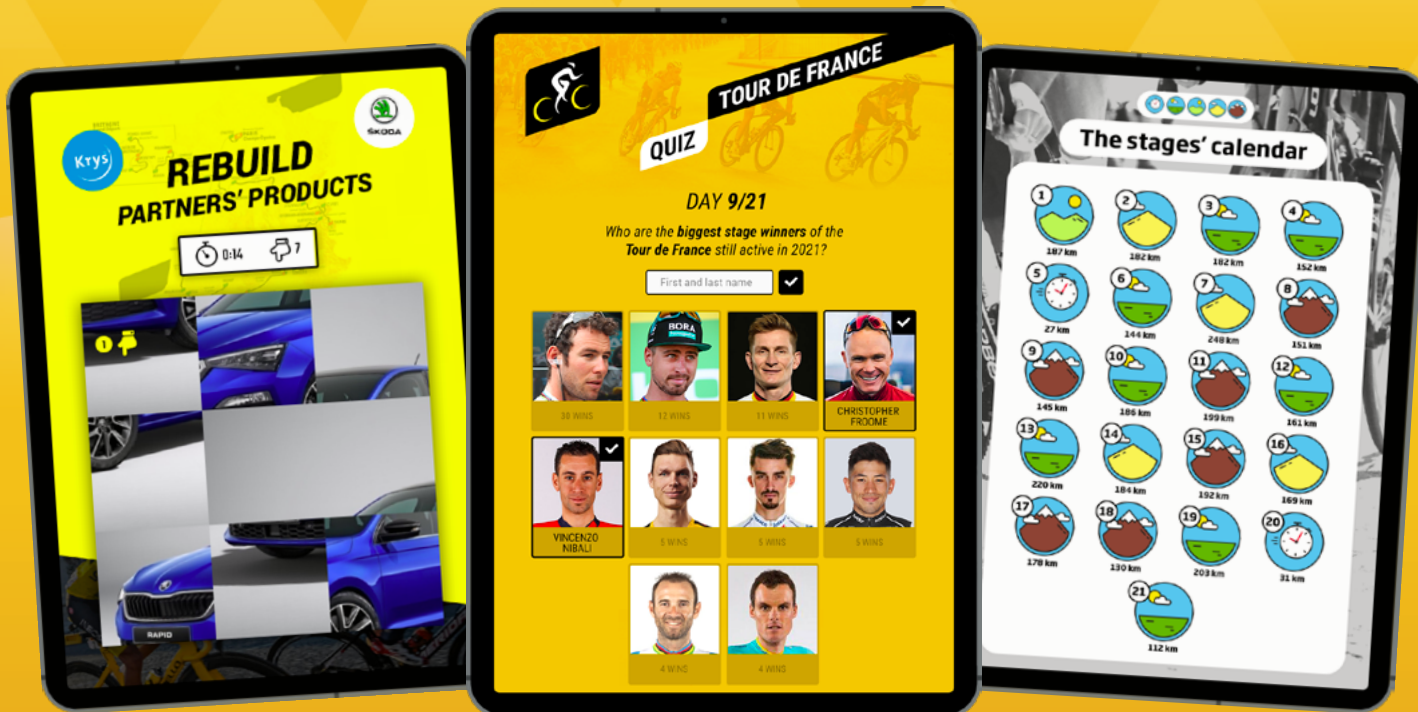


Le Tour de France





INTRODUCTION

Followed by thousands of fans worldwide, **the Tour is one of the most significant sports events**, and you can use this opportunity to achieve your marketing goals.

Creating interactive marketing campaigns during this international sporting event will increase your brand and sponsors' visibility in various ways. This is the opportunity to launch games to engage fans, collect relevant data and improve your future communications. Moreover, using interactive content will help you boost your website traffic and give solid exposure to your sponsors. In this way, you will attract more social media fans and newsletter subscribers and build meaningful relationships with your existing and new clients.

Discover in this ebook **10 interactive campaign ideas** that will help you engage your audience and collect actionable data.

RANKING

Organise a survey and invite participants to establish their own **ranking** of Tour de France cyclists based on the proposed names. Who do they foresee winning the Tour, or who do they foresee finishing first in a particular stage? It is up to you to engage your audience for as many participations as possible.



