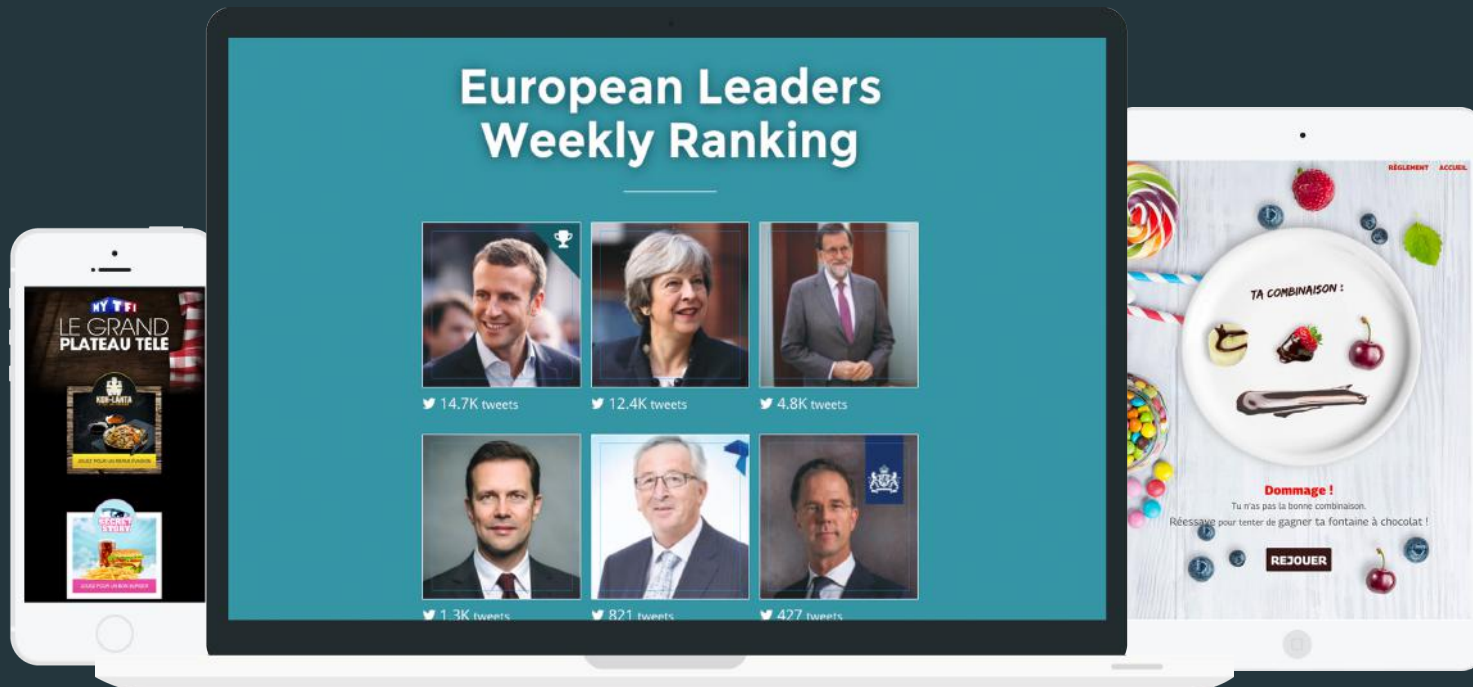qualifio

# 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

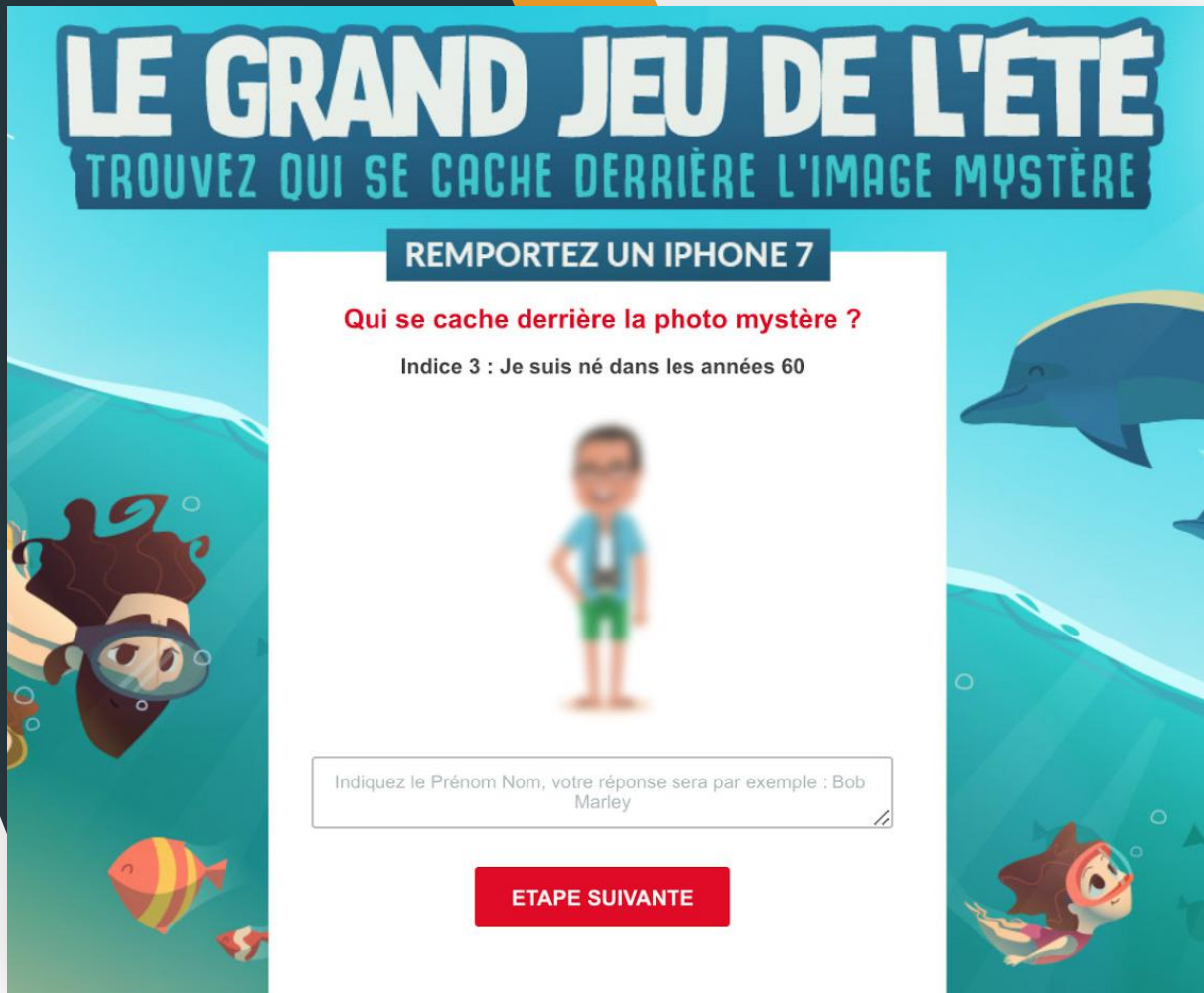- May be coupled with a final draw

# 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
