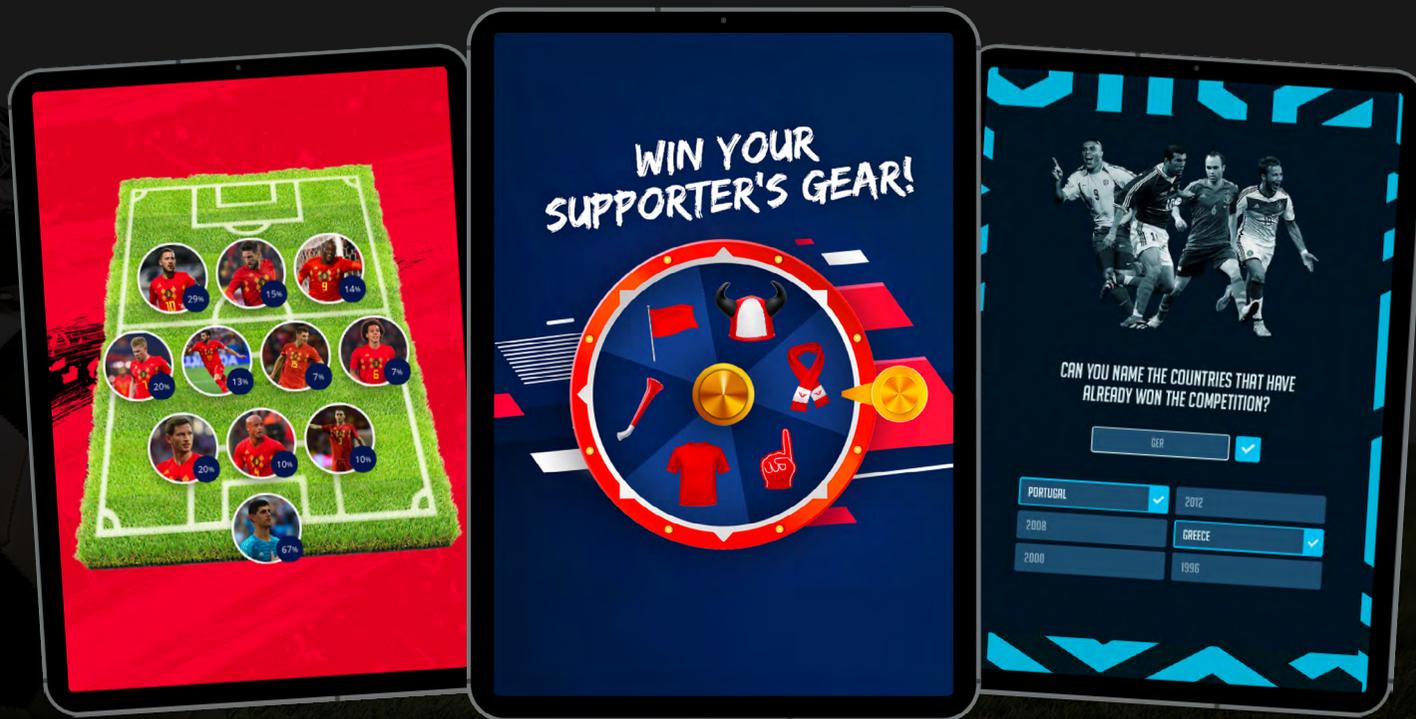


FOOTBALL COMPETITIONS

17 interactive marketing campaign ideas





17 ideas for interactive football marketing campaigns

In this ebook, discover our ideas to launch before, during and after any football competition based on interactive content. 17 campaign ideas around football, ideal for surfing the news, generating traffic, collecting data and segmenting your audience.

