

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

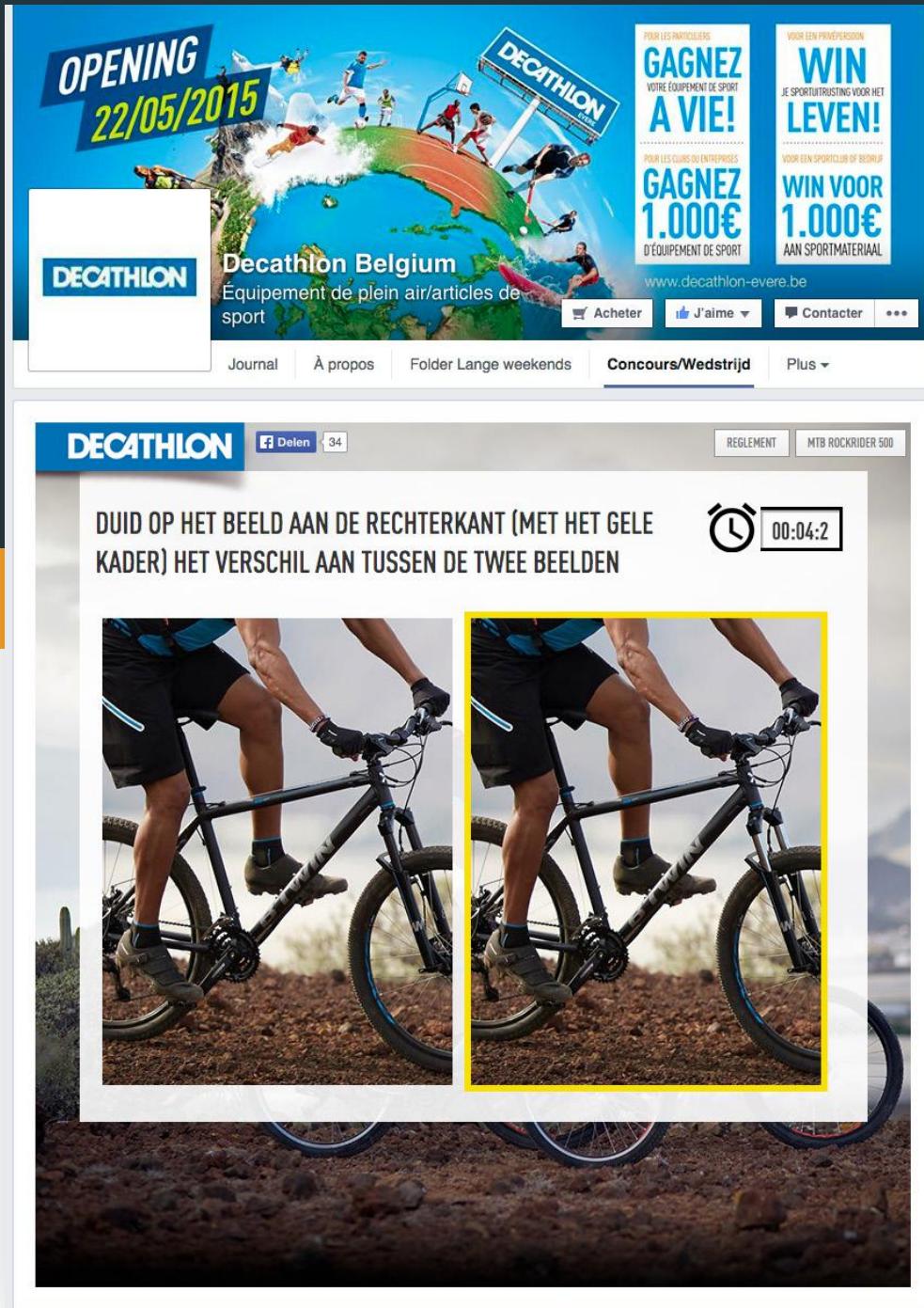
- Anonymous or identified
- Participants immediately find out whether they won
- Published on your sponsor's Facebook Page, website, mobile app, or on a responsive dedicated minisite
- Share the campaign on social media