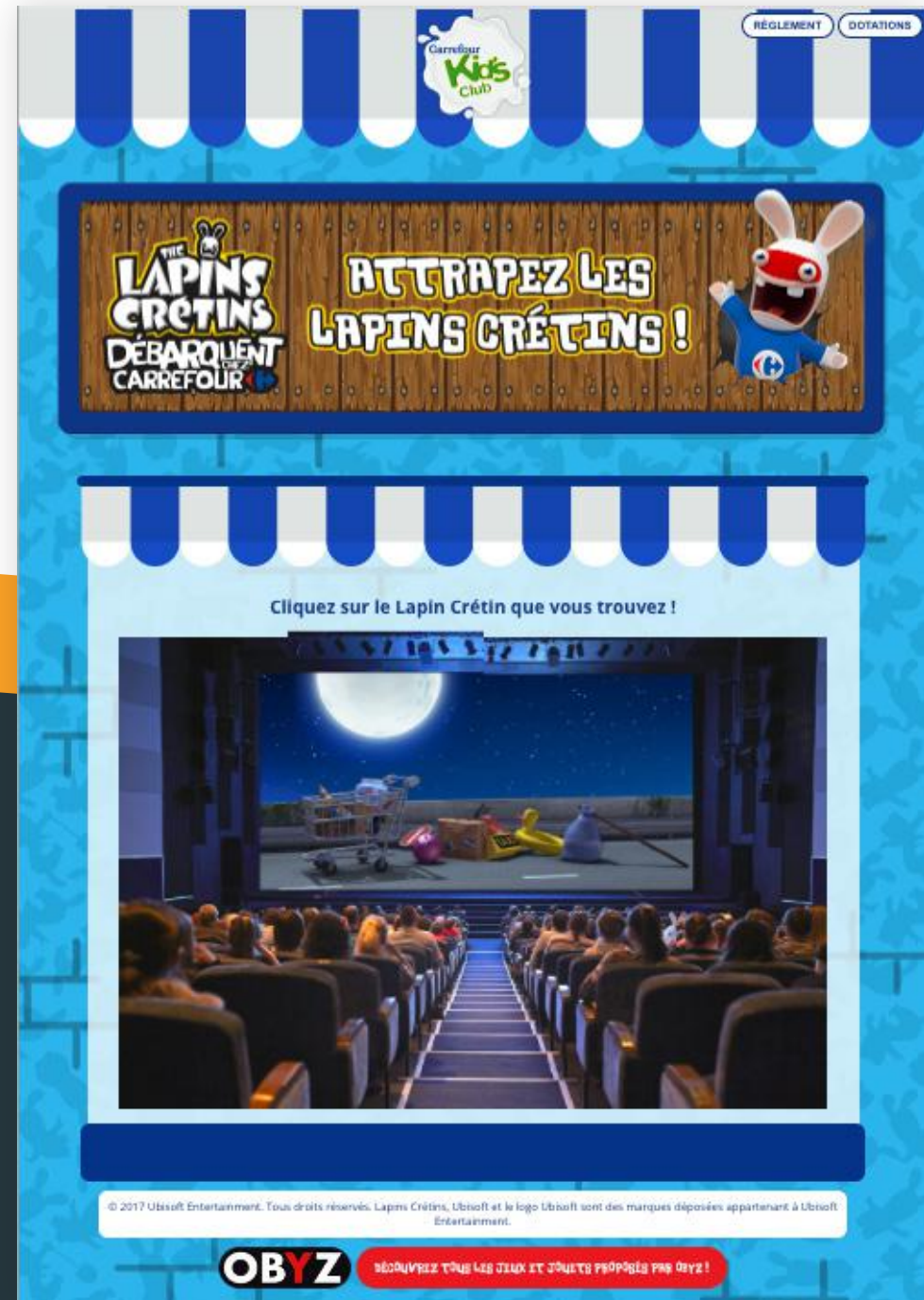
# 5
# Guess Who?

- 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

# 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
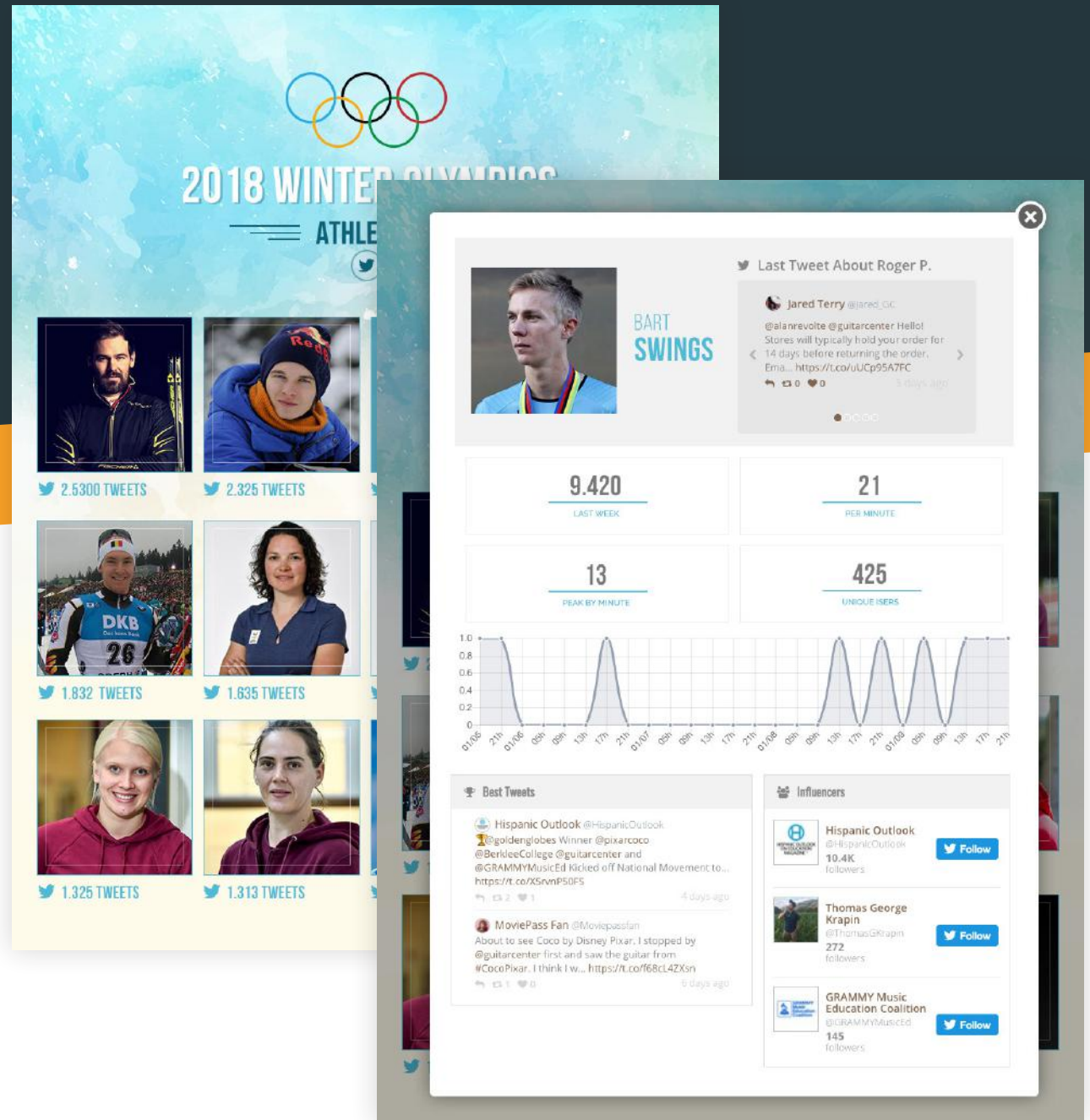