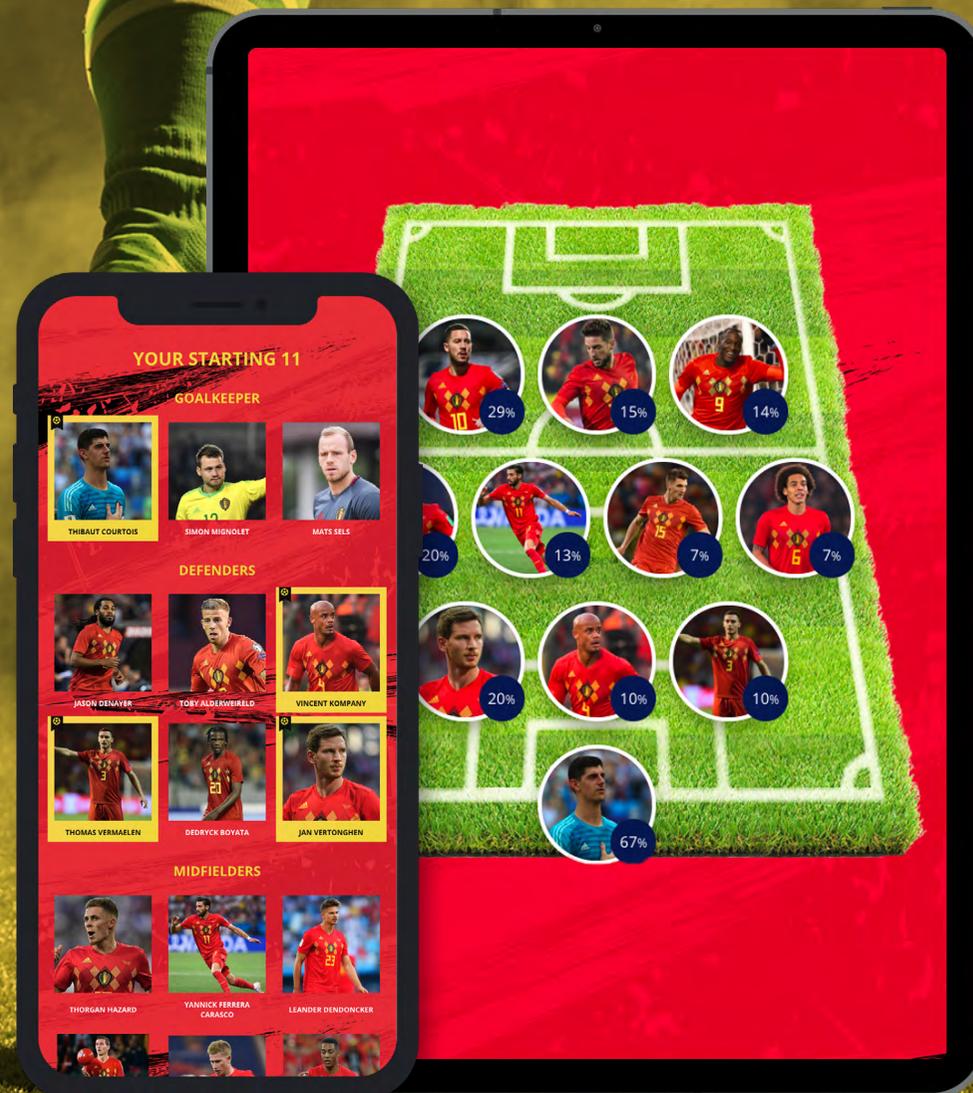


BUILD YOUR TEAM

Launch a **team selection campaign**! Let your users create their own football team and find out who are the most popular players in your community.

Participants build their «starting eleven» from a list of available players that you define. Once their team is created, participants receive a preview of their selection, with the popularity index of the players they chose. They can then **share their own selection on Facebook** and encourage their friends to participate in turn. It's an easy-to-set-up and fun campaign that not only engages your audience, but also collects preference data that you can use later on.

TRY OUR LIVE EXAMPLE!



BEFORE THE COMPETITION

Revise the rules of football

Is there a foul?



False

True



There is a foul because slide tackles are forbidden, even for the goalkeeper.