ASSOCIATE THE RUNNER AND HIS TEAM

A simple game, known to all, the memory will attract both Tour fans and the most moderate. Participants must combine identical or complementary cards, presented face down. Create a **memory game** to present competitions on cyclists and their teams — ideal for testing your audience's knowledge of the Tour de France.



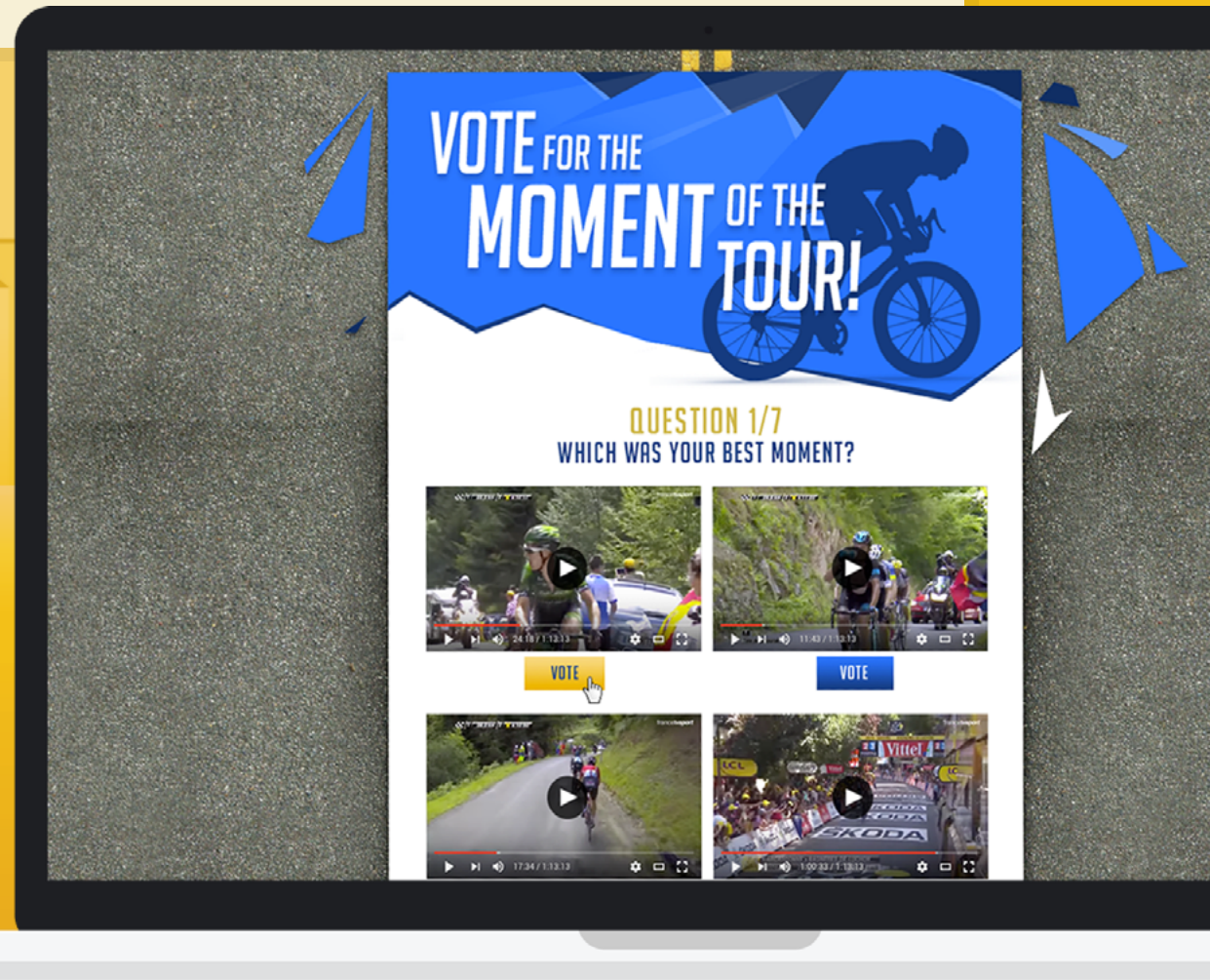
FIND THE ERROR BETWEEN THESE TWO IMAGES

Create an **original quiz with response by clickable image** and invite participants to demonstrate that they have a sharp eye. This game is a great way to entertain and engage your audience, whether in an advertising format or just for fun.



