

# Collect data & engage your customers



6 successful campaign examples in the food & beverage industry

The food and beverage industry is the largest manufacturing industry in Europe. According to [FoodDrinkEurope](#), it represents a turnover of more than **€1 trillion** (2017). And according to the [European Commission](#), food accounts for approximately 12.2% of a typical household's spending, ranking third after housing & transport

In other words, foods and beverages are not luxury items; they are crucial to surviving. That's why marketers don't need to convince consumers they need to buy it. Instead, their role is to **convince consumers that they need their products over another brand's**.

**So, beyond catchy product packaging designs, how do they draw customers in?** One thing is certain: food and beverage businesses have to up their marketing game to stay relevant with consumers and enjoy the larger share of the pie...

**6%** of food & beverage organisations say they're leading competitors with their digital maturity (2018 RSM Digital Transformation Survey)





While **53%** of surveyed companies indicate they are concerned about their ability to achieve their goals for digital transformation.

Having a comprehensive digital strategy is essential for an industry that has to constantly evolve to meet consumers' changing expectations. Some food and beverage companies have understood that. **They use social media and innovative interactivities to connect with consumers and collect useful data** in order to make their brand different and memorable.

Here are **6 examples from top food and beverage businesses** you can borrow to attract new clients, retain your consumers and increase your revenues.





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# Highlight your products like Gordon

Gordon Finest Beers is an iconic Belgian beer brand with Scottish origins, brewed by John Martin's Brewery



Community engagement



Opt-ins collection

## WHAT GORDON DID:

Gordon created a **sudden death quiz** with Gordon packs to win. After being asked their contact information and their favourite Gordon beer, participants had to answer questions about Gordon products. They were excluded as from the first wrong answer and encouraged to replay the game each hour in order to reach the final question. Last but not least, a **newsletter opt-in** was also included in the campaign.



43%  
opt-in rate



# Associate your brand with a highly viral content like **Jupiler**

Jupiler is the most popular Belgian beer, sponsor of the Belgium national football team, Red Devils, since 30 years