Next step



REVIEW THE FOOTBALL'S RULES

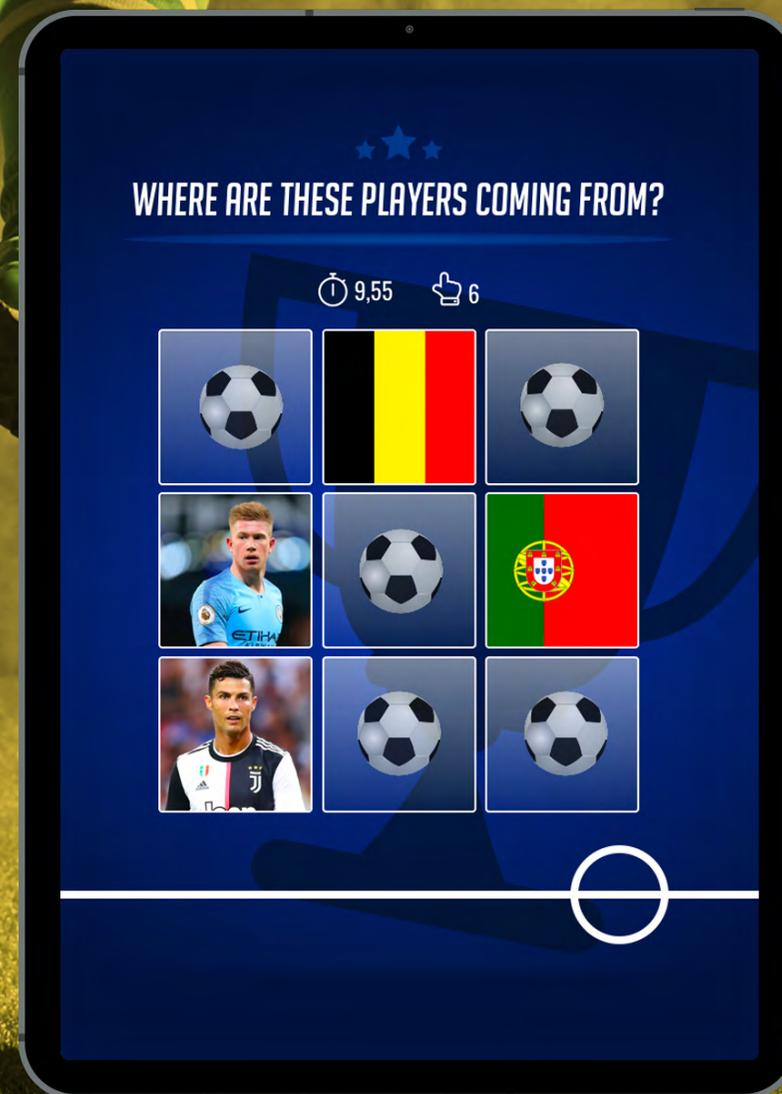
Help your audience to review the football's rules! Create a **quiz** based on videos or photos, and ask your audience to identify the fault, tell you who is at fault or give you the right rule. After each wrong answer, add a box with the justification.

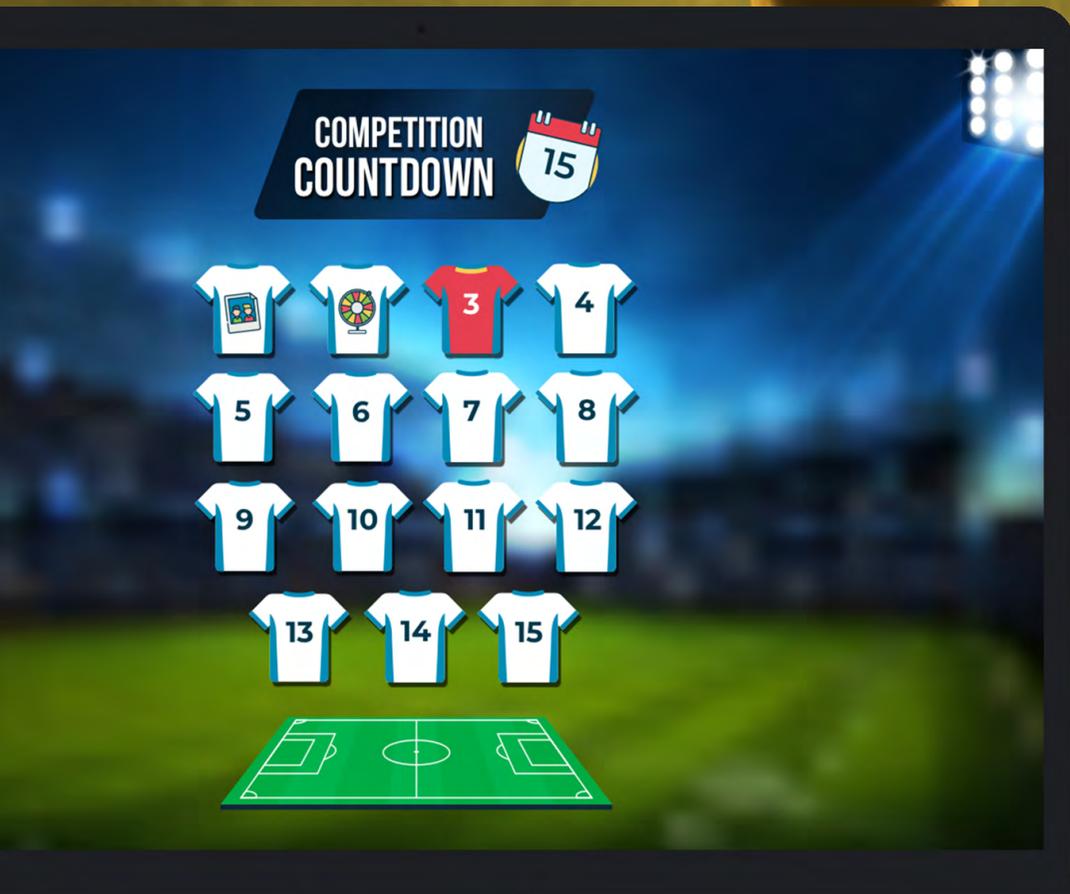
Challenge your participants by adding a stopwatch or by eliminating the players at the first wrong answer. An effective technique to encourage them to come back and try their luck the following days and to keep them loyal. Offer a gift to attract even more participants!