VOTE FOR THE BEST TIME OF THE ROUND

Make the pleasure of the competition last and propose an election of the Tour de France's best moment. Your audience will be delighted to be able to **express their opinions or preferences**, and you will be delighted with the engagement generated on your page.



FIND THE NAME OF THIS CYCLIST

Use the “**guess the word**” format to have people guess the runner(s) hidden behind blurred photos. Organised according to the same principles as the hangman game, it is the ideal format to entertain your audience.

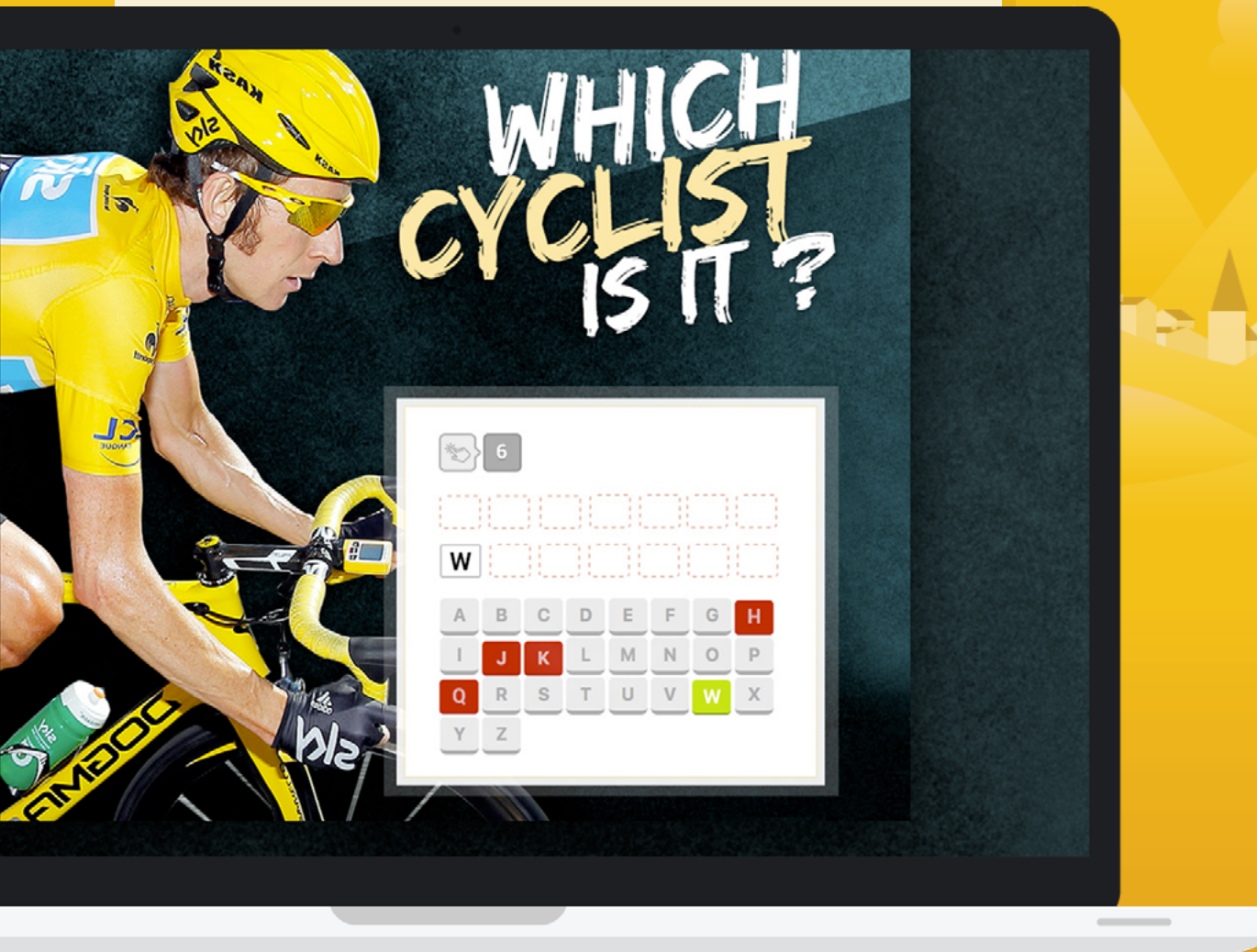
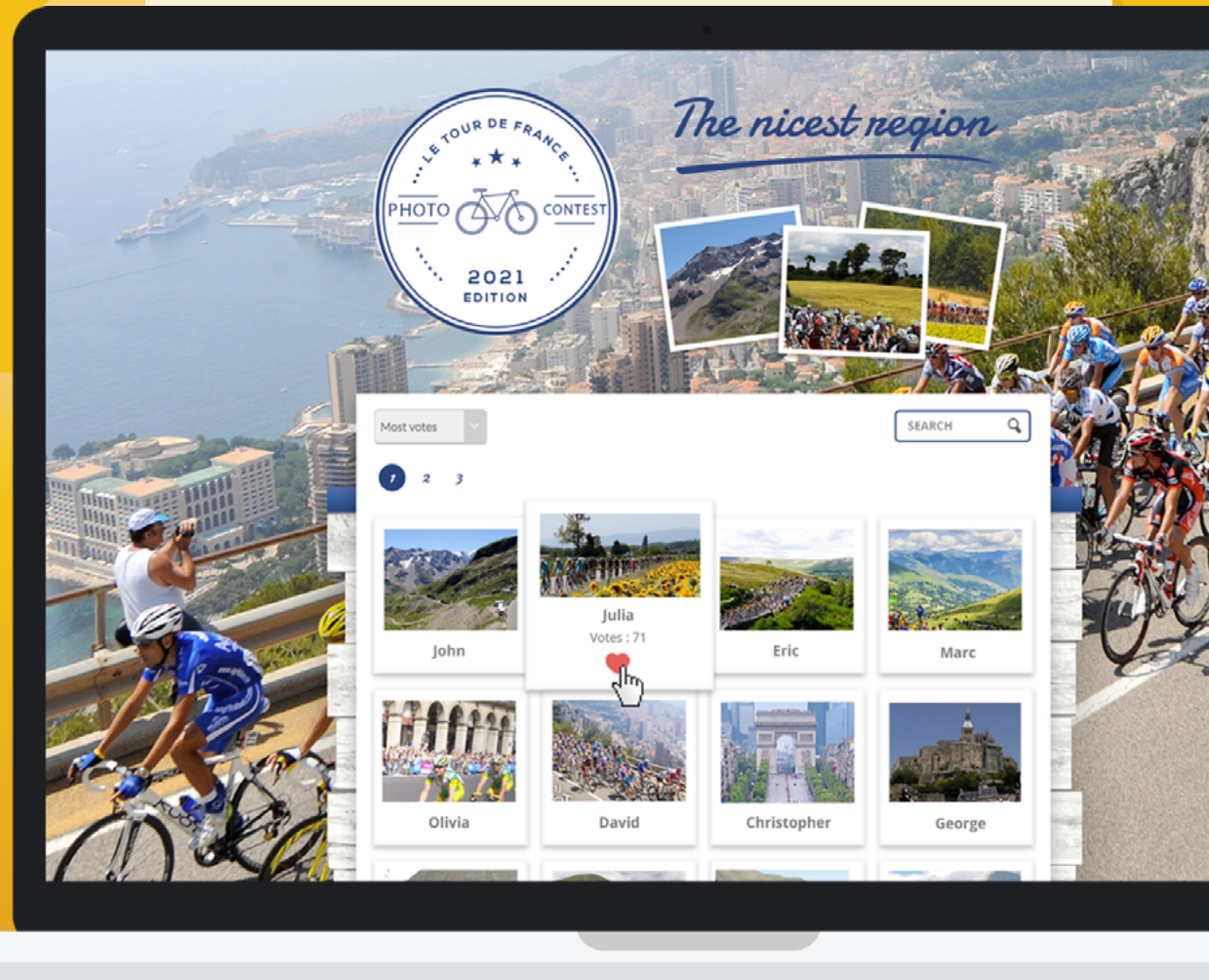