# 9

# Sponsored photo album

- Simple gallery or with a voting module
- Share the pictures on social media
- Customisation of the gallery design
- Unlimited hosting space
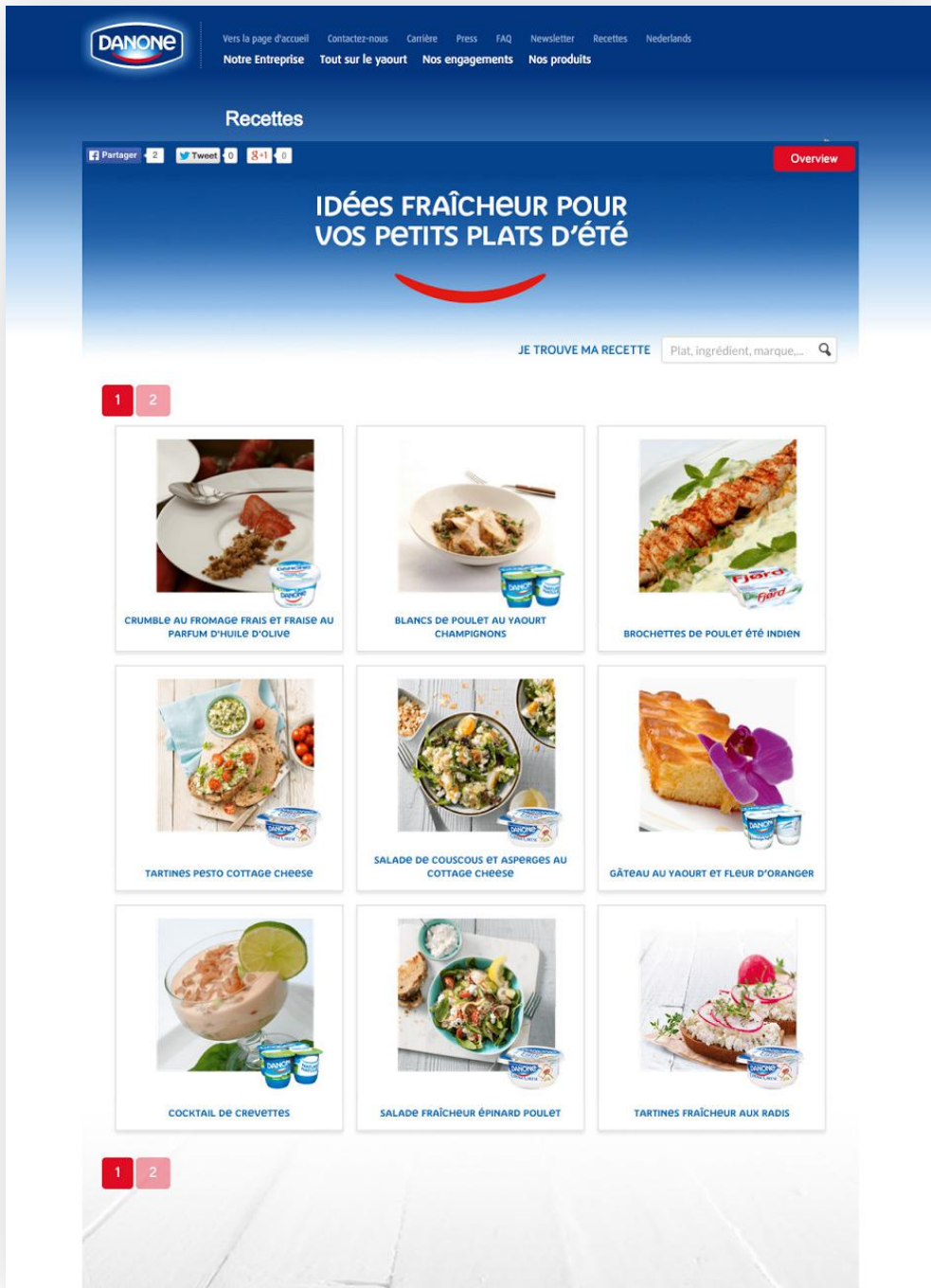
# 10

