions after the event

rtbf

Info Sport Culture Audio TV Radio 27° Plus

SPORT

Rechercher sur le site...

À la une Fil Info Scores 2 UEFA EURO 2016™ Football Cyclisme Tennis Formule 1 Moto GP Rallye Tous les sports

Diablies Infos Calendrier/résultats Equipe/Palmarès

Carrefour

UEFA EURO 2016

MAKE YOUR PREDICTION

Belgium  <input type="text"/>	VS	Italy  <input type="text"/>
Belgium  <input type="text"/>	VS	Republic of Ireland  <input type="text"/>
Sweden  <input type="text"/>	VS	Belgium  <input type="text"/>

How many people will give their prediction from the 24.05 to 13.06 ?

NEXT STEP

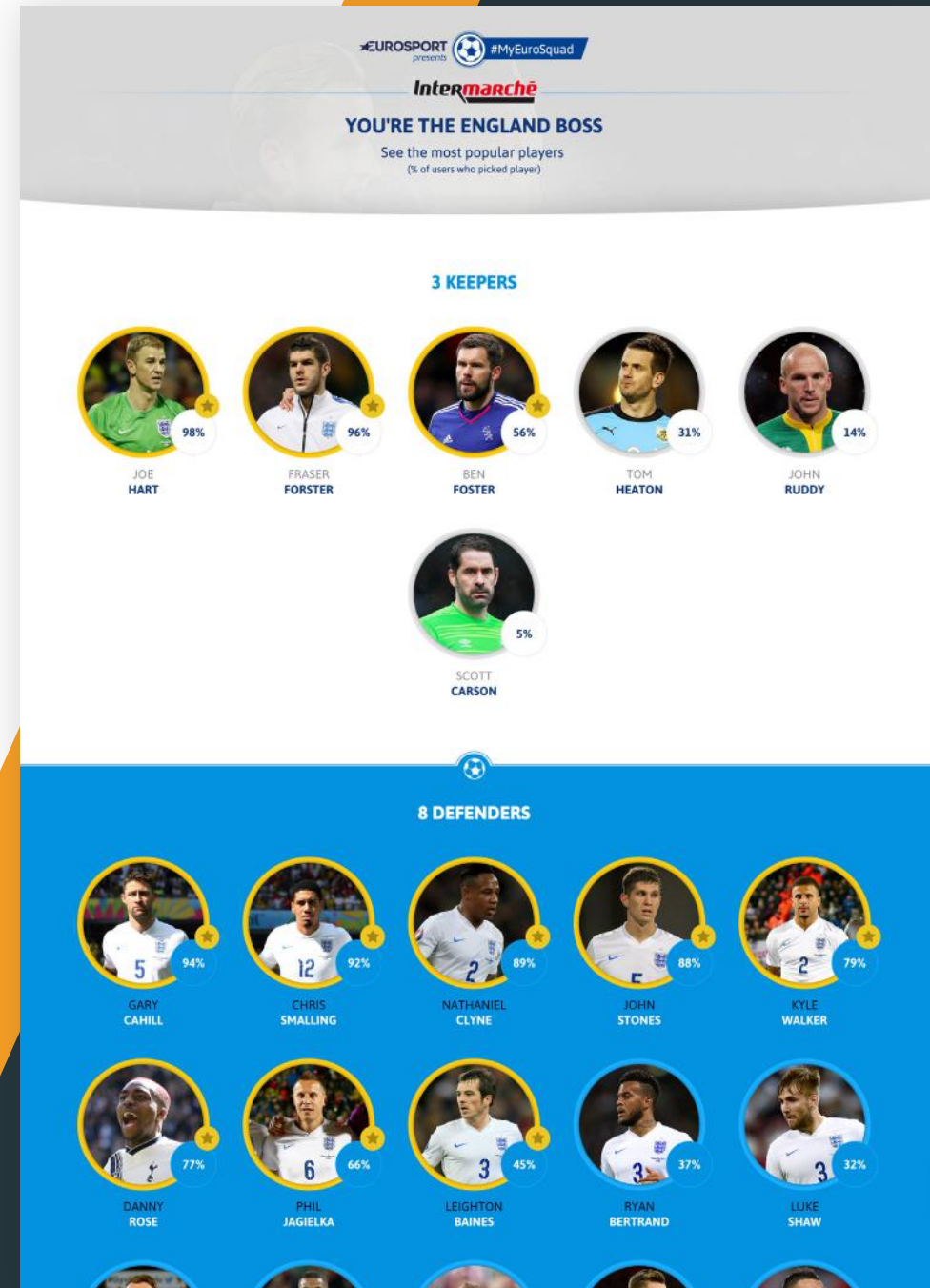
Les + populaires

- 1 Le fil infos Diablies Rouges à l'Euro 2016
- 2 Les Diablies s'imposent difficilement face à la Suède et affronteront la Hongrie en 1/8èmes (vidéos)
- 3 De Bruyne : "Je m'en bats les c***** tant qu'on gagne"
- 4 Marc Wilmots a une patte de lapin ou plutôt de ... dinosaure
- 5 Wilmots: "On nous avait enterrés, mais on est en huitièmes"

26

Team composition

- Users compose their ideal team (soccer, cycling, rugby, etc.)
- Possibility for users to share their team on social media
- Highlight your sponsors or use topical issues for your own content marketing



27

Product feedback

- Users vote for their favourite product(s) from your sponsor



[Reglement](#) [Prijzen](#)

Win design koffiewonders van Melitta!

Duid hier het toestel van uw keuze aan :