Community engagement



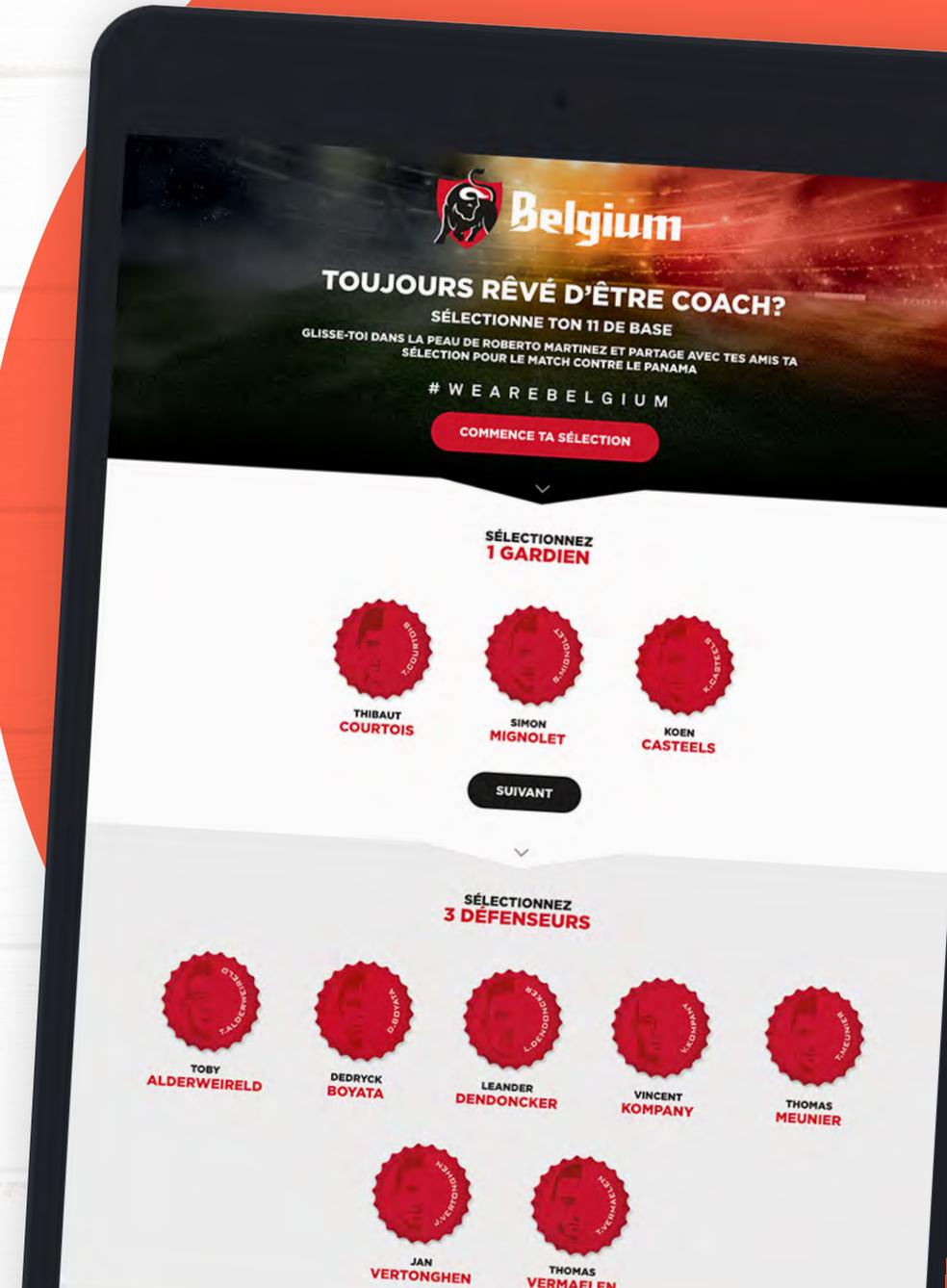
Brand image



Visibility on social media

## WHAT JUPILER DID:

To express its support to the Belgian team during World Cup 2018, **Jupiler was rebranded “Belgium” for 5 months** (another stroke of marketing genius!). During the competition, the brand also launched a **team selector campaign**, giving users the opportunity to slip into the shoes of Belgian team's coach Roberto Martinez and compose their own dream team. They were then encouraged to share their selection on social media.



## Collect segmentation data like Nestlé

Nescafé is one of the world's most popular Nestlé coffee brands



Collect segmentation data



Increase online and offline sales



Consumer loyalty

### WHAT NESTLÉ DID:

To promote its Nescafé Gold Dessert, Nestlé decided to **give away free coffee samples** through a campaign on their website. To receive their samples, participants had to fill a form with their information and indicate how often in a day they drink a cup of Nescafé Gold Dessert. A good way to qualify and segment their customers based on their coffee consumption. An opt-in for Nescafé's latest news and offers, as well as for Nestlé's other brands, was also proposed.

**31,515**  
unique profiles  
collected

CAFÉ GOLD NU NOG BETER

2 Nescafé Gold Dessert stalen en proef  
rijker aroma en de vollere smaak.

- Mevrouw  
 Meneer




## Connect the digital and physical worlds

Nestlé is also using interactive campaigns to give away discount coupons.

- **Discount coupons in the exit screen** of a campaign: after giving their contact information, participants can directly download their coupon in the end screen and use it in all retail stores.
- **Discount coupons sent by email:** after giving their contact information, participants automatically receive their coupon through email.

Discover more about Nestlé's data collection & segmentation strategy with Qualifio in [this customer success story](#).



# Increase consumer loyalty like Dr. Oetker

Dr. Oetker is a German family business that produces various food products (baking ingredients, frozen pizza, desserts, etc.)



Community engagement



Increase online and offline sales



Consumer loyalty



Market segmentation for the different brands

## WHAT DR.OETKER DID:

For the 5 Red Devils games during World Cup 2018, Dr. Oetker launched a **predictions campaign** in French and in Dutch. Participants had to **predict the score of Belgium and its opponent before the start of each match** and also when the first goal would be scored. All participants were winners: a discount coupon or a pizza was offered to everyone! 12 participants who predicted the score and the goal the best got free pizza's and the participant who had predicted well the most matches won a Samsung TV!

Dr. Oetker PizziAMO PRONOSTIC

À propos de PizziAMO Prix NL

Tout le monde gagne avec le Pronostic PizziAMO!

Êtes-vous prêt pour le meilleur du foot et les meilleurs moments pizza du monde? Complétez votre Pronostic PizziAMO à chaque match des Belges. Vous serez gagnant à tous les coups!

