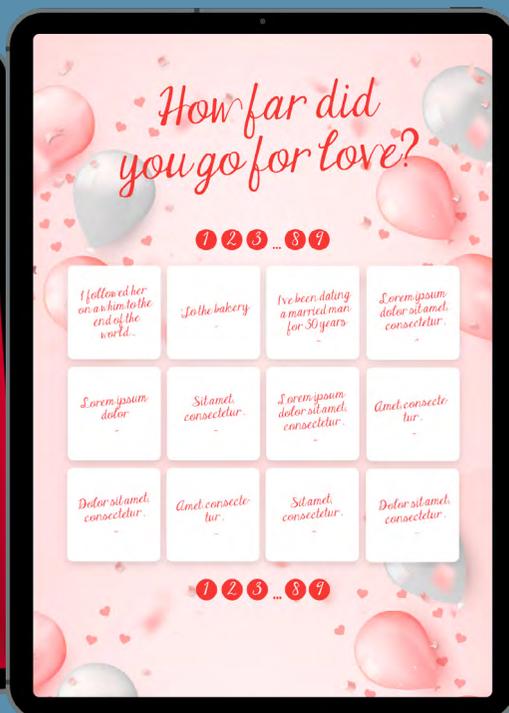


# Valentine's day





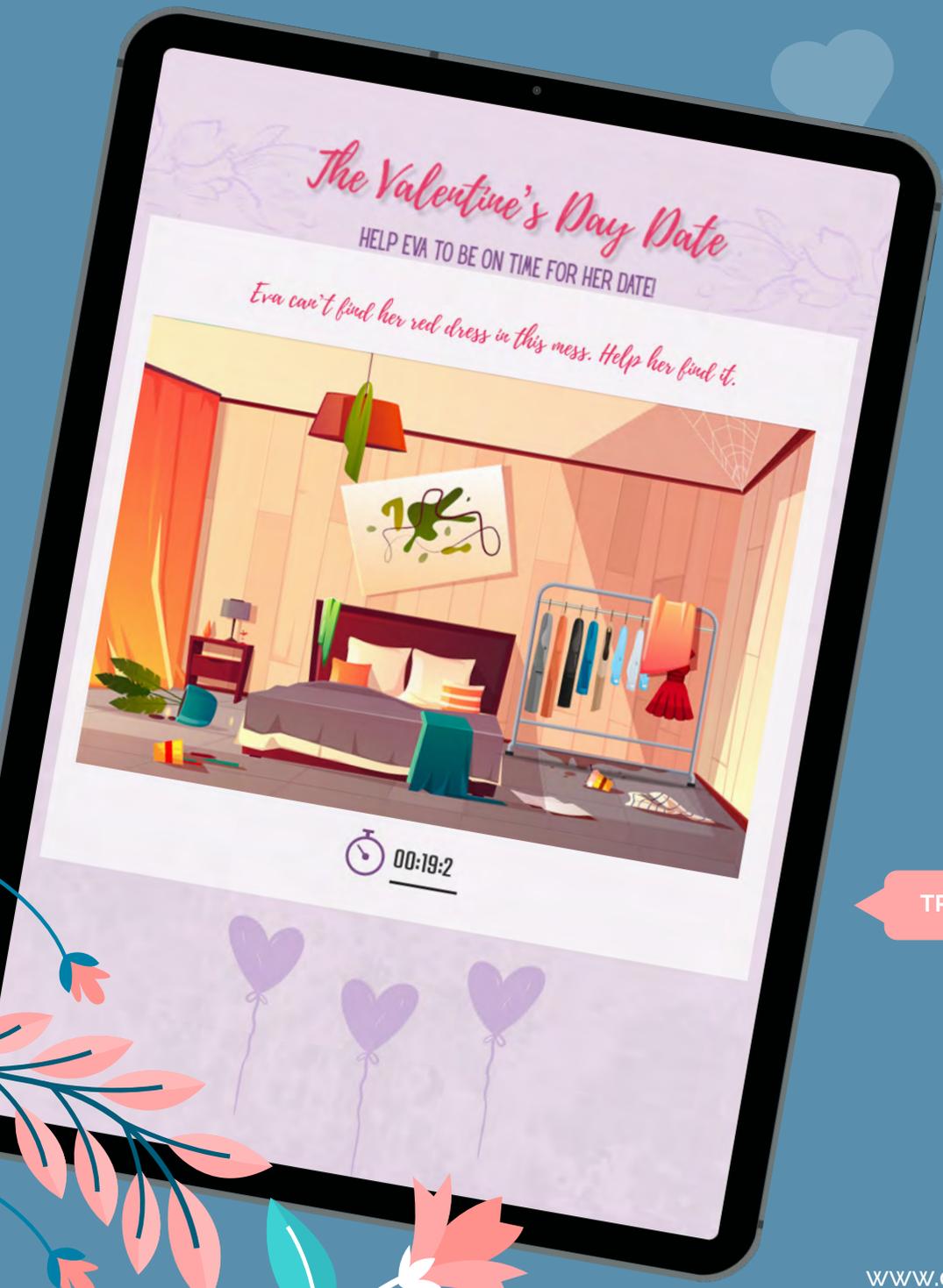
## *12 creative Valentine's Day marketing ideas*

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If you are looking for creative and original Valentine's Day marketing ideas to engage your audience and boost your sales, you're at the right place! Our Studio and Marketing teams have teamed up to provide you with an ebook full of Valentine's Day marketing ideas to win the heart of your audience.