ASSOCIATE THE PLAYER WITH HIS COUNTRY

Memory is a very popular game! Participants have to match the identical or complementary cards presented face down. Ideal to showcase your products or to test your audience's knowledge on a specific theme. Here, we show you a memory "From which country do these players come from?" You can select the winners based on the time elapsed or the number of clicks.





THE EURO 2020 COUNTDOWN

The **calendar** is much more than a Christmas format! You can create one for any type of event and choose the number of boxes you want to display. We suggest that you create one to take advantage of the pre-competition and retain your audience. Every day, a new window opens to unlock a promotion, a game, a gift, exclusive info or any other content. Through the calendar, you will encourage your participants to return to your channels until the tournament is launched.



EARN YOUR FAN GEAR

Prepare your Internet users for the competition by offering them their supporter gear! How can you do this? Via a **wheel of fortune**! Define the accessories you put into play, then let the participants spin the wheel to see if they have won. You can use this simple and fun format to entertain your audience, promote your products or highlight one of your partners.



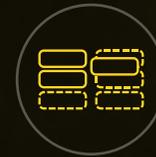
BEFORE THE COMPETITION

GROUP STAGE PREDICTION

GROUP A

 Turkey →	<input type="text"/>
 Italy →	<input type="text"/>
 Wales →	<input type="text"/>
 Switzerland →	<input type="text"/>