## 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
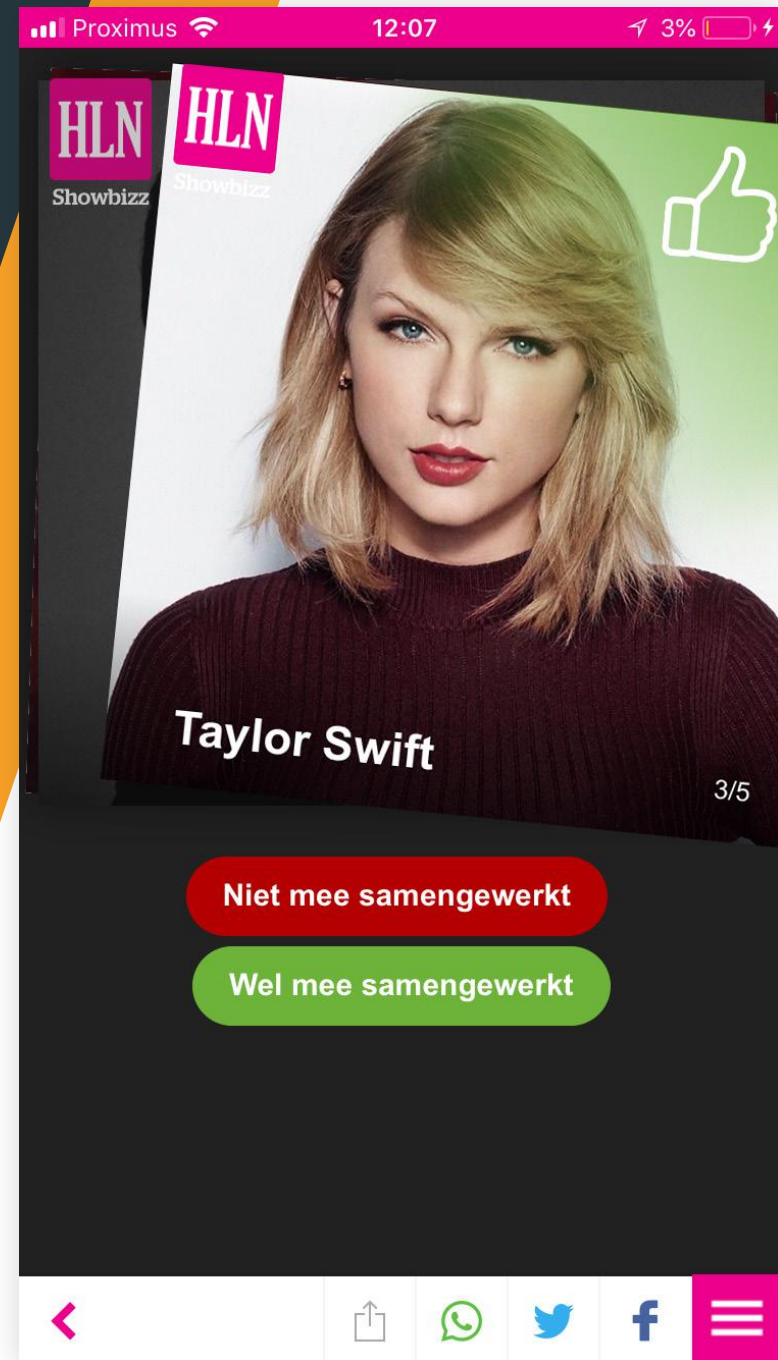
# 11
## Customised form with data collection

- 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)

# 12

# Photo contest with community voting

- Unlimited hosting space
- Photo moderation
- Various formats of galleries
- Various voting methods
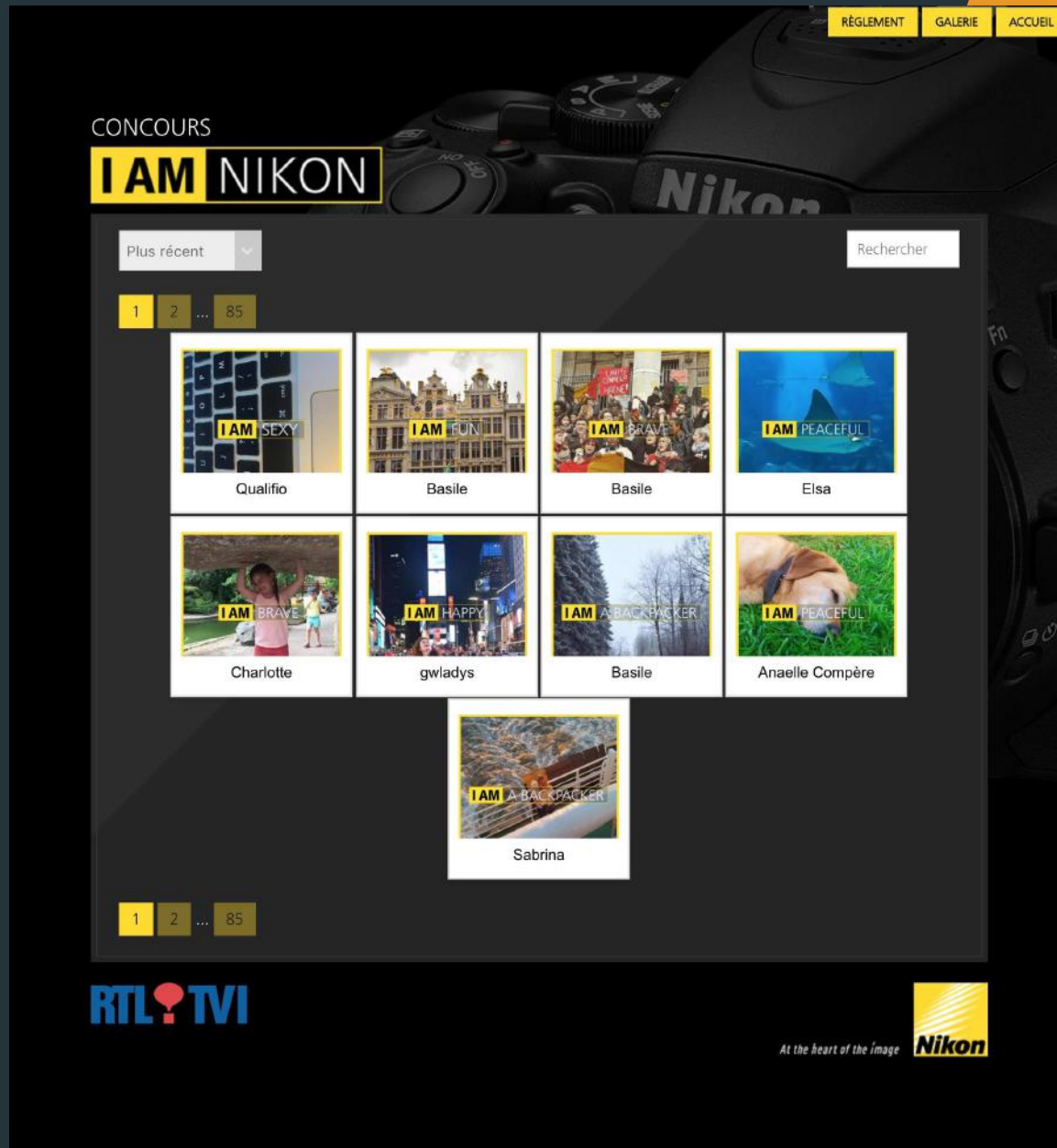
# 13