We made this ebook to inspire you. We have gathered marketing ideas for the lovers, the couples, and your audience's singles that you can easily adapt to your brand to steal the show for Valentine's Day!

P.S. If you don't care about Valentine's Day, **you can still celebrate pizza day with your audience on February 9**. Find out here how you can create interactive content around this international day.



## Create an original interactive experience

We have imagined a game called Valentine's Day Date. The concept? It's a kind of "escape game of love" in which you have to help Eva to be on time for her date. For this game, we used **the instant check feature**, meaning that participants have to type the right answer to go to the next question.

TRY THE LIVE CAMPAIGN ON OUR BLOG





## Offer Valentine's Day gifts

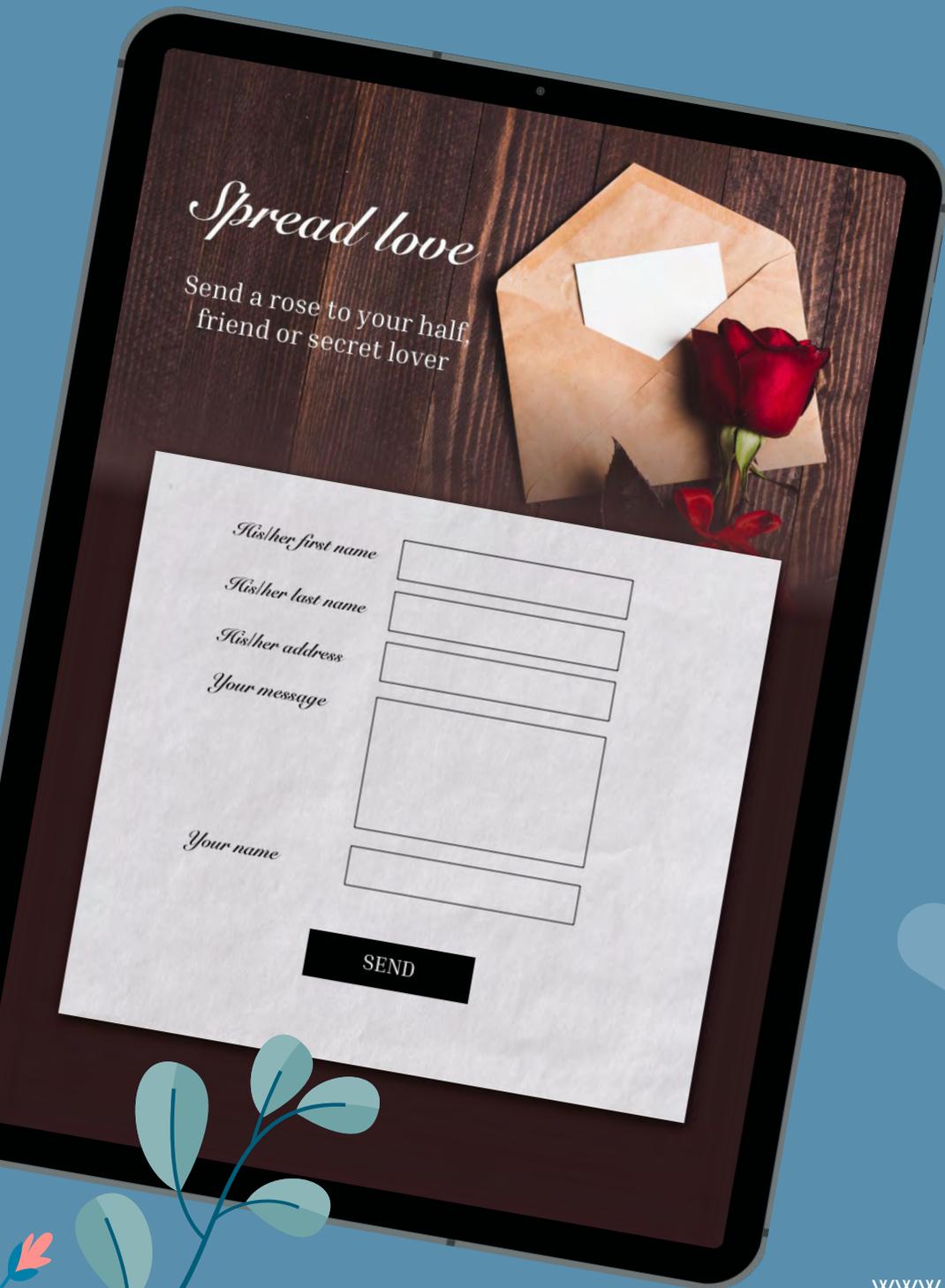
Celebrate love by offering your users the opportunity to win lovely gifts. You'll for sure win their heart! To make your giveaway more fun and challenging, launch a **catcher game** with all your products. Participants will have to catch as many products as possible within the given time and get the highest score to win them.