Melitta® Caffeo® Barista®



Melitta® Caffeo® Varianza® CSP



Melitta® Therm Mug: Coffee to Go



Melitta® Caffeo® Solo®



Melitta® CREMIO®



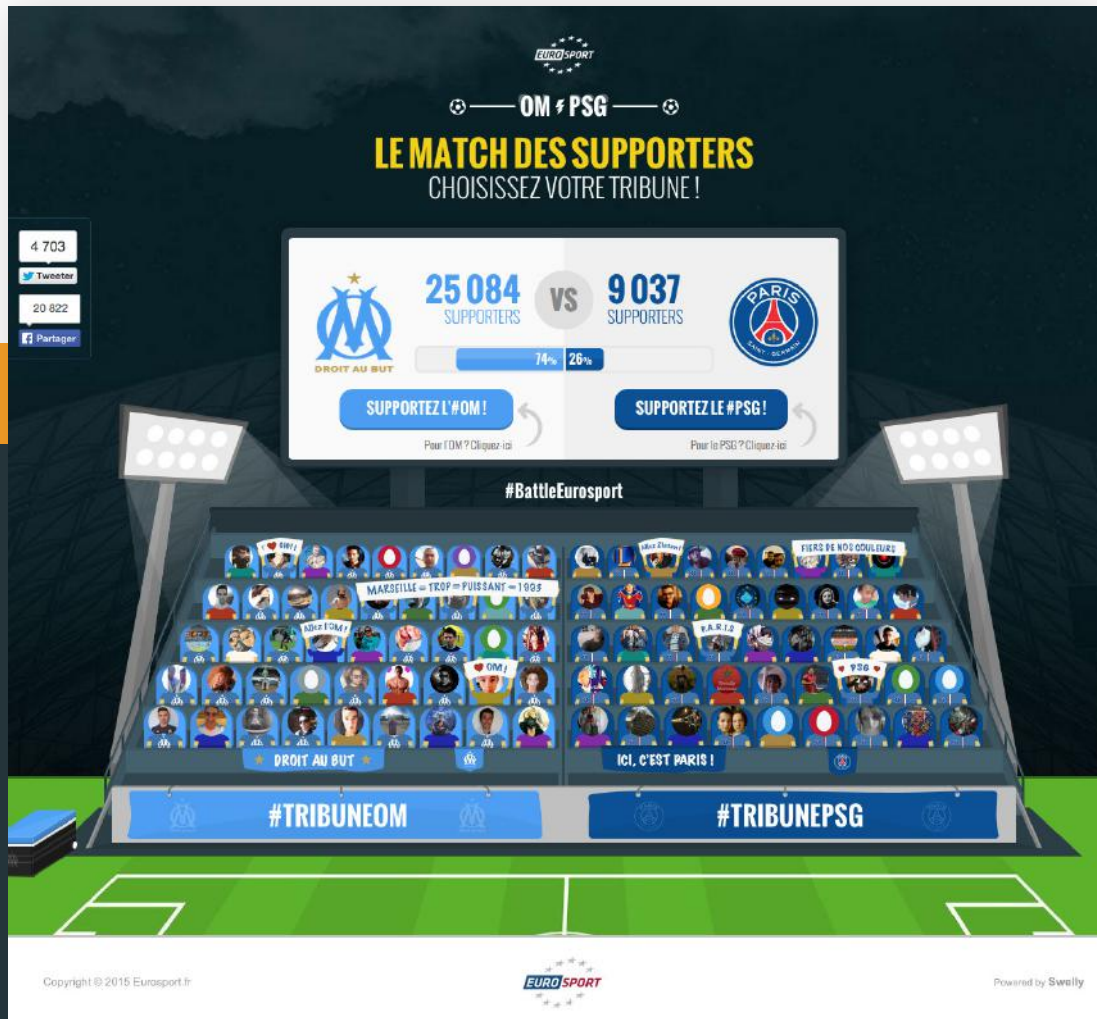
Melitta® Look® Timer



Melitta® het geheim van goede koffie

28

Hashtags battle

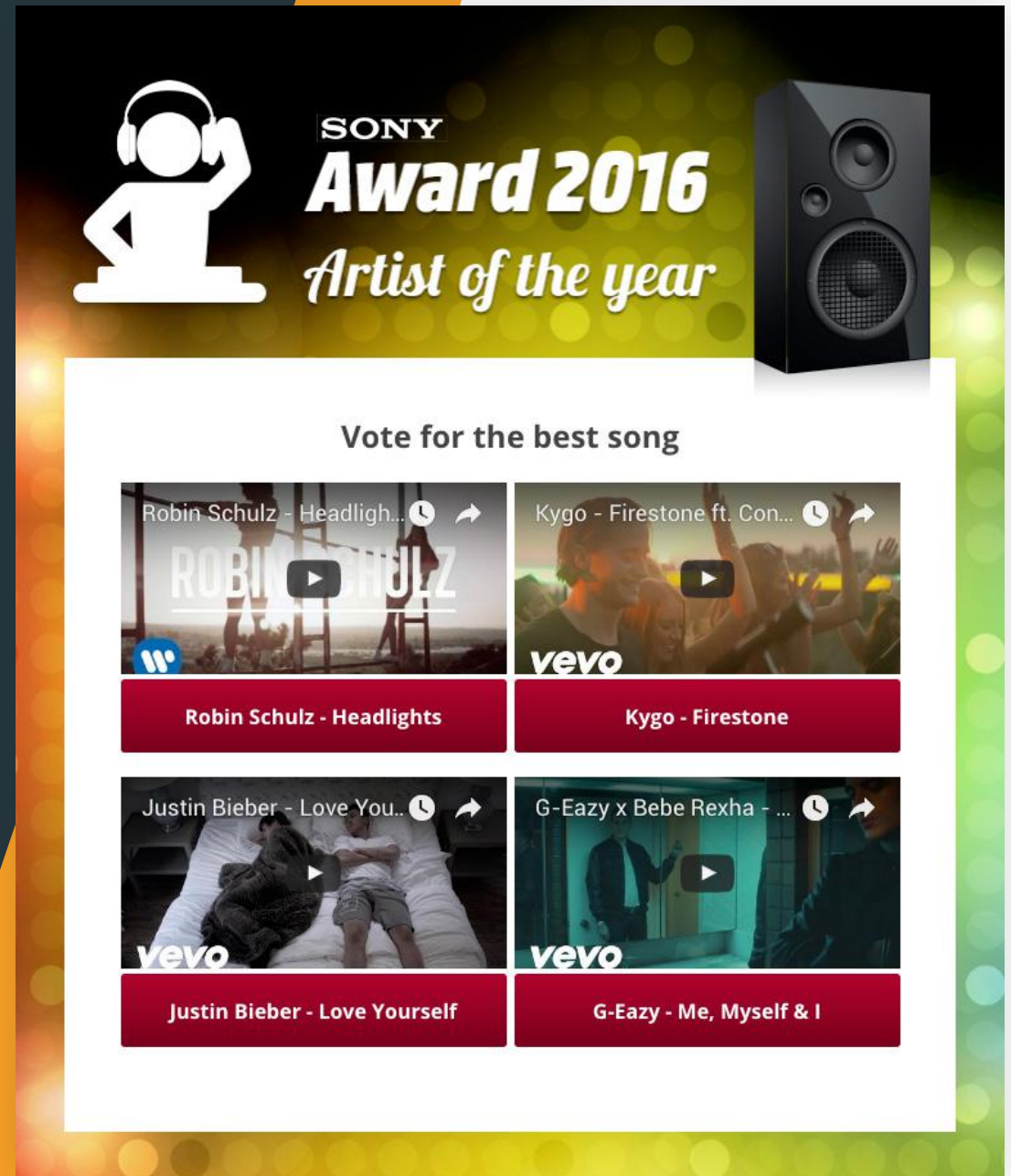


- Vote via a personalised tweet or Facebook share
- Display voting results in real time
- Vote in a widget or on social media

29

Playlists





- Users vote for their favourite song(s)
- Use .mp3 files or embeds from Spotify, Soundcloud, YouTube etc.



The image shows a voting interface for the Sony Award 2016 Artist of the Year. At the top, there is a banner with a white silhouette of a person wearing headphones on the left, the text "SONY Award 2016 Artist of the year" in the center, and a black speaker on the right. Below the banner, the text "Vote for the best song" is centered. There are four song cards arranged in a 2x2 grid. Each card features a video thumbnail