## Video contest with community voting

- Unlimited hosting space

- Video moderation

- Video encoding

- Various formats of galleries

- Various voting methods

# 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

16

# Video-based quiz

- 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

# 18

## Sponsored checklist

- Users check list items and get a score
- Unlimited number of items
- Text or image-based items
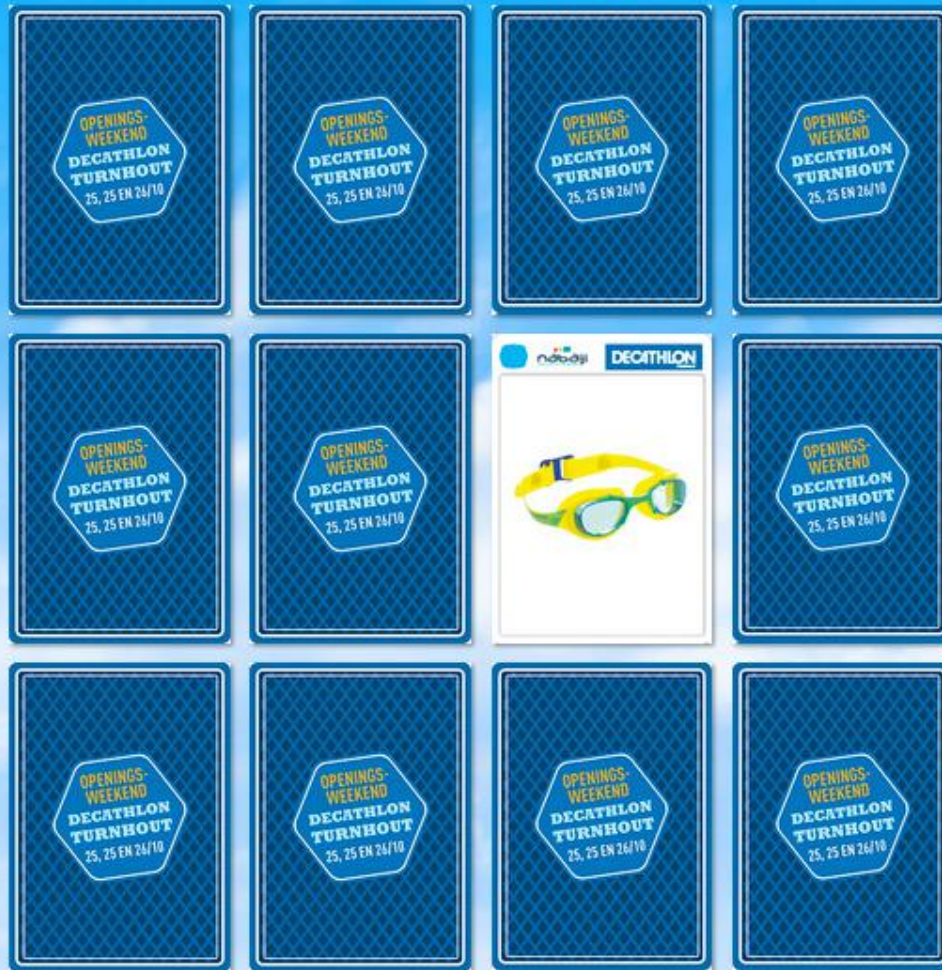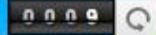- Display rating and share on social media