PHOTO CONTEST THE MOST BEAUTIFUL FRENCH REGIONS

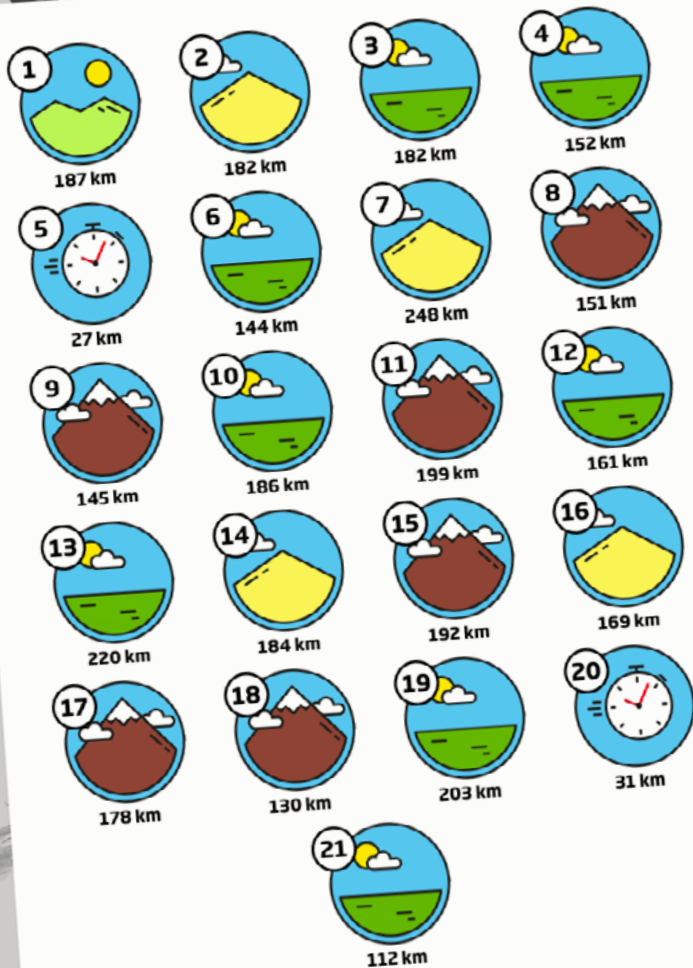
The Tour de France is an opportunity to discover the most beautiful regions in France. You can organise a contest for the most beautiful photos of the regions the Tour passes through, proposing categories of photos by region, just as the newspaper La Dépêche does with its big **photo contest**.



CALENDAR

To follow the cyclists' progress, create a **calendar** and offer fans unique gifts for each one of the 21 stages of the Tour. This original campaign is the best way to increase your traffic and customers' loyalty as they will visit your website regularly. It's also an excellent opportunity to highlight sponsors!

The stages' calendar



PUZZLE

Create a **puzzle** based on the flagship products of the official partners of the Tour de France. The participant's objective is to rebuild the picture the fastest possible and with the fewest clicks to win the product. Implement this funplayable format to engage your audience and increase sponsors' visibility.



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BATTLE

Challenge participants with a **battle** between the most emblematic cyclists of the Tour de France across the years. Launch this interactive campaign to collect actionable data on your customers and better segment them based on their preferences.