with a play button, the song title, and the artist name. The first card shows Robin Schulz - Headlights, the second shows Kygo - Firestone ft. Con... (likely Conchita Wurst), the third shows Justin Bieber - Love Yourself, and the fourth shows G-Eazy x Bebe Rexha - Me, Myself & I. Each card also has a small clock icon and a share icon in the top right corner of the video frame.

SONY Award 2016 Artist of the year

Vote for the best song

 Robin Schulz - Headlights	 Kygo - Firestone
 Justin Bieber - Love Yourself	 G-Eazy - Me, Myself & I



30

Become a Facebook fan and receive a free sample

- Include a soft gate to generate new fans and followers for your sponsor
- Reward new Facebook fans & followers with a sample, for example

31

Unique access
code

- Users enter a unique code distributed in store or on your sponsor's products to access the campaign



GRAND JEU TOP CHEF 

À GAGNER **PIERRE AUGÉ** & **10 INVITATIONS POUR 2**
S'INVITE CHEZ VOUS ET **DANS UN DES RESTAURANTS**
CUISINE POUR 10 PERSONNES **DES TOP CHEF**

[VOIR LE RÉGLEMENT](#)

POUR JOUER, JE SAISIS :

LE CODE BARRES 

PACK 6 X 1 LITRE PERRIER FINES BULLES
SAISISSEZ SANS ESPACE LE CODE BARRES CI-DESSOUS

CODE :

[JE VALIDE](#)

Contest unique code

DVDPOST



YOU WON !

HERE IS YOUR CODE

VT456DE

SHARE THIS CAMPAIGN

Archive

[2016 Archive News](#)

[2015 Archive News](#)

[2014 Archive News](#)

[2013 Archive News](#)

[2012 Archive News](#)

Victoria Cole
(Marketing
Communications
Manager)

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Norwich NR1 1RE

Tel: 01603 772185
Mob: 07976 632648

E-mail:
victoria.cole@archant

32

Unique coupon codes

- Upload or generate a list of unique discount coupons
- Distribute those to winners (via instant wins) or all participants

33

Sponsored photo editor

- Users upload and customise their photo
- They add graphic elements from your sponsor (logo, stickers, frames, etc.)
- Possibility for users to share their photo on social media