P.S. You can customise all the catcher's items to fit your brand's identity.

**CONTACT US TO CREATE  
YOUR OWN CATCHER GAME**

[www.qualifo.com](http://www.qualifo.com)





## *Run a unique action*

Offer to a limited number of people in your audience (50, 100 or 1,000) the opportunity to express their love to their half, friend or secret lover by sending them a rose. How? Create first an identification form and publish it on the channel of your choice (website, Facebook page, dedicated mini-site, etc.). Then, ask your visitors to fill out the form with their contact details, those of their recipient and their secret message. Take care of the sending and add a promotional flyer to give even more visibility to your company.

The brand Cailler launched a similar campaign during the lockdown. The brand offered its audience the opportunity to send for free a greeting card with a chocolate bar to their loved ones.

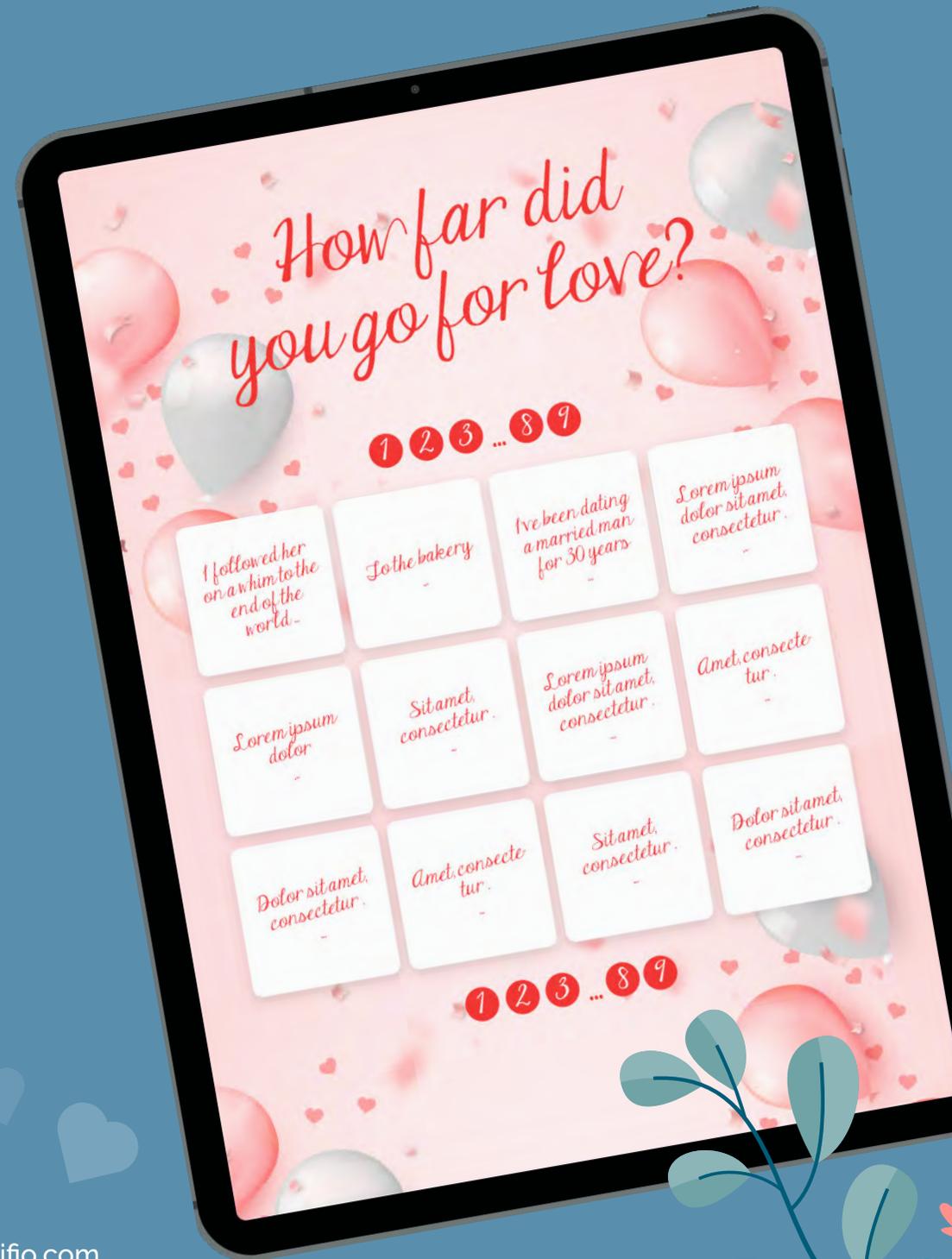
DISCOVER IT IN THIS EBOOK

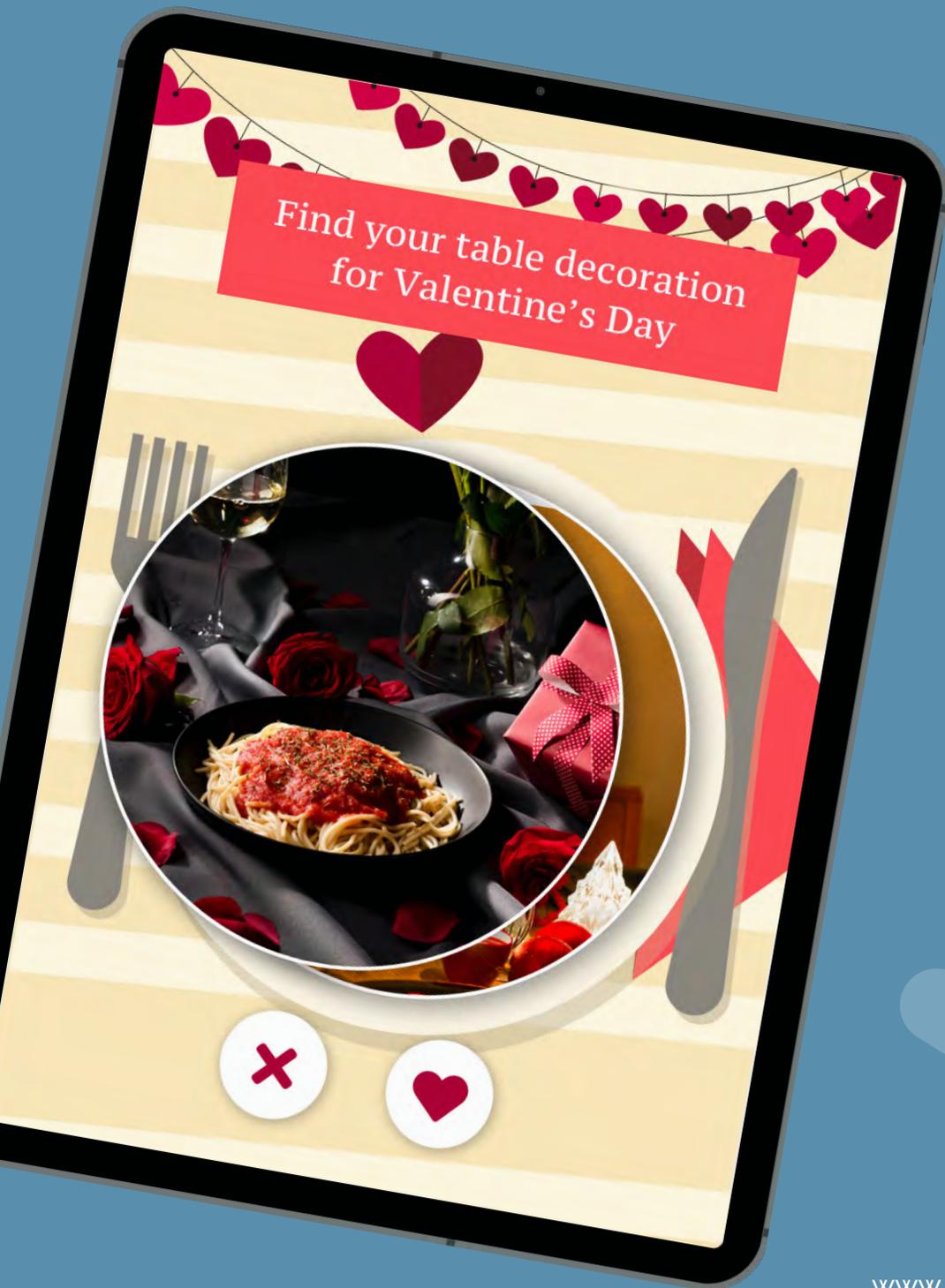


## Share some love

How far did you go for love? Ask your audience to share their experience, by message, photo or video. Create an **interactive gallery** and host it on your digital channels. Make your audience vote for their favourite experience and reward the winner. An excellent action to spread some love, engage your audience and bring traffic to your channels.

The **STIB-MIVB** (Brussels Intercommunal Transport Company), for example, decided to spread some love by proposing to its travelers to **share their most beautiful declaration of love through a writing contest**. The winning declarations were then displayed on the network's wait time screens at various locations in Brussels.