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





3

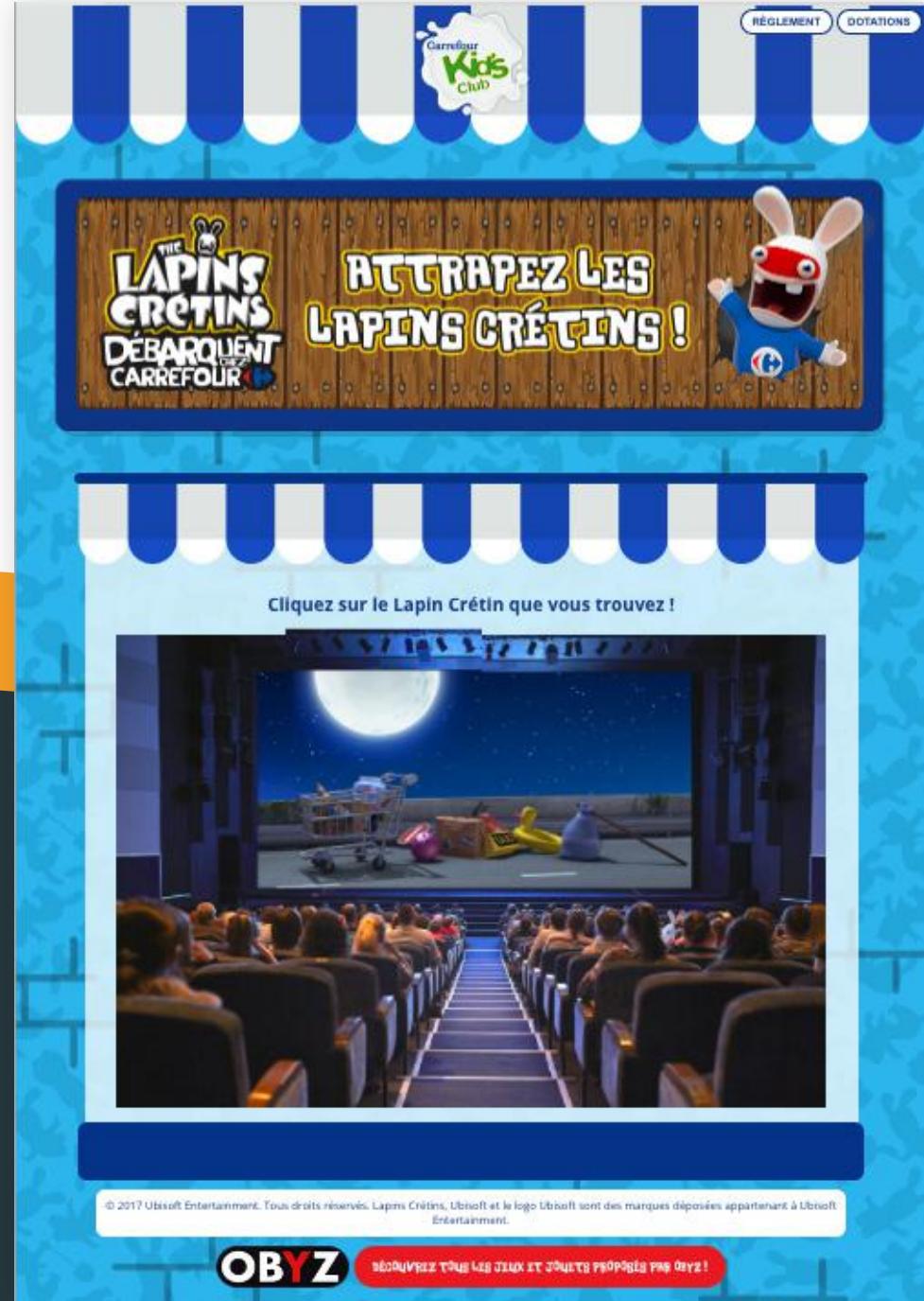
Spot the difference

- 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

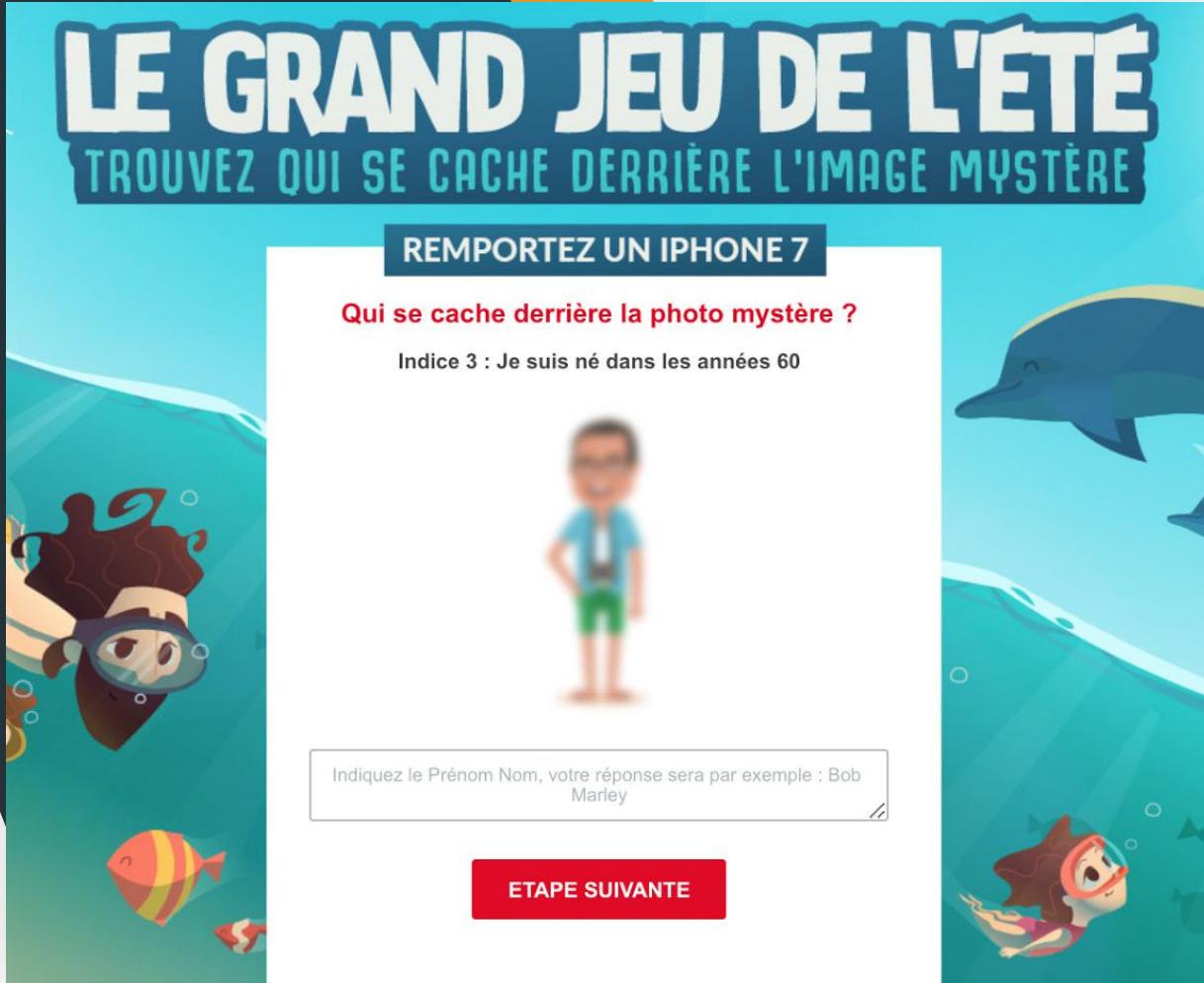
- Users retrieve a hidden element in an image as quickly as possible
- Unlimited number of questions
- Showcase your sponsor's products or brand
- Anonymous or identified



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



futuroscope

L'EXTRAORDINAIRE

— JEU —

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

V'

duck emoji

multiple choice: OUI (France), YES (UK), ..? (Germany)

dartboard and dice emoji

L'EXTRAORDINAIRE

0

empty sticky notes

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

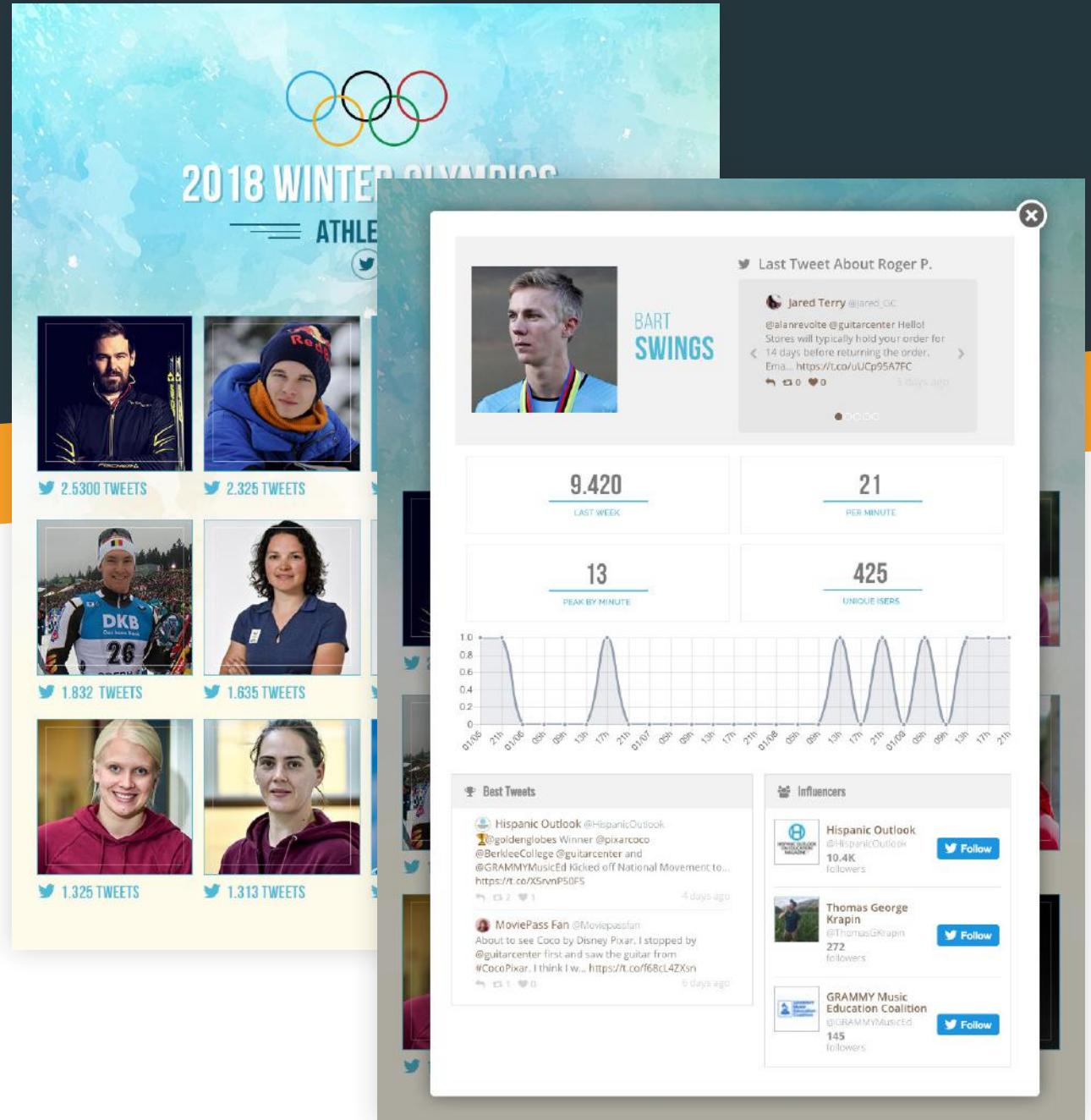
- Display your sponsor's coded message using numbers, images, letters...