THE MOST ICONIC CYCLISTS



ALBERTO CONTADOR

VS



CRISTOPHER FROOME

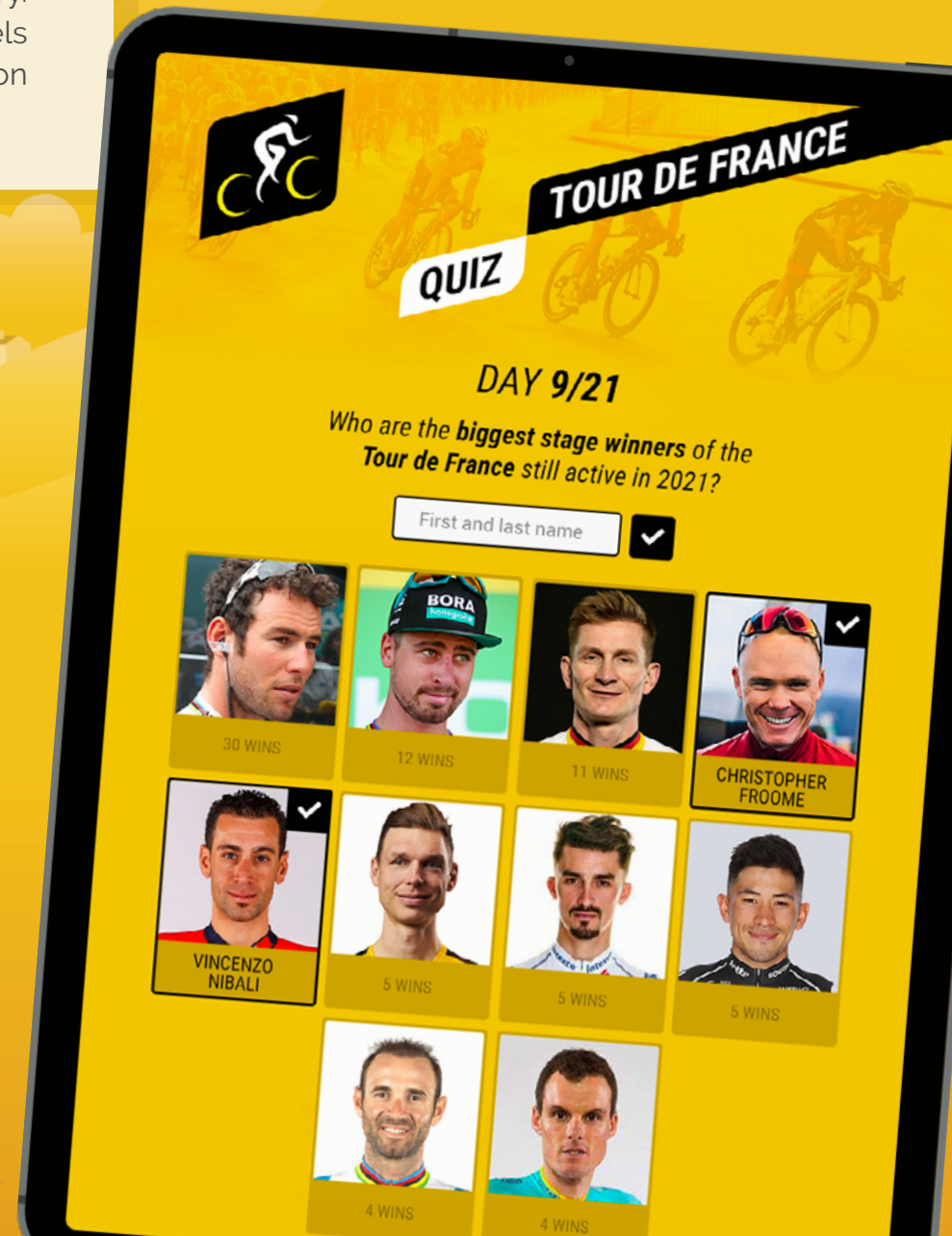


QUIZ WITH INSTANT CHECK

Create a unique interactive experience and engage your audience with a **quiz with instant check** on the Tour de France history. Improve your users' loyalty and bring them back on your channels by allowing them to get a **cumulative score** from one participation to another.



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About Qualifio

Qualifio is the leading European first- and zero-party data collection platform for consumer brands. We enable marketing teams to get to know their audiences thanks to two complementary SaaS modules:



Qualifio Engage allows them to generate engagement and capture data via quizzes, games, polls, contests, and over 50 other interactive formats.



Qualifio Loyalty empowers them to reward and segment members with interaction-based programs that go beyond purchases.

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Book your demo with live
custom examples

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