## *Showcase your products*

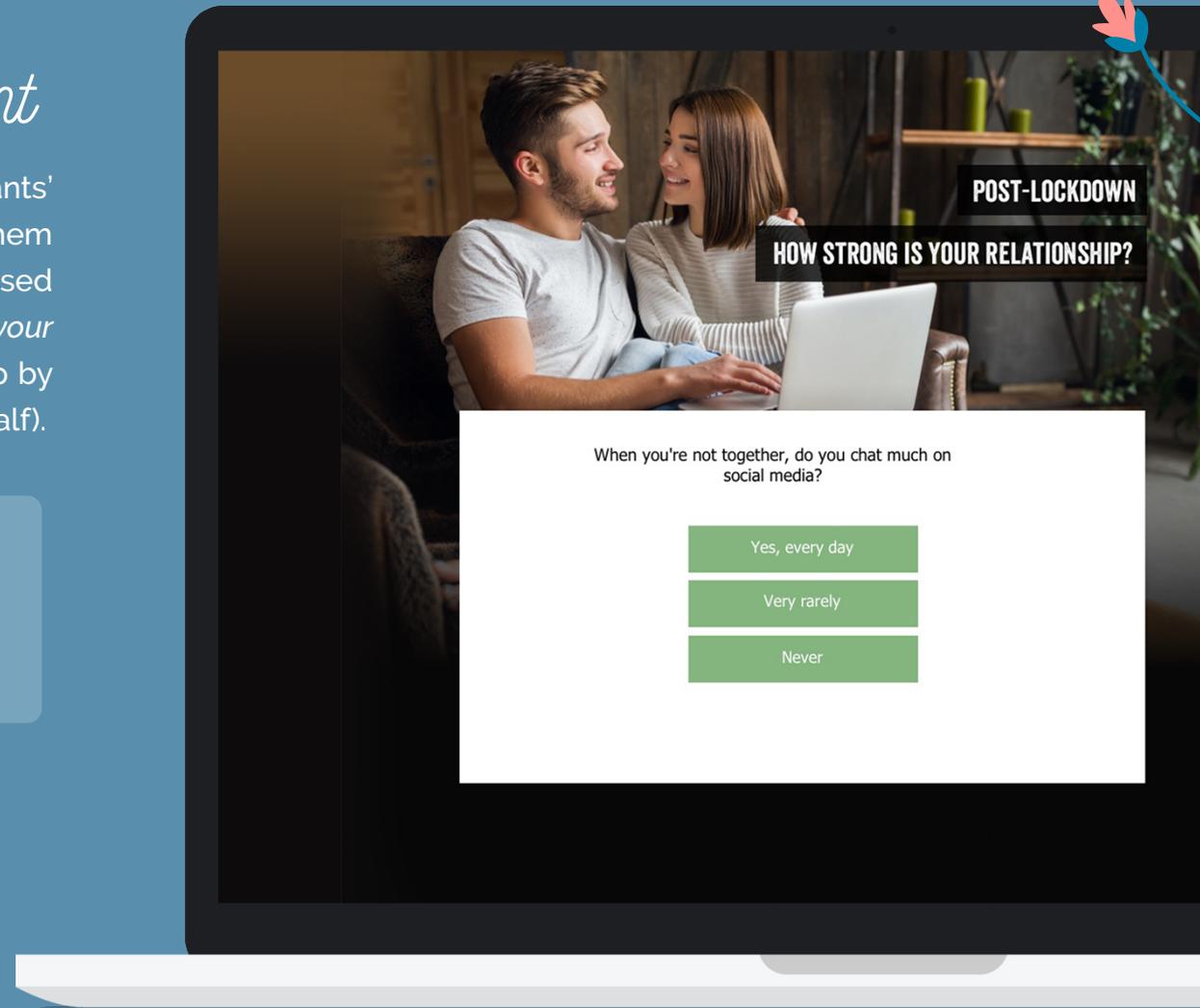
Valentine's Day is an excellent opportunity to highlight your products. This could be done in the form of a **swiper**. Display your products, and ask your users to swipe right for the products they love and left for the ones they like less. Use all the information gathered for your next marketing communications. We've created here a Valentine's Day decoration swiper. Based on participants' answers, display the table decoration made for them and enable them to purchase your products on the exit screen.



## Provide personalised content

Create a personality test and, based on the participants' answers, display the corresponding profile for them to share on their social media with a personalised message. In the campaign example, "How strong is your relationship?" participants can test their relationship by answering different questions (alone or with their half).

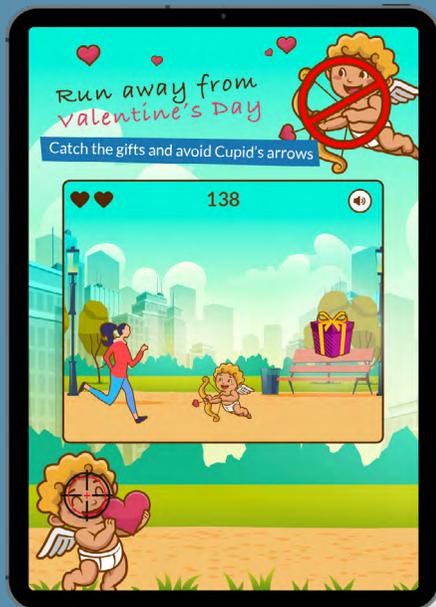
In a different register, the magazine *Femme Actuelle* created a **personality test sponsored by electronics company Philips**. Readers had the possibility to discover the kind of lover they are and try to win a Senseo coffee machine.