Samsung QLED TV de 55 inch

1 des 11 PIZZIAMO PACKS par match des Belges

RÉDUCTION DE €1 sur une PizziAMO pour chaque participant

Pour gagner ces prix, il vous suffit d'entrer le pronostic le plus correct. Participez donc à chaque concours!

ATTENTION: votre pronostic doit être envoyé avant le début du match!

DONNEZ LE COUP D'ENVOI!

14,500 participations

"Our goal with this campaign was to create a buzz around a new product we just launched and to attract pizza lovers we did not have yet in our community. Once the first prediction was created in the platform by the Qualifio studio team, it was very easy to duplicate it for the rest of the matches. We just had to set up the hour of publication of each campaign, define the end-of-campaign messages and notify the winners through the tool. Very easy!"

Valérie Deflandre - Digital Media Coordinator  
@ Dr. Oetker

**6,830**  
new profiles  
collected





# Engage your visitors like Volvic

Volvic is a French brand of mineral water sold worldwide and part of the Danone Group



Consumer loyalty



Brand image



Visibility on social media

## WHAT VOLVIC DID:

They partnered with oil company Total's service stations. They created a personality test, branded with Volvic's flavoured mineral water, published on Total's website. Participants had the opportunity to win a weekend trip and to discover which Volvic Juicy suited their personality best.

**12,400**  
new profiles collected



**30%**  
opt-in rate



## FÉLICITATIONS, TU ES VOLVIC JUICY FRUITS EXOTIQUES !

Amateur(rice) de sensations fortes, tu ne recules devant rien. Escalade, accrobranche, tyrolienne, tu es un(e) vrai casse-cou qui a continuellement soif de nouvelles aventures !

Lors de tes activités, désaltère-toi avec Volvic Juicy fruits exotiques : une boisson à l'eau minérale naturelle, au jus de fruits à base de concentré (4% d'ananas et 2% de mangue) et aux arômes naturels.



📍 DÉCOUVREZ VOLVIC JUICY FRUITS EXOTIQUES DANS NOS STATIONS ! \*

f Je partage ce bon plan !

🐦 Je partage ce bon plan !

To be taken into account in the draw, participants first had to answer some questions on their dream holidays: mountain, sea, or countryside? Why would they stop at a service station: for coffee, local products, or to relax? A good way to be aware of customers' expectations and offer appropriate services.

Second, they had to fill out a form in which an opt-in to Volvic's newsletter was proposed. A message was then displayed informing that they were registered for the draw, followed by the drink that matched their profile. A call-to-action was also displayed in the exit screen allowing participants to share their result on Facebook or Twitter and another one to discover in which station(s) they could find Volvic Juicy products.



# Educate your consumers like Millesima

Millesima is fine wine merchant based in Bordeaux. They propose selections of wines from everywhere in the world



Brand awareness



Customise the consumer experience



Educate consumers about products

## WHAT MILLESIMA DID:

Millesima created a **wine guide for Christmas meals**. Internet users had to indicate the type of meal for which they wanted to receive advice (appetizers, starters, dishes, desserts) and the guide automatically generated the most appropriate wine based on their answers. A **great way to showcase its products with helpful content**.



Pour commencer, quel type de met souhaitez-vous découvrir ?



Les apéritifs



Les entrées



Les plats



Les desserts



# More example from our customers...

**CAMPARI TONIC** | VERRASSEND VERFRISSEND!

LATEN WE KLINKEN OP...  
OP WIE OF WAT BRENG JIJ GRAAG JE TOOST UIT?

Campari Tonic, een unieke en verfrissende combinatie. Heb jij ook zin gekregen in dit originele aperitief? Laat ons dan weten op wie of wat jij wil klinken met een Campari Tonic en wie weet win jij wel een exclusieve Campari Tonic Tastingssessie, verrassend gebracht bij jou thuis.

**Campari Perfect Serve - NL**

Een Campari Tonic, fris vanaf de toost tot de laatste druppel. Op wie of wat breng jij graag jouw toost uit?

De komende drie weken kiezen we elke week één winnaar. Succes!

Campari Tonic. Verrassend verfrissend!

Het meest originele toost belonen we met een Campari Tonic Tastingssessie (in België, max. 50 personen).