- 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



DANONE

Vers la page d'accueil Contactez-nous Carrière Press FAQ Newsletter Recettes Nederlands

Notre Entreprise Tout sur le yaourt Nos engagements Nos produits

Recettes

Partager 1 2 Tweet 0 3 1 0 Overview

IDÉES FRAÎCHEUR POUR VOS PETITS PLATS D'ÉTÉ

JE TROUVE MA RECETTE Plat, ingrédient, marque...

1 2

CRUMBLE AU FROMAGE FRAIS ET FRAISE AU PARFUM D'HUILE D'OLIVE

BLANCS DE POULET AU YOGOURT CHAMPIGNONS

BROCHETTES DE POULET ÉTÉ INDIEN

TARTINES PESTO COTTAGE CHEESE

SALADE DE COUSCOUS ET ASPERGES AU COTTAGE CHEESE

GÂTEAU AU YOGOURT ET FLEUR D'ORANGER

COCKTAIL DE CREVETTES

SALADE FRAÎCHEUR ÉPINARD POULET

TARTINES FRAÎCHEUR AUX RADIS

1 2

9

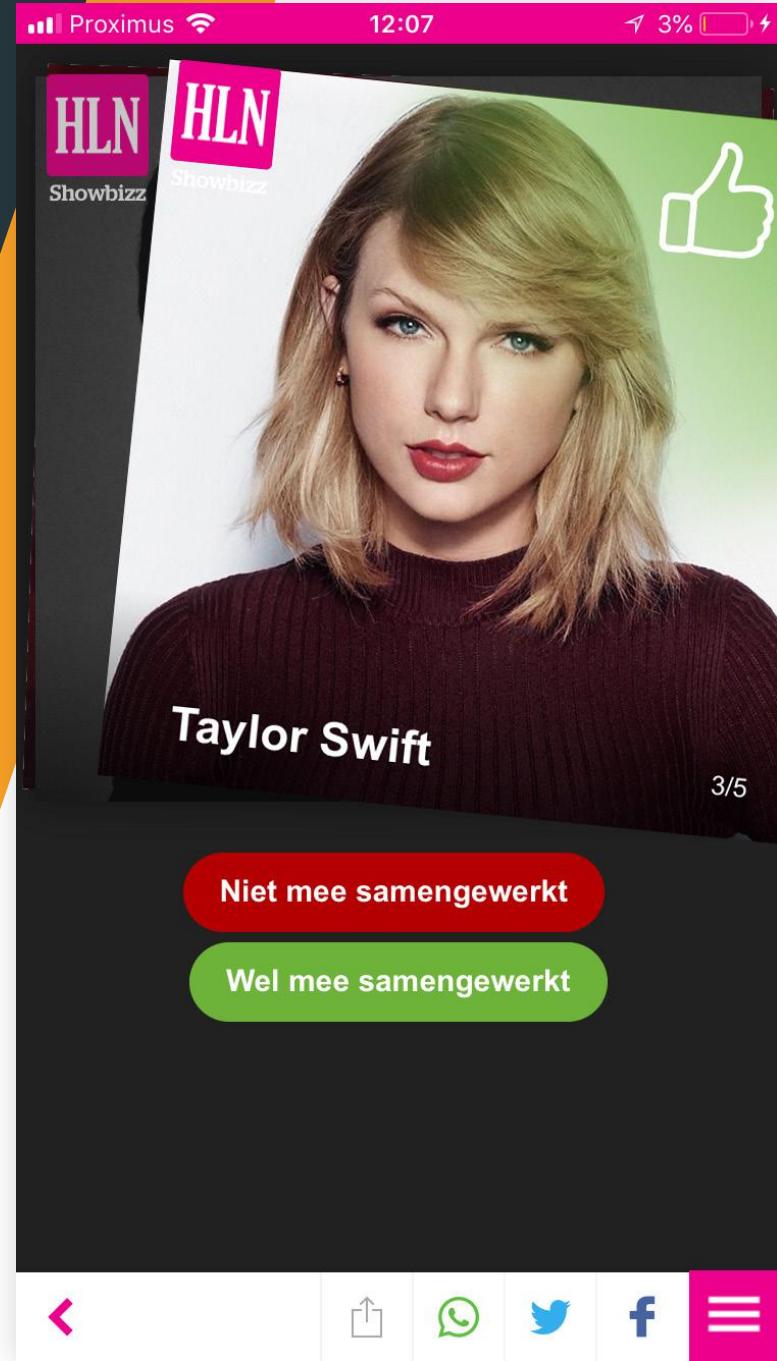
Sponsored photo album

- 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)