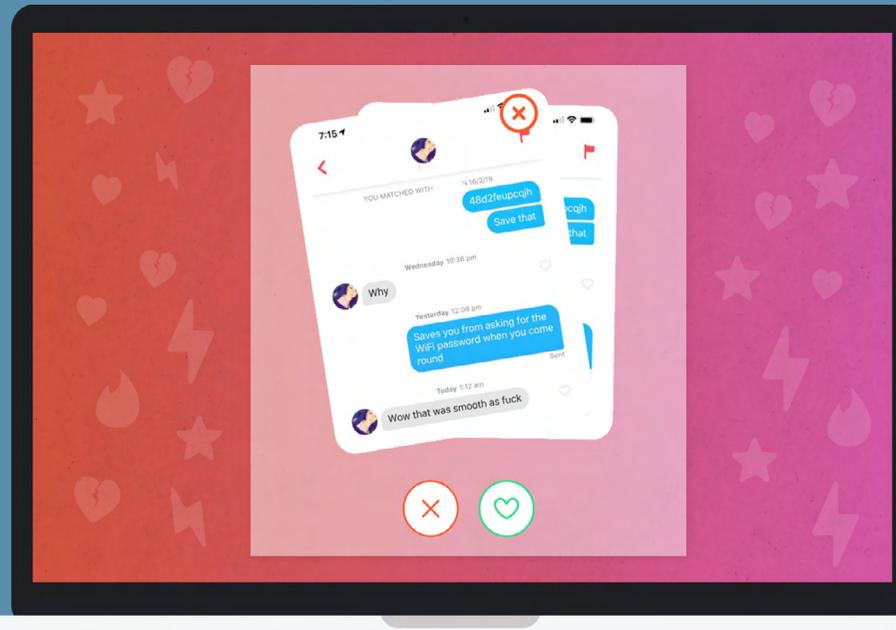
## Don't forget about the singles

Celebrate also the singles for Valentine's Day! We thought of three ideas:



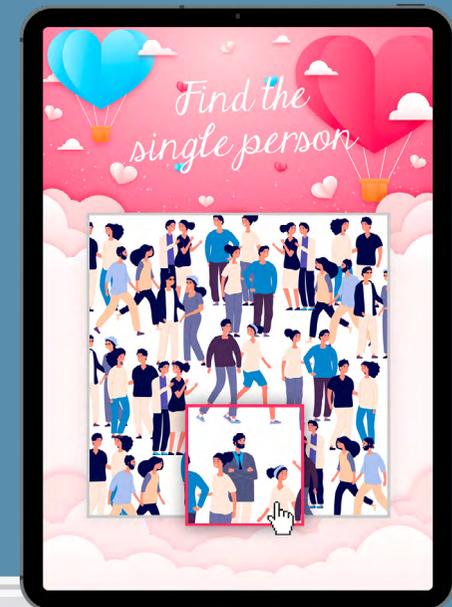
1

A **runner game** to run away from Valentine's Day. Participants have to catch the gifts and avoid Cupid's arrows.



2

A swiper where participants have to vote for the best Tinder pick-up lines.