# 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

# 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



KREFEL

COOLE PRIJZEN

KREFEL

44.44

449€  89€
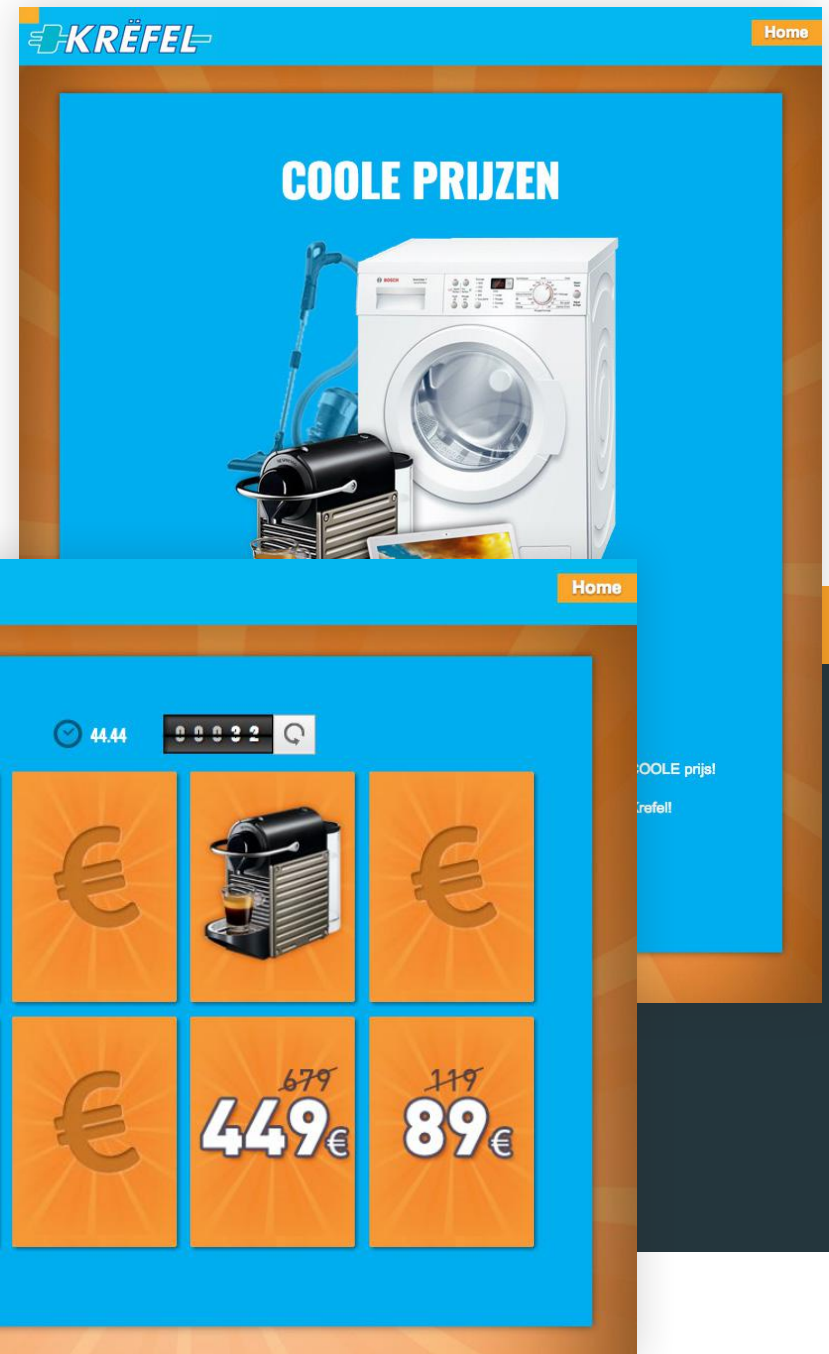
# 22

## Sponsored **voting** widget under an article

- Enrich your website with interactive experiences

- Various voting method

- Use text, video, pictures, audio

- Automatic graphs with results

# 23

## Sponsored **rating** widget under an article



HOW HARD WILL YOU SUPPORT THOSE TEAMS?