ELLE

Beauty test Color Riche
DE L'ORÉAL MAKEUP DESIGNER / PARIS

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



Karlie Kloss



CARMIN PARISIEN VIOLET VENDÔME CORAL TRIANON CHERIE 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

CONCOURS

I AM NIKON

Plus récent

1 2 ... 85

Rechercher

1 2 ... 85

RTL TVI

RÈGLEMENT GALERIE ACCUEIL

At the heart of the image

Nikon

12

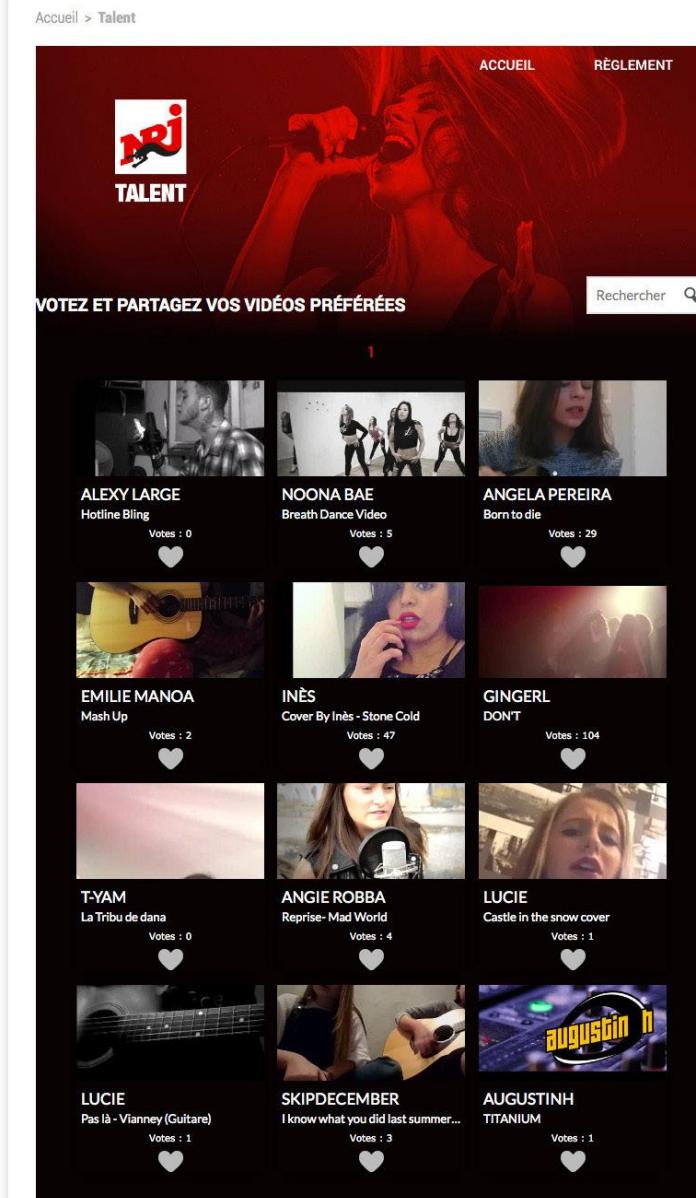
Photo contest with community voting

- 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 shows the NRJ Talent website interface. At the top, the NRJ logo is displayed with the tagline "HIT MUSIC ONLY! / RADIO / ARTISTES / CLIPS / ACTUS / JEUX / NRJ TALENT". Below the logo, the page title "Accueil > Talent" is visible. The main content area features a large image of a woman singing into a microphone. Below this, a banner reads "VOTEZ ET PARTAGEZ VOS VIDÉOS PRÉFÉRÉES" and "Rechercher". The main content is a grid of 15 video thumbnails, each with a title, a small image, the number of votes, and a heart icon for voting. The thumbnails are arranged in three rows of five. To the right of the main content, there is an "ADVERTISING" section for "NRJ DISCOVER" with the text "DÉCOUVREZ LES ARTISTES ET LES HITS DE DEMAIN!" and a "CLIQUEZ ICI" button.

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



Accueil | Contact | Plan du site | Volkswagen Magazine | My Volkswagen | Véhicules utilitaires | Nederlands |

Volkswagen Showroom | Fleet | Services | Acheter un véhicule | L'univers Volkswagen [Car Configurator](#) [Dealer Locator](#) [Facebook](#) [Twitter](#) [YouTube](#) [Instagram](#)

RÈGLEMENT

GAGNEZ VOTRE EXPÉRIENCE EN VW FUN CUP

Pourquoi souhaitez-vous devenir pilote ?

Que représente la Volkswagen Beetle pour vous ?

ETAPE SUIVANTE

14

Writing contest with community voting

- Text moderation
- Various formats of galleries
- Various voting methods

15

Image-based quiz

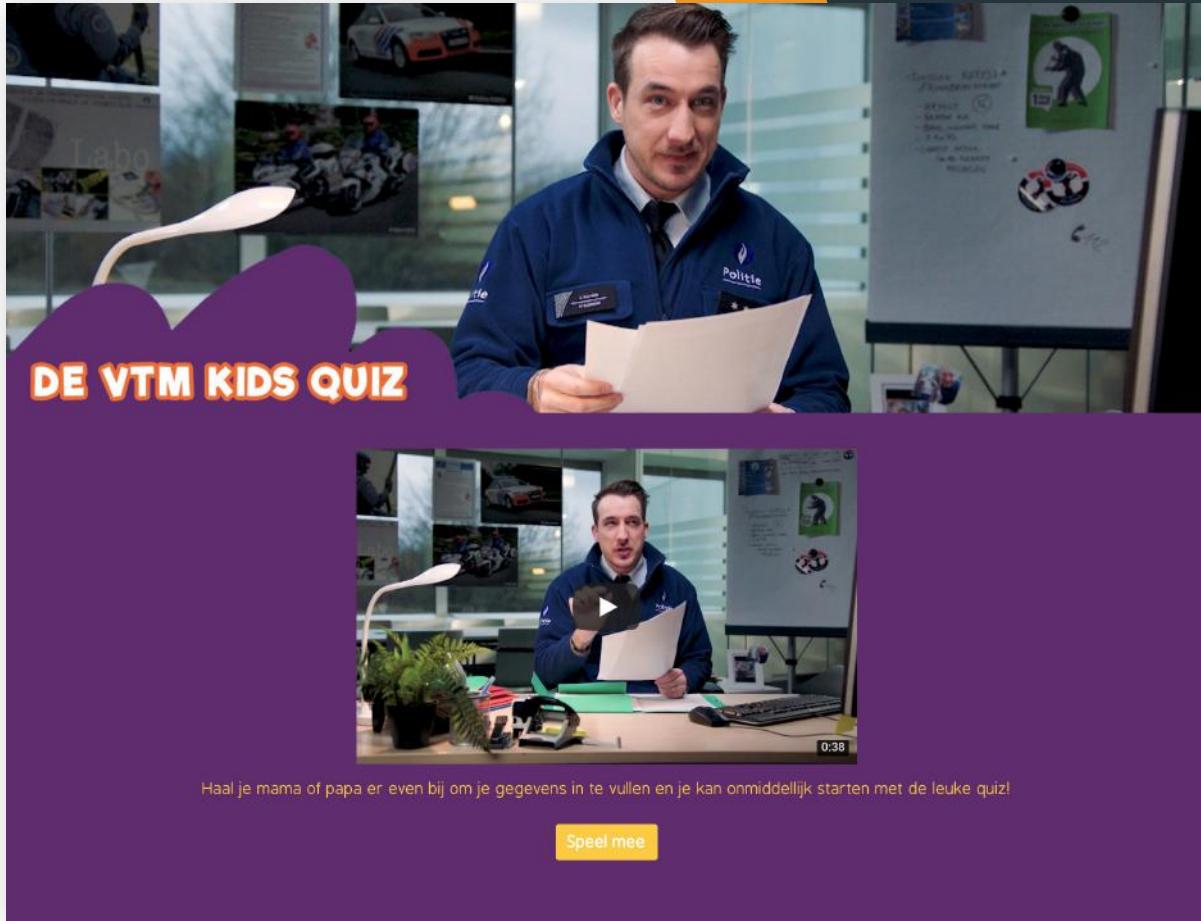
- Unlimited number of questions
- Mobile-optimised
- Display scores and winners
- Advanced winners' management



The screenshot shows the homepage of **De Standaard**, a Belgian newspaper. At the top, there are navigation links for **KRANT**, **AVOND**, **WEEKBLAD**, **MAGAZINE**, **LETTEREN**, a **Webshop**, **Abonnement**, **Klantendienst**, and a login link **Meld u aan**. A red button on the right says **Abonneer u vanaf €1**. The main headline features a collage of five faces with a red redaction box over the center, with the text **WIE ZEI WAT?** above it. Below the collage, the title **Trump of Tarantino?** is displayed in large, stylized letters. A sub-section titled **TRUMP OF TARANTINO** contains the text **'Everybody be cool, this is a quiz!'**. A quote from Donald Trump follows: **'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.'** Two images are shown below the quote: a portrait of Donald Trump on the left and a woman holding a long, thin object to her eye on the right. A red button in the top right corner of this section says **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

PROGRAMME TV NEWS TÉLE-RÉALITÉ SÉRIES CINÉMA VIDÉOS STARS € CODE PROMO ☀ MÉTÉO SUDOKU

Les anges de la télé-réalité L'amour est dans le pré Koh-Lanta Secret Story Les Ch'tis vs Les Marseillais Danse avec les stars

Programme TV > Les anges de la télé-réalité 6 > Actus > Test : Avez-vous le QI idéal pour être un Ange de la télé-réalité ?