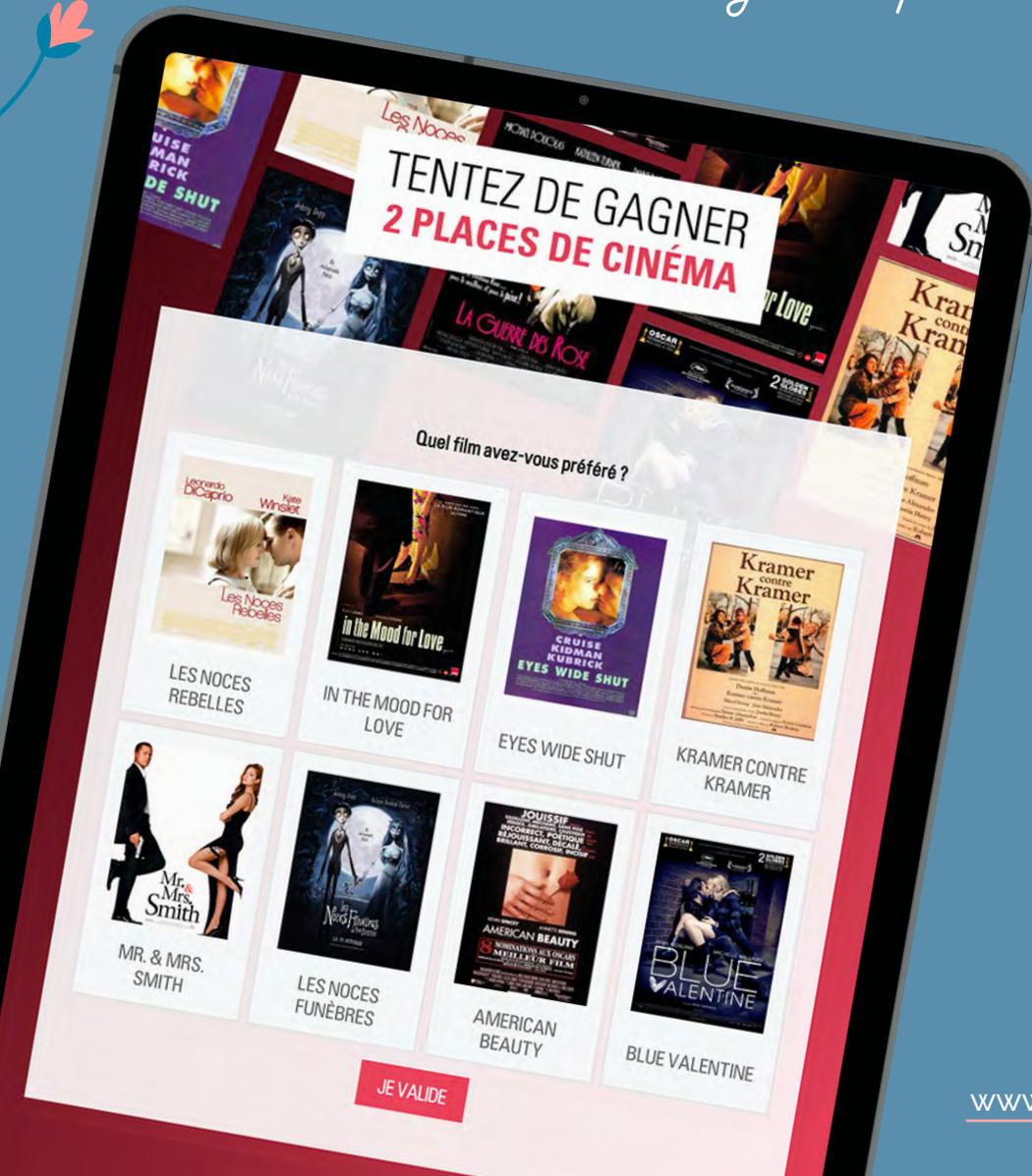


3

A **hidden object game**, where participants need to find the single person in the image.