**DOE MEE EN WIN!**

Ons vakmanschap drink je met verstand

PRISA MUSICA IDENTIFÍQUESE | REGÍSTRESE SIGAN

WEBCAM EL GALLO

**PLANETA ROCK** | PROGRAMAS | NOTICIAS | VIDEOS | AGENDA | ESPAÑOL

**Calendario Copa América**

calvarado - 18/05/16

f t g+ p in

**Coca-Cola** | Patrocinador de la Selección con más sabor del mundo

SIENTE EL SABOR

3	4	5	6	7
8	9	10	11	12
13	14	15	16	17



JUSQU'AU 17 JUIN,  
**QUIZ PRINCE !  
 POUR LES HÉROS LES PLUS  
 GOURMANDS.**

RÉPONDEZ CORRECTEMENT À TOUTES LES QUESTIONS DU  
 QUIZ ET TENTEZ DE GAGNER L'UN DES LOTS MIS EN JEU :

**3 packs**  
 de méga gourmand

1 sac à dos + 1 montre Prince  
 + 8 paquets de biscuits Prince



**50 packs**  
 de gourmand confirmé

1 sac à dos + 5 paquets  
 de biscuits Prince



**100 packs**  
 d'apprenti gourmand

1 jeu de 4 porte-clés + 5 paquets  
 de biscuits Prince

Reglement

**LET'S MEAT**

**WIN  
 EEN JUIPLER  
 BBQ-PAKKET**

Barbecueën doe je niet alleen. Neem deel aan onze wedstrijd en  
 win een Jupiler BBQ-pakket\* voor jezelf én je vrienden.

**#LetsMeat**

Ja, ik heb kennis genomen van het reglement.

Neem deel !

**BBQ - TIP VAN DE WEEK**  
**DE TANG OP HET VARKEN**  
 Treat your meat, gebruik een barbecuetang.  
 Bovendien bespaar je er heel wat handelingen  
 mee en heb je zo een hand vrij, voor  
 die frisse Jupiler.

**Jupiler** BELGIAN BEER

**MANNEN WETEN WAAROM**  
 Bier met liefde gebrouwen, drink je met verstand

**budgetstage**

## Pour le gagnant ?

Accrochez-vous. Direction la grosse pomme !  
Préparez-vous à vivre un INCROYABLE voyage à New-York City avant la fin de l'année,  
accompagné de votre voisin, votre collègue ou votre moitié ;)



RDV dans vos magasins préférés près de chez vous,  
du 1<sup>er</sup> juillet au 31 août.

FOU ! Prenez une photo de vous en poirier  
avec nos recettes cet été  
et tentez de **REMPORTER**  
un voyage INÉDIT pour New-York.



Je déclare solennellement sur la tête du bananier que : 1/ J'ai soufflé mes 10 bougies. 2/ J'ai lu 3 fois à l'endroit et à l'envers en faisant le poirier, le règlement très TRÈS officiel.

Postez votre photo

Votez pour votre photo préférée

[Règlement](#)



Pourquoi la vitamine D, présente dans Nesquik, est-elle importante ?

- Pour favoriser la concentration
- Pour l'absorption du calcium du lait ainsi qu'au maintien d'une ossature solide
- Pour donner un teint halé

[QUESTION SUIVANTE](#)

Nestlé  
**Nesquik**

Avec un bon départ, tout est possible !

Conformément à la loi sur la protection des données à caractère personnel, vous disposez d'un droit d'accès, de rectification et d'opposition concernant vos données. Si vous souhaitez faire usage de ce droit, veuillez nous contacter.

**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](#)



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

**Ga dankzij HLN als eerste  
jouw Burger King uitproberen!**

Doe mee met onze wedstrijd en maak kans op een duoticket voor  
de avant-première in Kuurne op 22/04 tussen 18u30 en 20u.



[KLIK HIER!](#)

# What is Qualifio?

Qualifio is the leading SaaS in Europe for interactive marketing & data collection. It allows you to easily create and publish interactive content (quizzes, personality tests, polls, and 50+ other innovative formats) on all your digital channels, and to collect data on your audiences to better engage, qualify, segment and monetise them.

## How does it work?



### CREATE

Choose your interactive campaign and customise it without any extra development.



### PUBLISH

Easily publish your campaign on your websites, mobile apps, social networks or on a dedicated minisite.



### COLLECT DATA

Run GDPR-compliant data collection campaigns thanks to a set of dedicated features.



### GET RESULTS

Visualise and extract profiles collected and campaigns statistics in real time.



### SEGMENT & MONETISE

Connect the platform to your marketing & data tools (CRM, DMP, SSO, email, automation, Analytics, etc.).



# Interested?

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Book your demo with live custom examples

REQUEST A DEMO

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