Les anges de la télé-réalité 6

MUSICAL QUIZZ SONY

Who is the singer of this song?

Jimmy Cliff Shaggy Bob Marley

Dennis Brown Sean Paul

CANDIDATS

VIDÉOS À NE PAS MANQUER

À VOIR ÉGALEMENT

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 - Les anges de la télé-réalité 2011

≡ MENU

Chérie FM
POF LOVE MUSIC

Suivez-nous :   

Lifestyle by Chérie

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

avec Stéphanie Loiné

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 neige 

Père Noël en moto 

Chaussettes de Noël 

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 with a navigation bar at the top. A sidebar on the left features social media sharing icons for Facebook, Twitter, Google+, and Pinterest. The main content area is a promotional section for L'Oréal nail polish, featuring a woman with red nails and a bottle of nail polish. The text reads "DECOUVREZ COLOR RICHE LE VERNIS À L'HUILE" and "L'ORÉAL PARIS". Below this is a section titled "Psycho-test Beauté" with the subtext "AVEC L'ORÉAL MAKEUP DESIGNER / PARIS". An illustration of two women is shown. To the right is a section titled "QUELLE PARISIENNE SOMMEILLE EN VOUS ?" with the subtext "FAITES LE TEST ET GAGNEZ UN VERNIS À L'HUILE". It shows a row of nail polish bottles with names: CARMEN PARISIEN, VIOLET VENOME, CORAL BRONZE, CHINE MACARON, ORANGE TROMPÉE, ROSE BALLET, and ROUGE SAUVAGE. Below this are sections for "Votre monument parisien préféré..." (Arc de Triomphe, Tour Eiffel, Place Vendôme), "Votre repas préféré..." (macarons, bowl cake, coffee/croissant), and "Vous vous déplacez..." (car, bicycle, train).



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

The screenshot shows a news website layout. At the top, there is a navigation bar with links for 'N Het Nieuwsblad', 'Aanmelden', 'Registreren', 'Auto', 'Dating', 'Immo', 'Jobs', 'Nieuwsbladshop', and a search bar. Below the navigation, there are three news cards: '14:25 Ex-doenman Gilbert Bodart stelt biografie voor', '15:10 Zwakke derde ronde verruigt Lourquin naar', and '16:05 Zevende plaats voor Kim Meylemans in'. The main content area features a headline 'UEFA lost spitsenprobleem Rode Duivels op' with a subtext 'Vandaag om 11u26 · Door maj'. Below the headline, there is a section titled 'Wie was uw man van de match?' featuring six player portraits: Thibaut Courtois, Thomas Vermaelen, Toby Alderweireld, Laurent Ciman, Jan Vertonghen, and Marouane Fellaini. To the right of the article, there are two sponsored voting widgets. The first is for 'Dash' laundry detergent, advertising a promotion where buying one bottle gets a second one for free, priced at 8.49. The second is for 'Subito!', a lottery where users can win €25.000, €100.000, or €250.000. Both widgets include social sharing buttons for Facebook and Twitter, and a 'SPEEL NU' (Play Now) button. At the bottom of the page, there is a 'MEEST GELEZEN' (Most Read) section with a list of five articles: 1. 'Johan Bruyneel ontketelt dopingrel met venijnige tweet', 2. 'UEFA lost spitsenprobleem Rode Duivels op', 3. 'Kevin De Bruyne: "Geboorte van mijn zoon wordt sowieso het grootste moment van mijn leven"', 4. 'Geen kerstfeest bij Manchester United na Europese afgang', and 5. 'Waarom Ronaldo een "matig" seizoen beleeft'.