## *Get inspired by other brands*

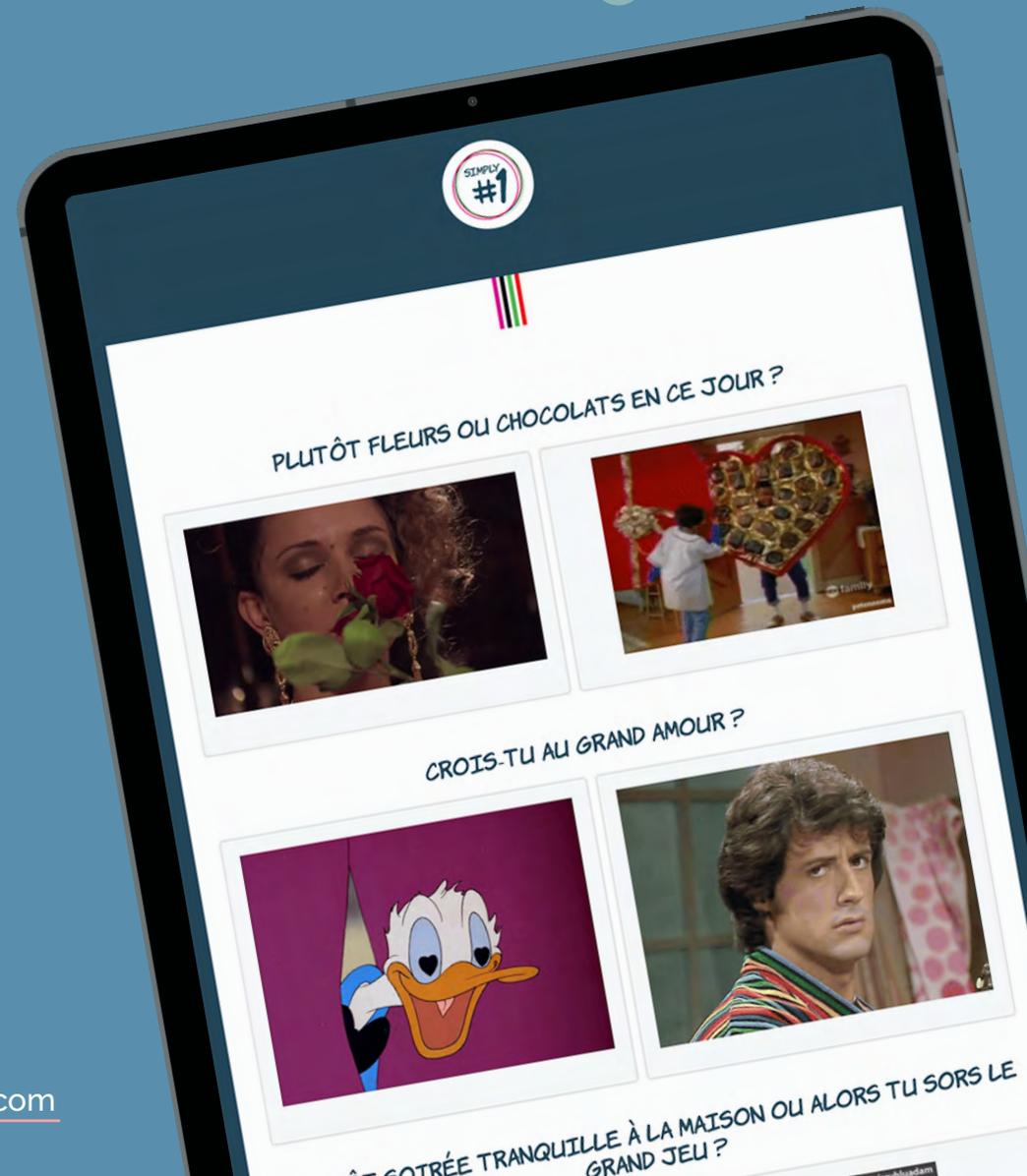


Last year, **UGC cinemas in France** launched a poll among its audience. Participants had to tell which movie embodying the difficult life of a couple they preferred among a list, to try to win two cinema tickets. An excellent campaign to collect precious information on its audience preferences!



## *Get inspired by other brands*

On its side, the **cable television platform BeTV** decided to launch a personality test for Valentine's Day. Participants could find out which BeTV programme was made for them, whether it's a solo evening in front of the TV or a cuddle on the sofa with their half.





## Get inspired by other brands

**Question 1/2**

Quel est l'heure exacte du Wake Up Show chaque matin sur NRJ?

06h-07h  
 06h-08h  
 06h-09

**QUESTION SUIVANTE**

**Question 2/2**

A quelle adresse le Livreur NRJ devrait-il déposer le colis ce vendredi 14 février entre 06h et 09h ?

**ETAPE SUIVANTE**

**Vos coordonnées**

Prénom \*

Nom \*

Date de naissance \*

Email \*

Numéro de GSM \*

Je désire être tenu au courant des offres des concours de NRJ

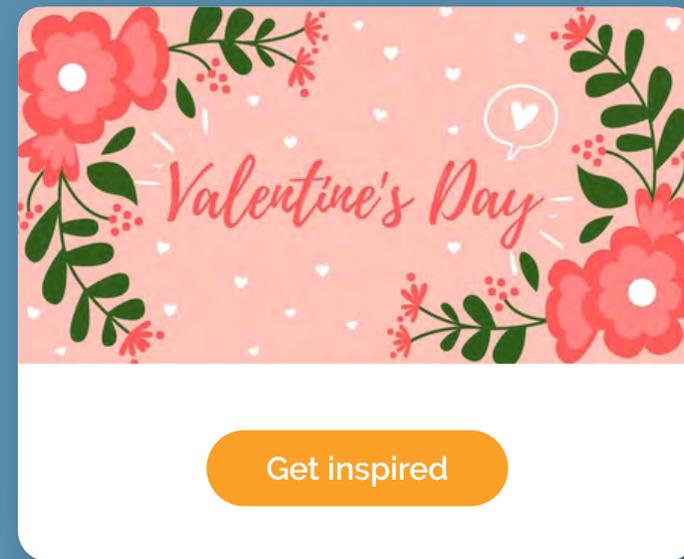
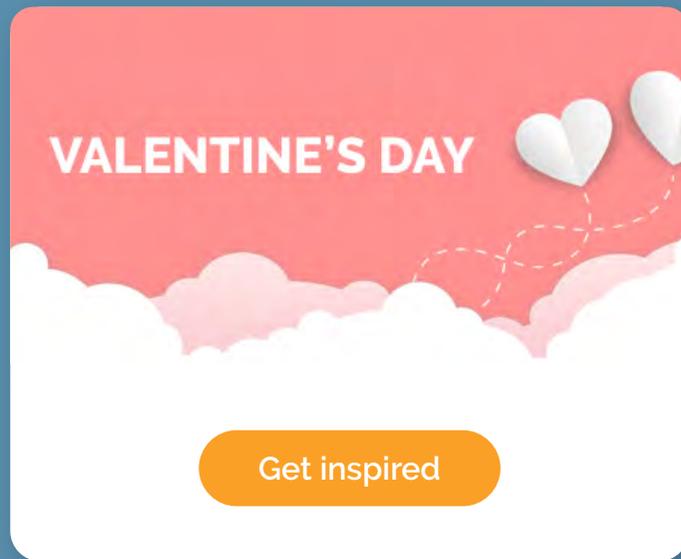
**ENVOI**

Finally, the **radio station NRJ** launched a campaign called "*The Valentine's Day deliverer*". Participants had to:

- 1 Answer one question about NRJ's morning radio show;
- 2 Participate to the contest by giving their contact details;
- 3 Listen to the morning show to discover if the deliverer would come to their house on Valentine's Day with lots of gifts!

Need more inspiration for your Valentine's Day campaign?

Have a look at both articles below.



# What is Qualifo?

Qualifo 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

## Need more info?

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