NEXT QUESTION



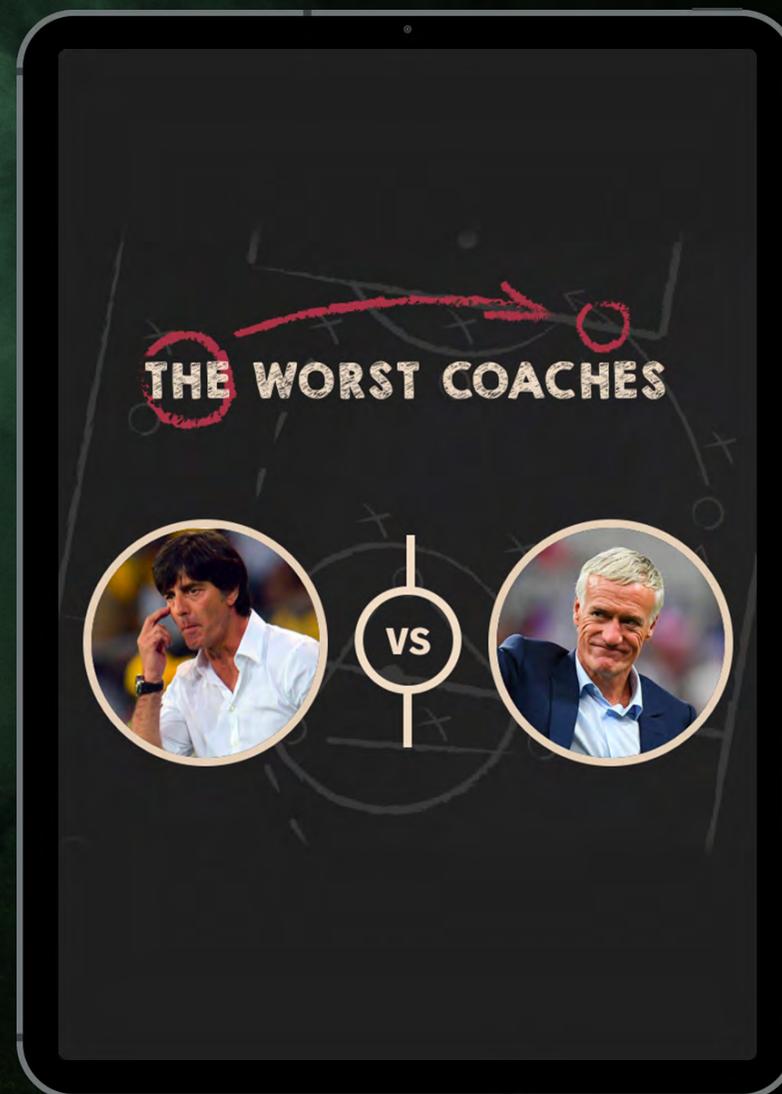
GROUP STAGE PREDICTIONS

Launch a **ranking** before the competition and ask participants to predict the countries' order for each group. Implementing this campaign is ideal to both engage your audience and increase your website traffic.



THE WORST COACHES

Why not highlight the coaches? Run different **battles** to find out your audience's preferences on the team coaches. Graphs showing the most popular coaches will be automatically generated at the end of the battle. An easy-to-set-up campaign that will allow you to animate your audience during the competition.



DURING THE COMPETITION

WHO WILL BE THE WINNER ?

DAY 1



Turkey

Italy

1

X

2



Belgium

Russia

1

X

2

NEXT STEP

TOP 200



Melissa Marillo	38 pts
Mathijs Van Ager	37 pts
Jordan Ntolo	35 pts
Sebastian Bennett	34 pts
Sofie Hubert	34 pts
Jenny Murtaugh	33 pts
Martin Abasto	32 pts
Leon Hunt	32 pts
Jordan Kichener	28 pts
Hector Dupon	22 pts



WHO'S GONNA WIN?

Here we propose you to launch a **cumulative prediction contest!** Propose to your Internet users to predict the score of each match. After each game, display a ranking of all your participants. Calculate their score daily based on their predictions and, if necessary, add a subsidiary question or a draw to decide the winners at the end of the event.

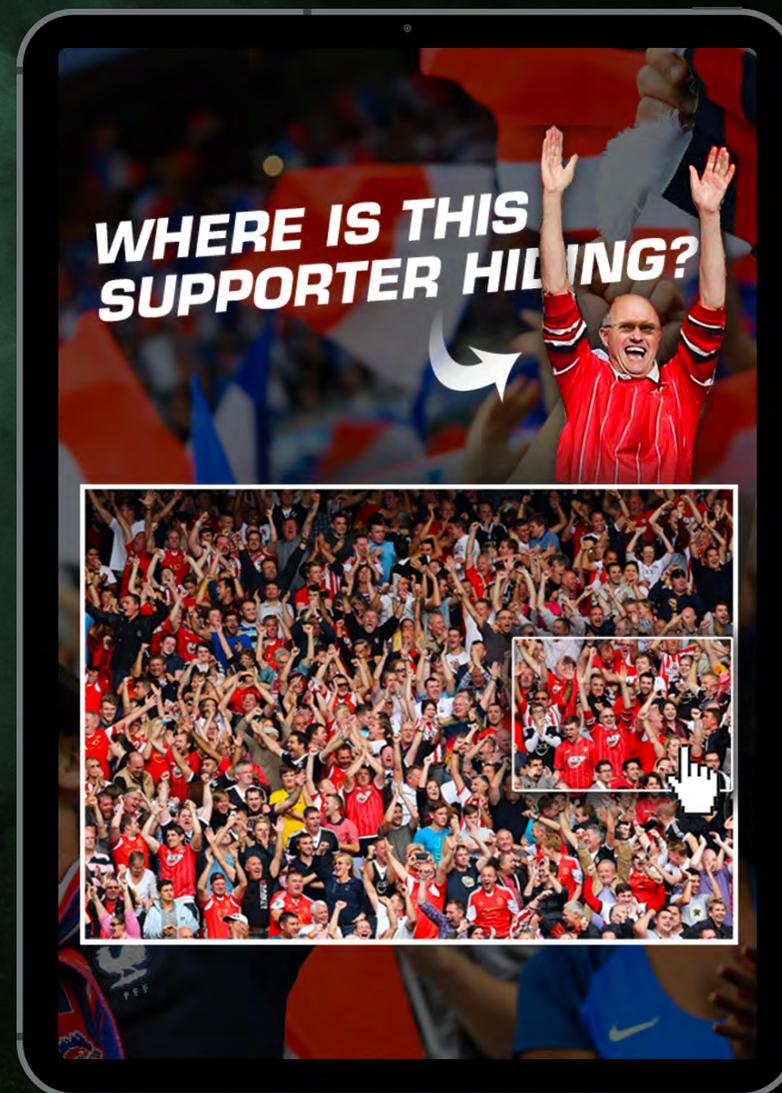
This type of campaign has a great potential for virality: it creates interaction with your audience, but even more so between your participants.