- Enrich your website with interactive experiences

- Various voting method

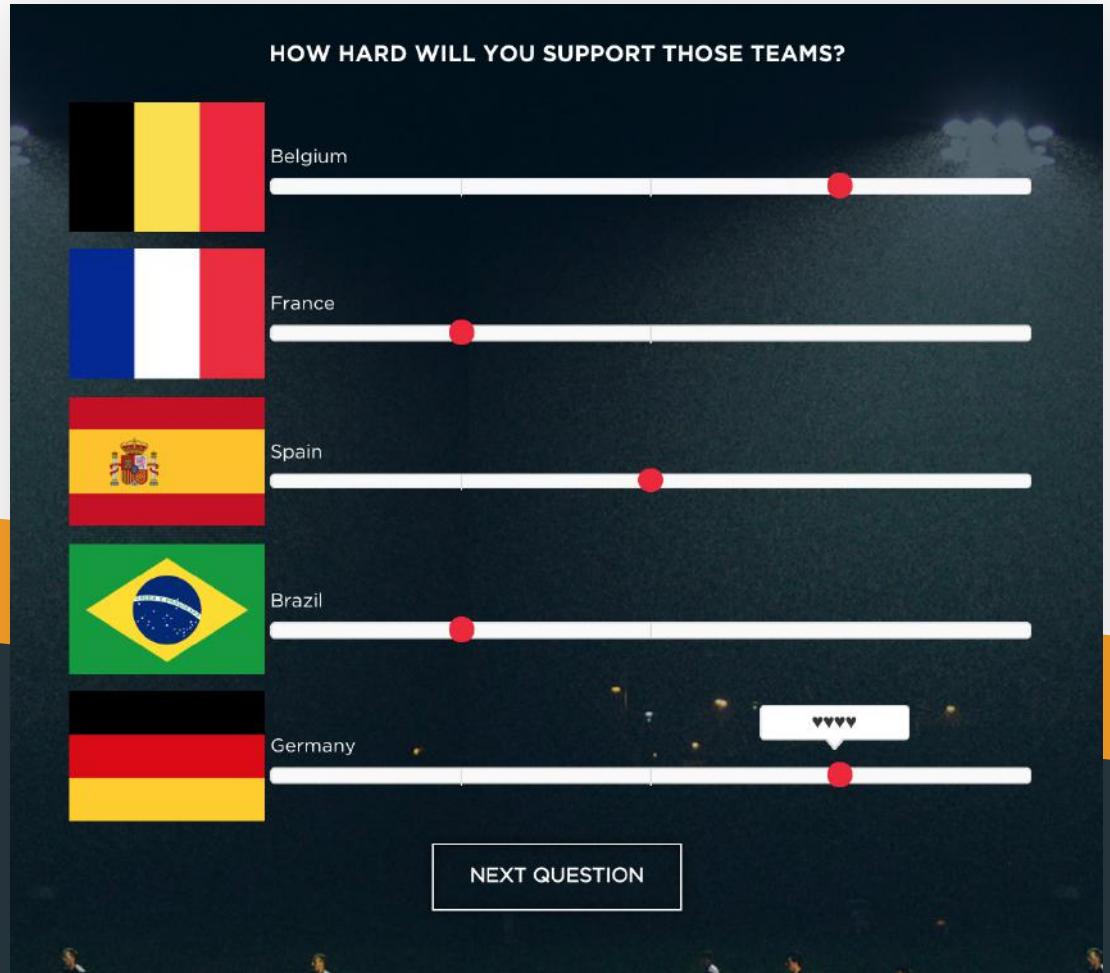
- Use text, video, pictures, audio

- Automatic graphs with results

23

Sponsored rating widget under an article

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



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

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

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

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

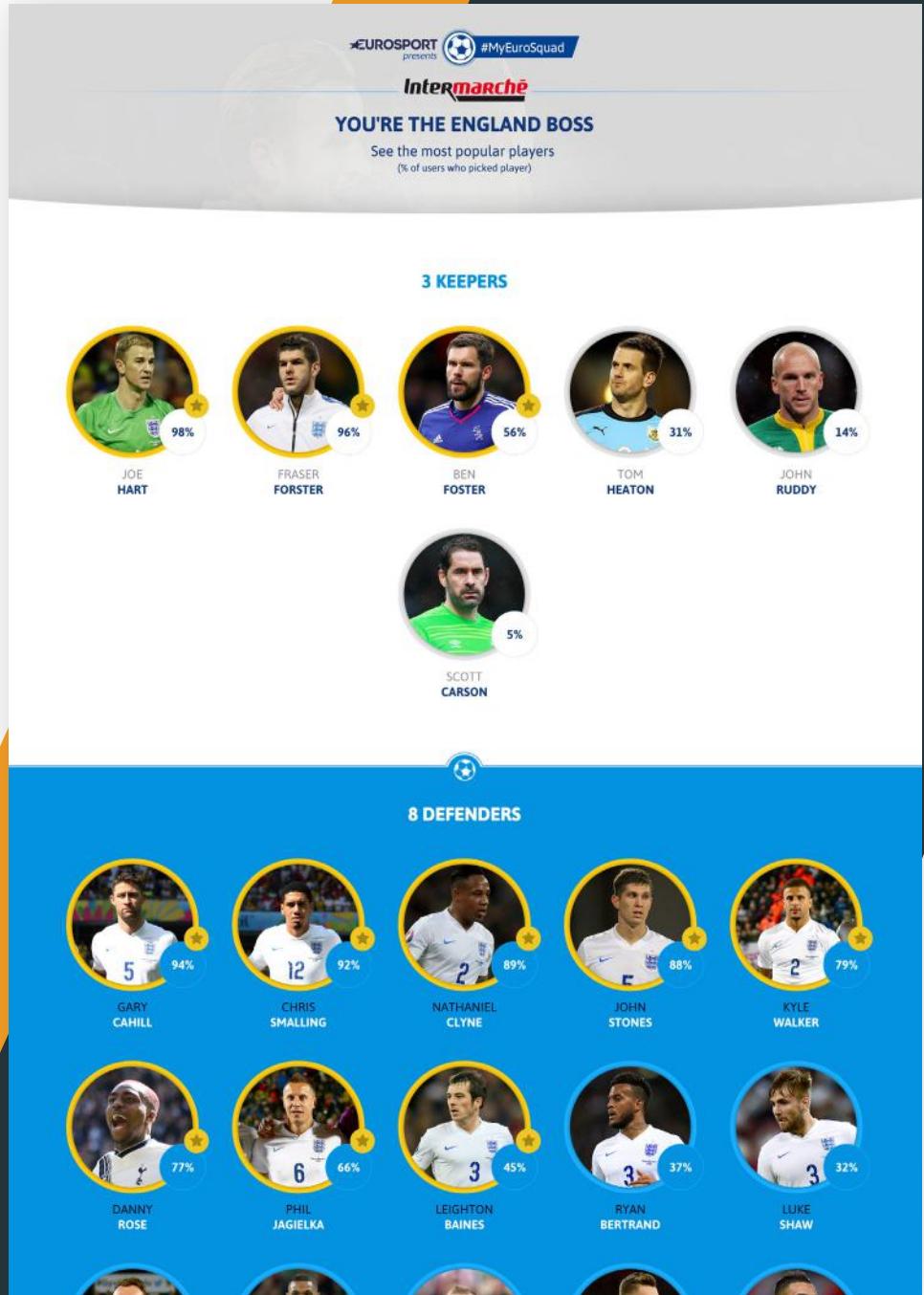
The screenshot shows a prediction interface for the UEFA Euro 2016 tournament. At the top, the rtbf.be logo is visible, followed by a navigation bar with links to Info, Sport, Culture, Auvio, TV, Radio, a 27° icon, and Plus. The main header "SPORT" is displayed, with a "Diables" dropdown menu and links to Infos, Calendrier/résultats, and Equipe/Palmarès. A Carrefour logo is present on the left. The main content area is titled "UEFA 2016" and "MAKE YOUR PREDICTION". It features three prediction cards for matches between Belgium and Italy, Belgium and Republic of Ireland, and Sweden and Belgium. Each card shows the national flags of the teams, a "VS" marker, and a white box for entering a prediction. Below these cards is a question: "How many people will give their prediction from the 24.05 to 13.06 ?" with a white input box. A "NEXT STEP" button is located at the bottom right. To the right of the prediction cards, a sidebar titled "Les + populaires" lists five items with small descriptions:

- 1 Le fil infos Diables Rouges à l'Euro 2016
- 2 Les Diables 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