Belgium

France

Spain

Brazil

Germany

NEXT QUESTION

- Users rate personalities, products, services, etc. using a slider

- Automatic graphs with results

- Unlimited number of items

# 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

# 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
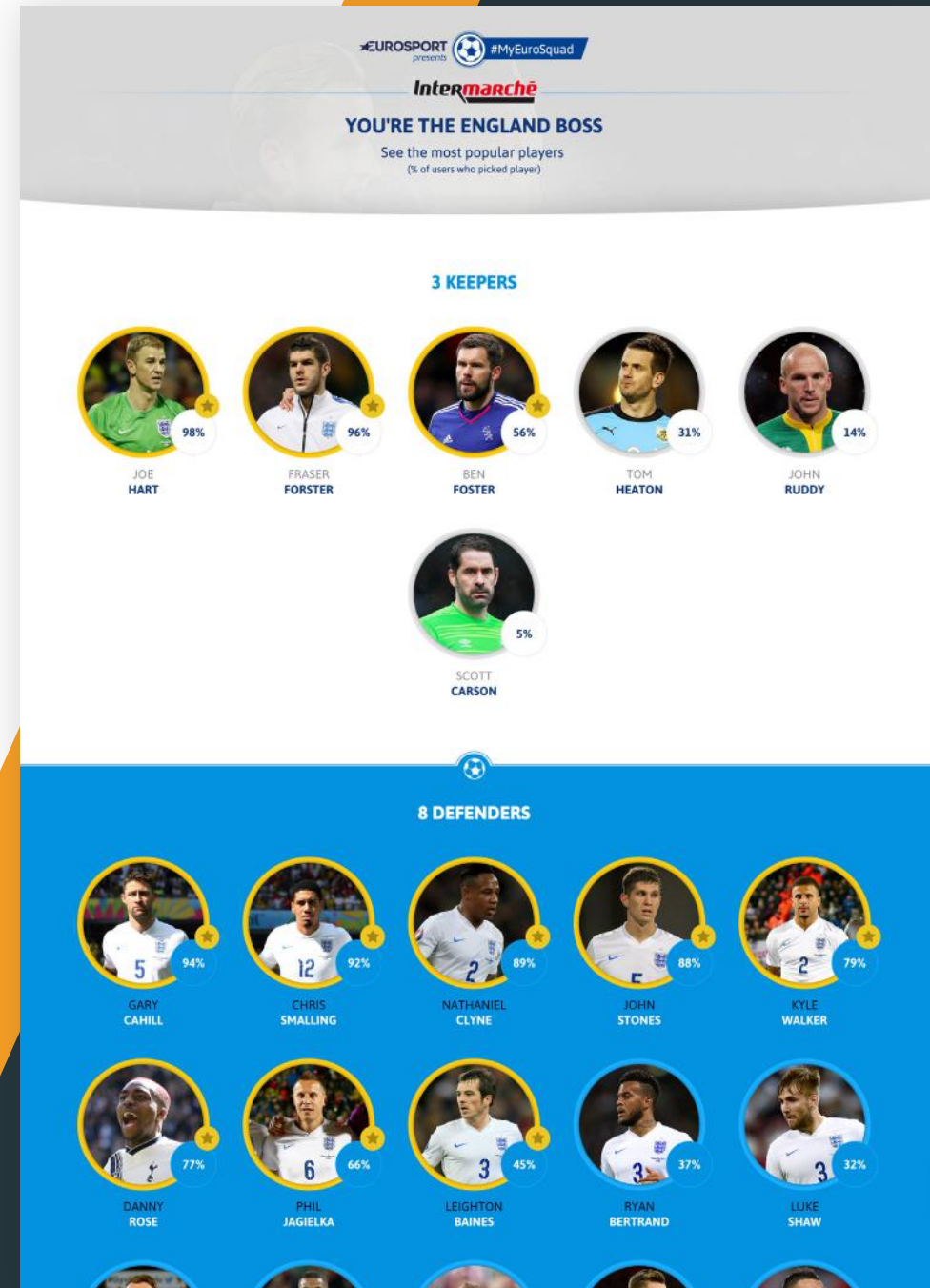
# 27

## Product feedback

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

# 28
# Hashtags battle
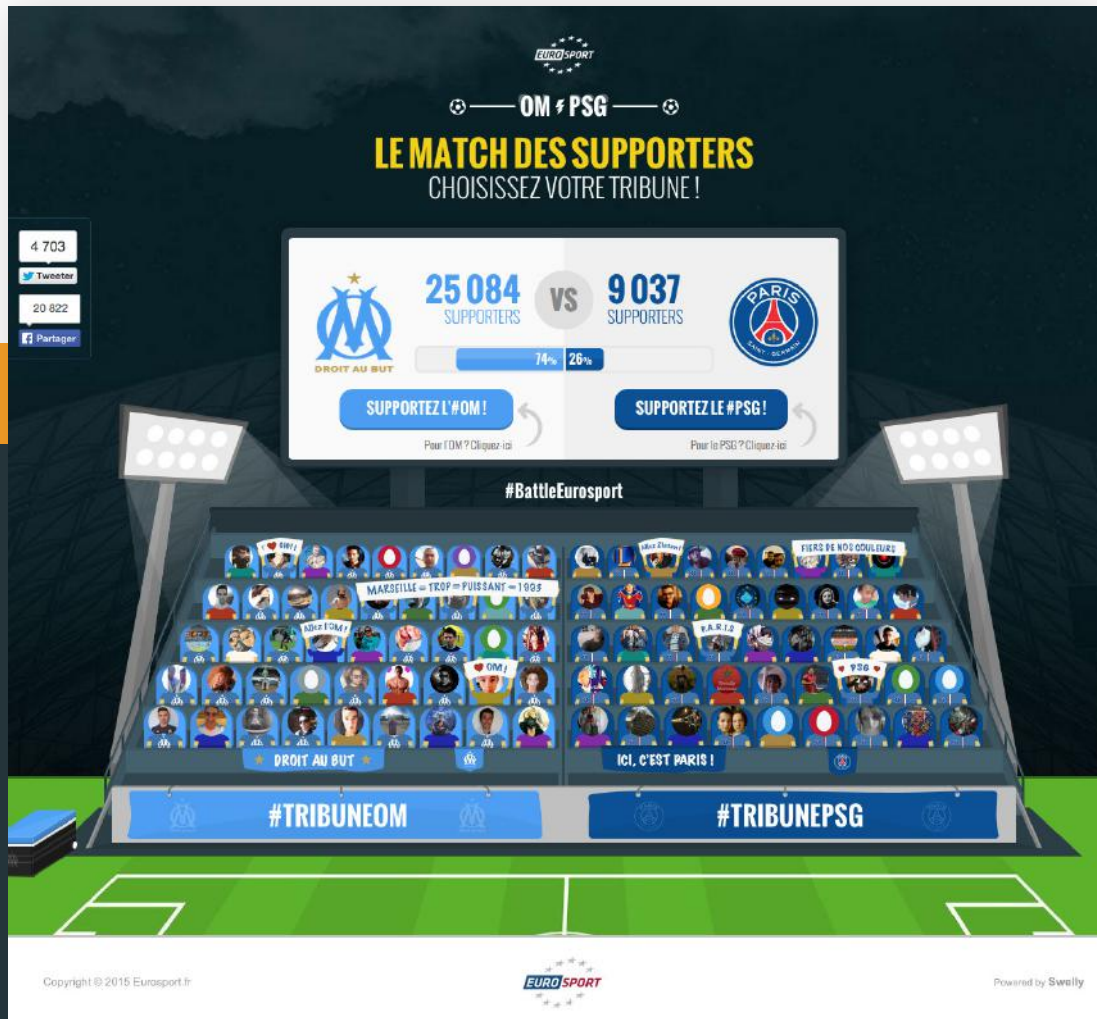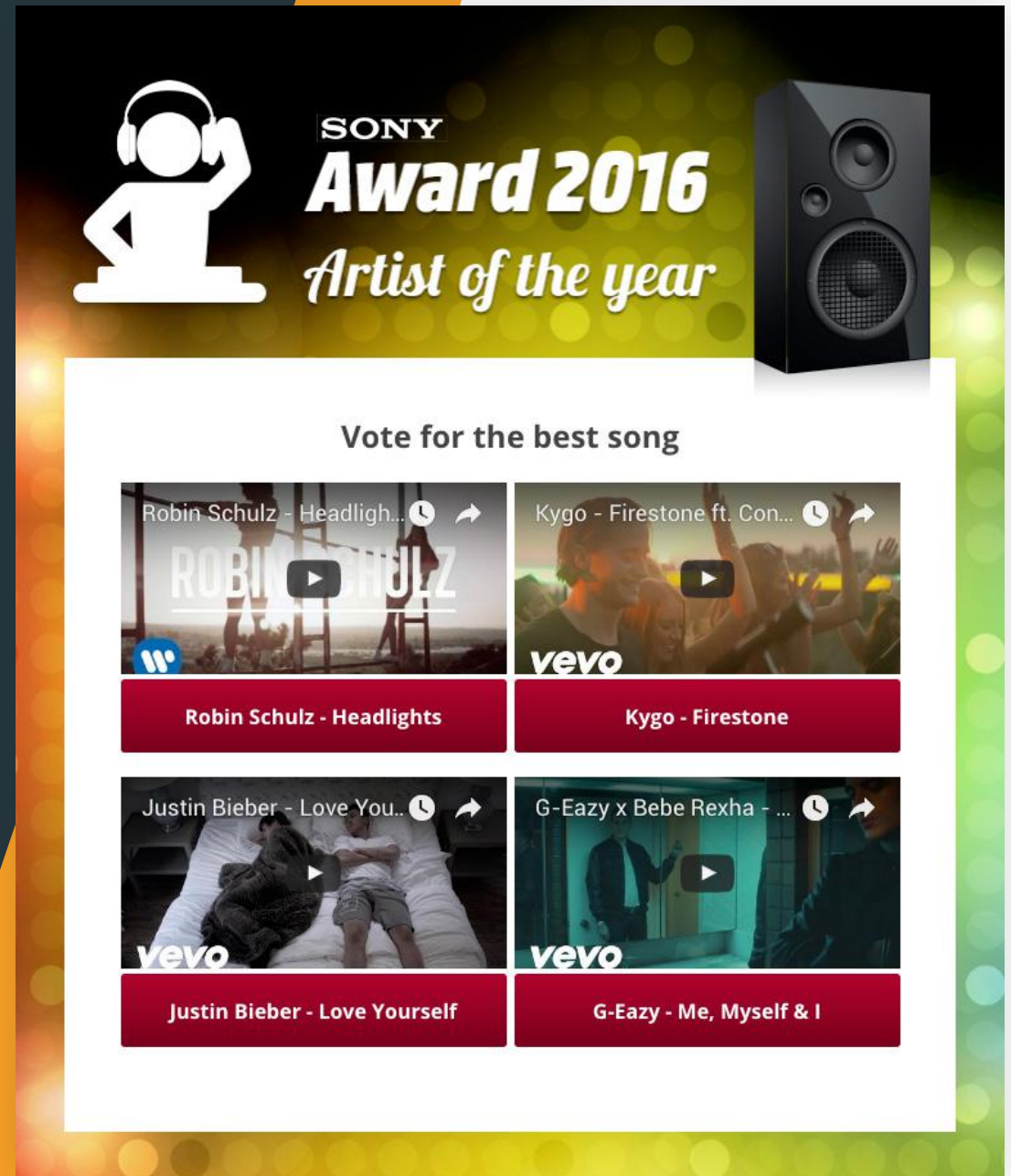
- Vote via a personalised tweet or Facebook share