The screenshot shows a website for 'Beauty' with a dark purple background. At the top, there is a navigation bar with links: 'New', 'Clothing', 'Bags', 'Contest' (highlighted in red), and 'Cosmetics'. Below the navigation bar is a large banner for a 'GIFT VOUCHER' with a 'VALUE € 50'. The banner has a pink and white checkered pattern. Below the banner, there is a text prompt: 'Fill out the form and send a discount coupon to your mother for the Mother's Day!'. Below this prompt is a form with five input fields: 'Name', 'Firstname', 'Email', 'Phone', and 'Birthday'. Each field has a red asterisk indicating it is required. Below the form is a red 'Send' button. At the bottom of the page, there is a footer with the 'Beauty' logo, a navigation bar with links: 'Home', 'services', 'Prich', 'Gallary', 'Blog', and 'Contact', and a row of social media icons: Facebook, Google+, Twitter, LinkedIn, RSS, and YouTube.

Beauty

New Clothing Bags Contest Cosmetics

GIFT VOUCHER

VALUE € 50

Fill out the form and send a discount coupon to your mother for the Mother's Day!

Name *

Firstname *

Email *

Phone *

Birthday *

Send

Beauty

Home services Prich Gallary Blog Contact

f g t li rss y

34

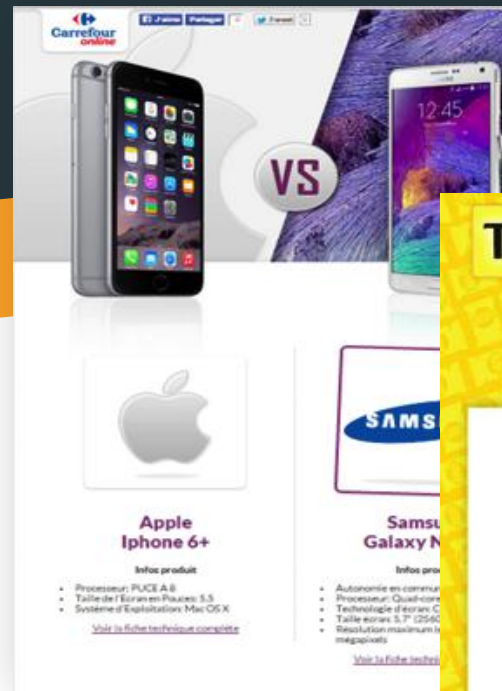
Refer a friend

Users send a text, picture, discount coupon, or special invitation via email to the person of their choice

35

Sponsored battle

- Users are presented battles and vote for their favourite
- Showcase your sponsor's products or use it for editorial purposes (football players, celebrities, etc.)

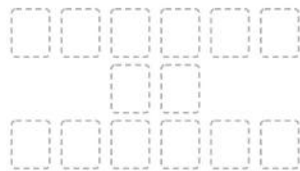


WIN EEN REIS
NAAR LAS VEGAS

Zoek het antwoord op onderstaande vraag door de juiste letters aan te duiden in zo weinig mogelijk clicks.

WELKE WERELDBEKEND CIRCUS-
THEATER HEEFT VASTE SHOWS IN
LAS VEGAS EN OOK EEN EIGEN
GAME OP WWW.STARCASINO.BE ?

VOOR EEN TIP: KLIK [HIER](#)



36

Sponsored guess the word

- Participants guess a word, a name, a brand... in the least possible number of clicks
- Possibility to use multimedia or text hint

37

Sponsored calendar

- Create a calendar for any type of event
- Each day, a case automatically opens to display a promo, a quiz, a video or any other type of exclusive content



38

Quiz with cumulative points

- Users come back (every day, week, etc.) to answer new questions
- Each participation allows to add extra points to their score



Features



Full customisation of the look and feel of the campaigns to match your sponsor's identity



Statistics and results available in real time and exportable



GDPR-compliant data collection forms with possibility to push data to your sponsor's CRM or emailing tool in real time