Goed Gevoel

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

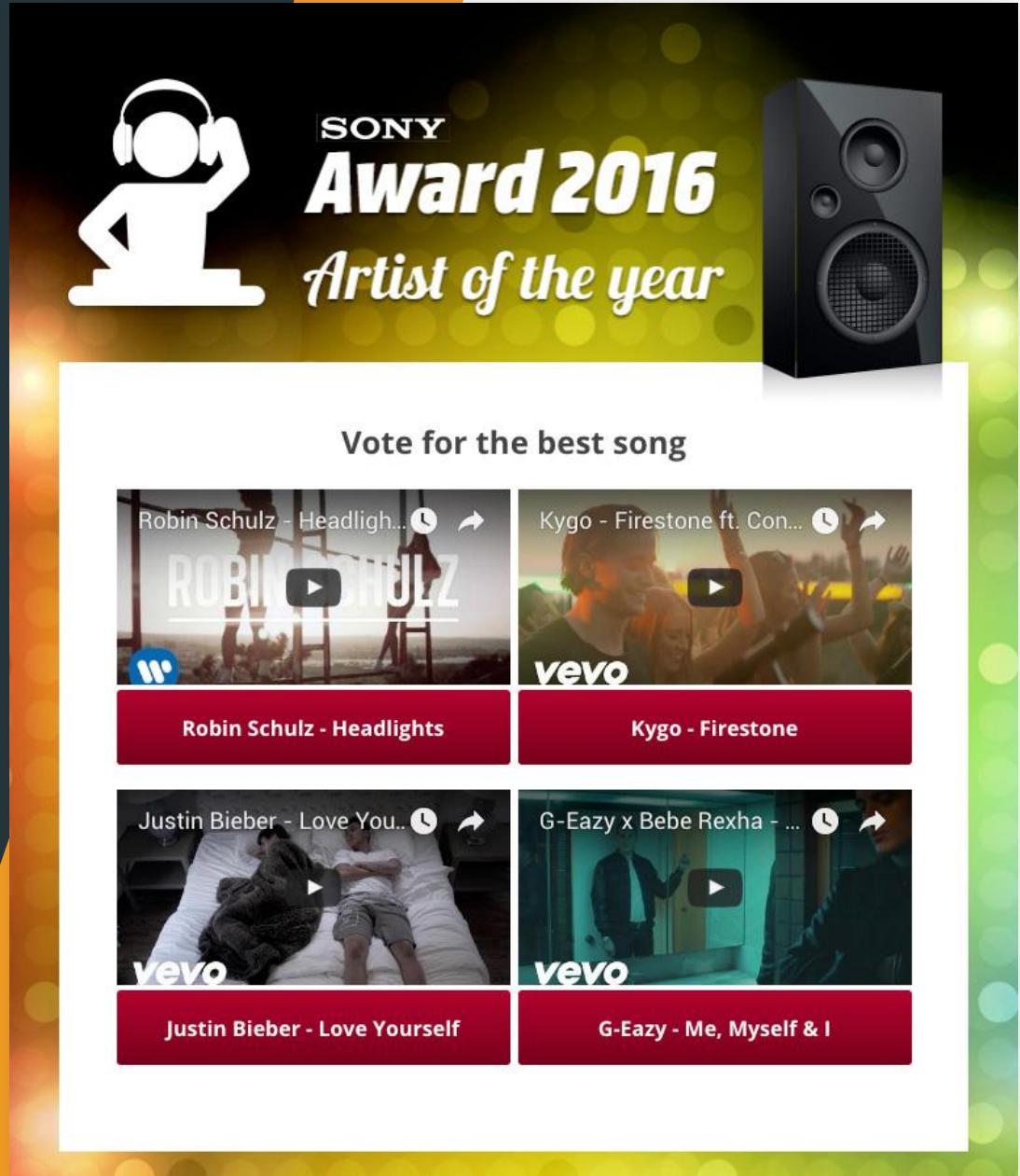


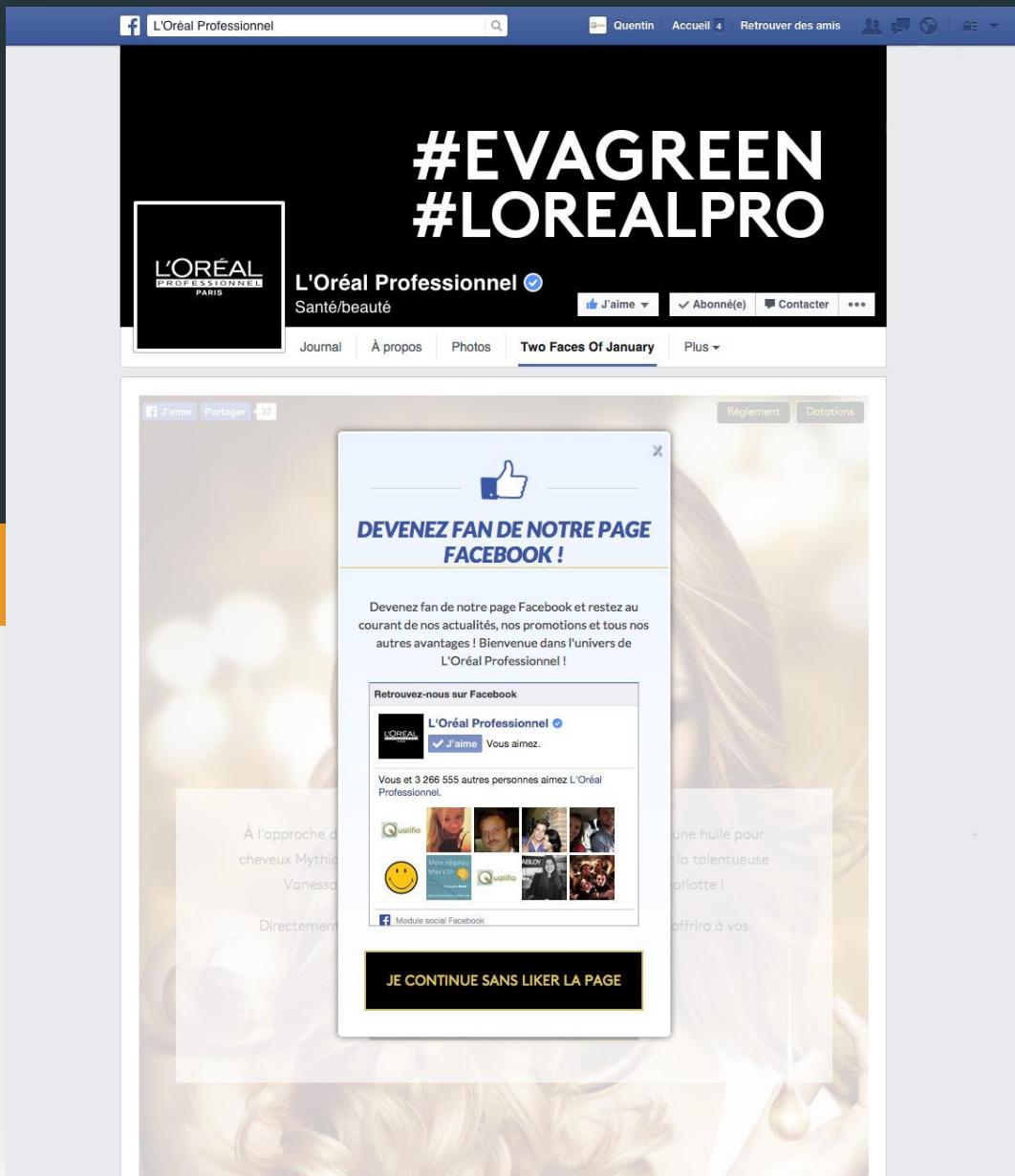
- Vote via a personalised tweet or Facebook share
- Display voting results in real time
- Vote in a widget or on social media

29

Playlists

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





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

PIERRE AUGÉ

10 INVITATIONS POUR 2

VOIR LE RÈGLEMENT

POUR JOUER, JE SAISIS :

PACK 6 X 1 LITRE PERRIER FINES BULLES

SAISIEZ SANS ESPACE LE CODE BARRES CI-DESSOUS

LE CODE BARRES

JE VALIDE



Search Archant



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](#)

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E-mail:
victoria.cole@archant.com

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 dark-themed website for 'Beauty'. At the top, there's a navigation bar with links for 'New', 'Clothing', 'Bags', 'Contest' (which is underlined in red), and 'Cosmetics'. Below the navigation is a large image of a gift voucher. The voucher is white with a grey diamond pattern and features the text 'GIFT VOUCHER' on the left and 'VALUE € 50' on the right. Below the voucher, there's a form with fields for 'Name *', 'Firstname *', 'Email *', 'Phone *', and 'Birthday *'. A 'Send' button is located at the bottom of the form. At the very bottom of the page, there's a footer with links for 'Home', 'services', 'Price', 'Gallery', 'Blog', and 'Contact', along with social media icons for Facebook, Google+, Twitter, and others.

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

Home services Price Gallery Blog Contact

f g t ..