- 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

# 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

**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.)
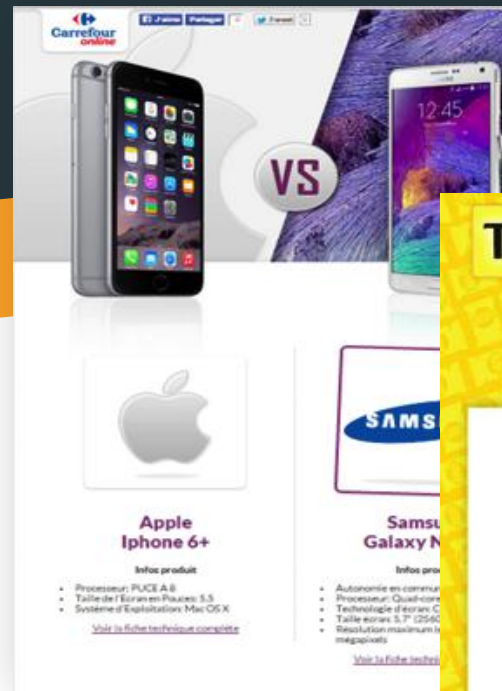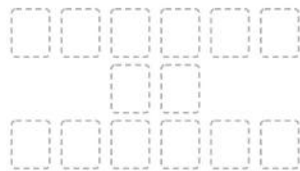
# 36
## Sponsored guess the word

- 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

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)

# Features

# Your sponsor's ad campaign within a pack

**1** Campaign creation & publication

**+**

**2** Activation on your own media assets

**ADS**
Display Ads

NEWS
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…

C3PO
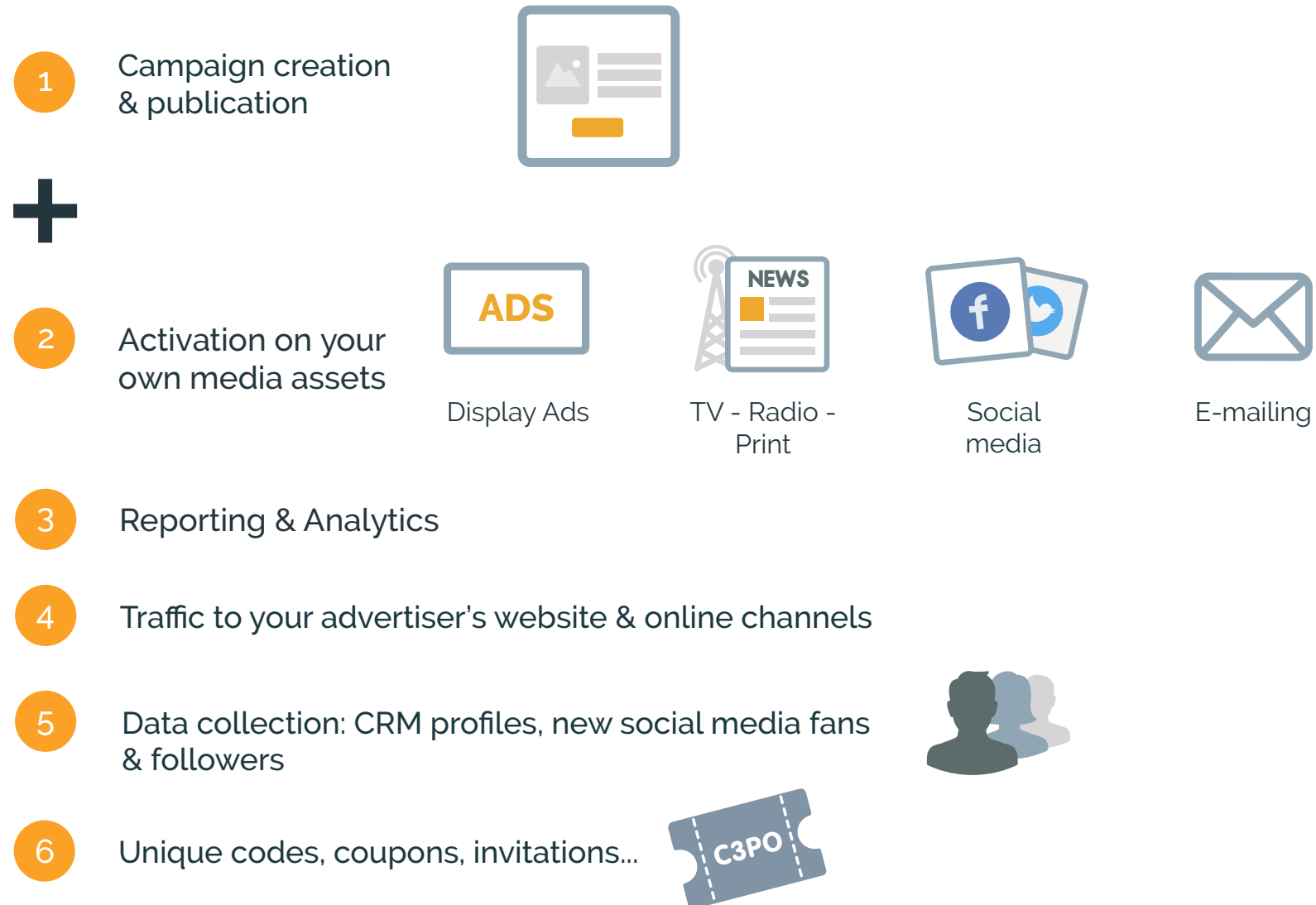
# These European media trust us

TF1     france télévisions     EUROSPORT     Le Monde     NRJ     HLN.BE

EL PAÍS     HBO     Le Point.fr     L'EXPRESS     dS De Standaard     AD.nl

nextradio     O1net.com     GRAZIA     Doctissimo     VRT     rtbf.be

ELLE     RTL BELGIUM     PARIS MATCH     sanoma     ouest france     vtm

tamedia:     LE SOIR     npo     Europe 1     ARCHANT     marie claire

And many more