Sponsors may access campaign statistics

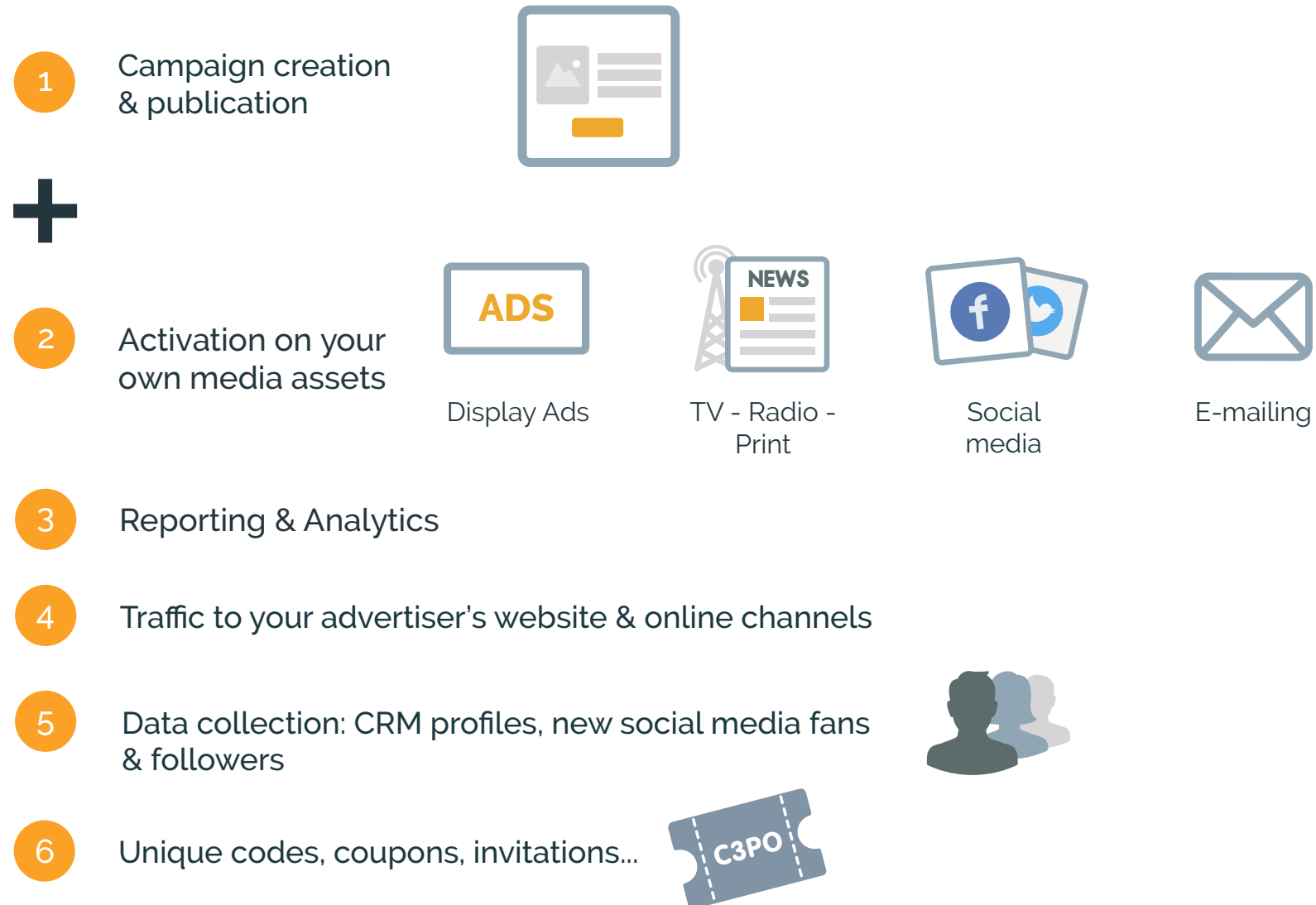


Collect newsletter opt-ins, Facebook fans or Twitter followers for your sponsor



Automatic email to participants (optional)

Your sponsor's ad campaign within a pack



These European media trust us



And many more