34

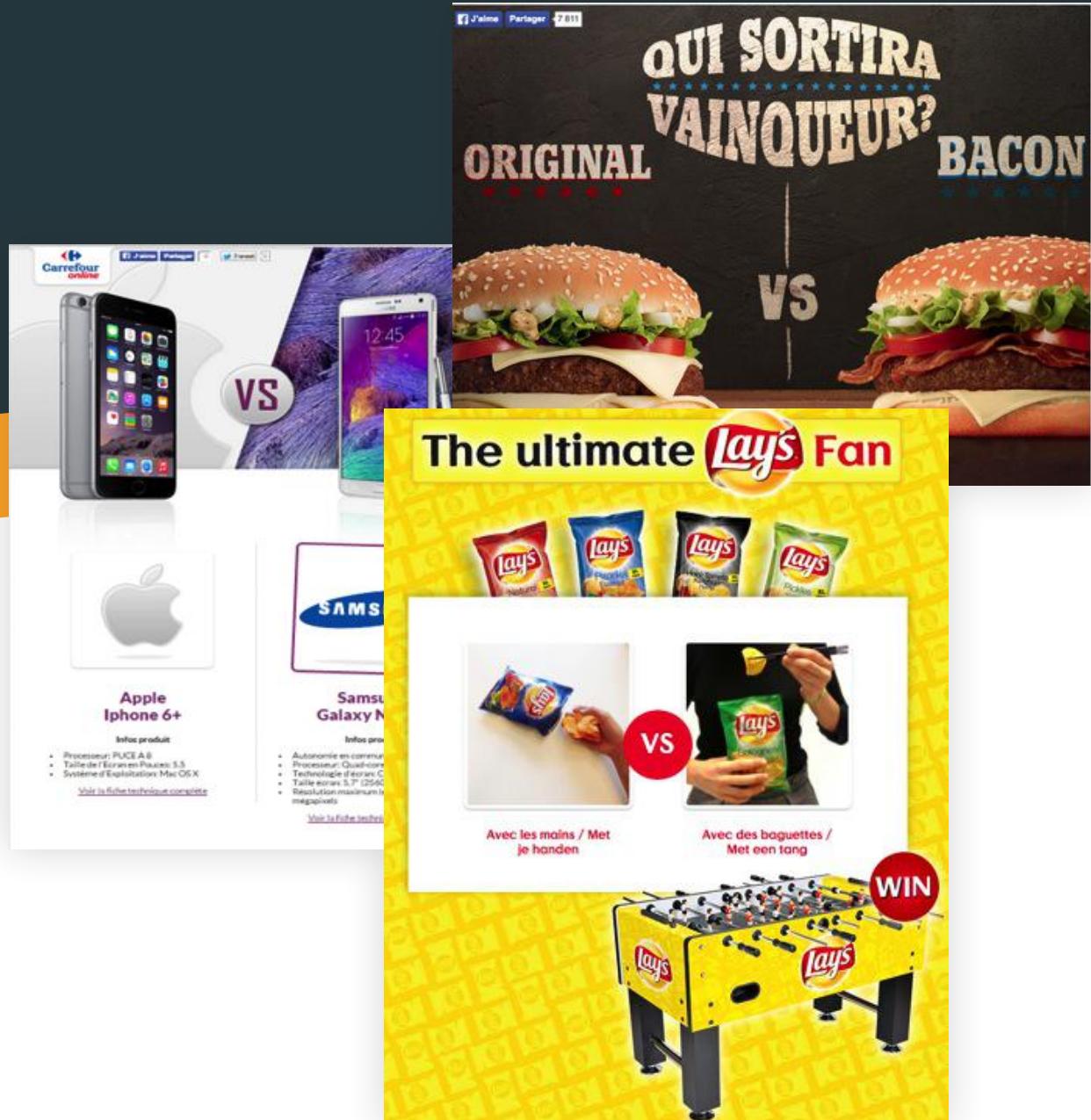
Refer a friend

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.)



Reglement

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](#)

Reglement

STAR CASINO.BE

GAMES
LIVE CASINO
SPORTS

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

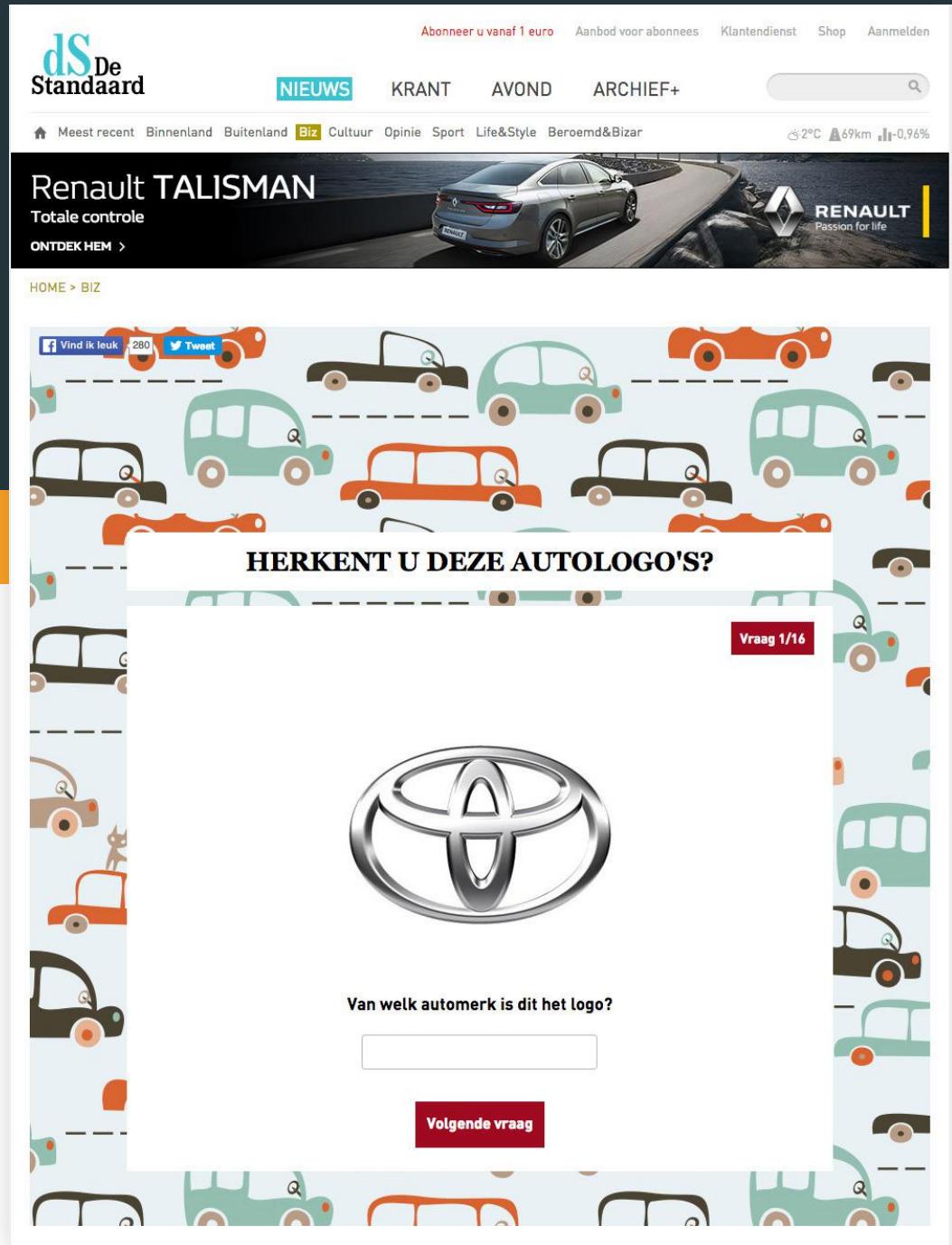
- Create a calendar for any type of event
- Each day, a case automatically opens to display a promo, a quiz, a video or any other type of exclusive content



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



The screenshot shows the homepage of the Dutch newspaper *De Standaard*. At the top, there are links for news, the newspaper, evening news, and the archive. Below the header, a Renault Talisman advertisement is displayed. The main content area features a quiz titled "HERKENT U DEZE AUTOLOGO'S?" (Do you recognize these car logos?). The quiz consists of a grid of various car logos, with the Toyota logo shown in the center. Below the grid, the question "Van welk automerk is dit het logo?" (Which car brand is this logo?) is asked, followed by a text input field and a "Volgende vraag" (Next question) button. The background of the quiz area is a pattern of colorful cartoon cars.

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

1

Campaign creation & publication



2

Activation on your own media assets



Display Ads



TV - Radio - Print



Social media



E-mailing

3

Reporting & Analytics

4

Traffic to your advertiser's website & online channels

5

Data collection: CRM profiles, new social media fans & followers



6

Unique codes, coupons, invitations...



These European media trust us



And many more