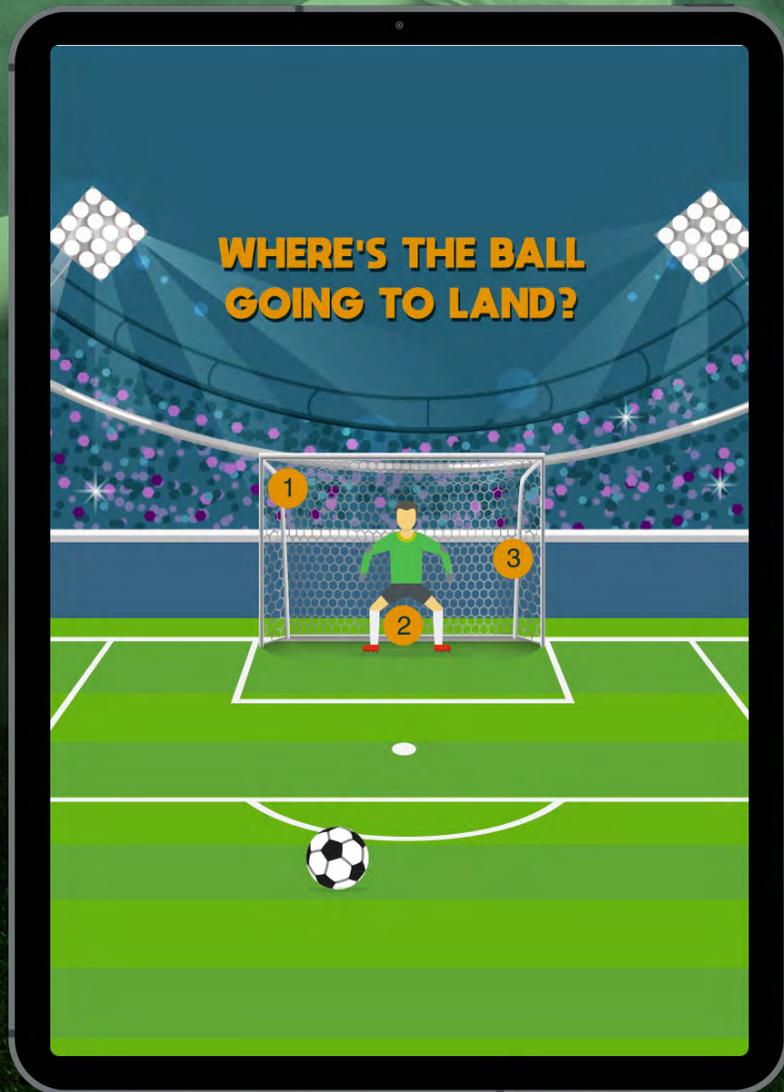


WHERE'S THE SUPPORTER?

Put football fans under the spotlight with a **hidden object** campaign! Following the same logic as the «Where's Willy?» game, take a photo of a full stadium, spot a fan and ask your Internet users to find him among the crowd.

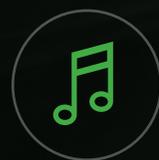
For more originality, we suggest you customize your photo. Here's how it works: create a photo contest «The most beautiful supporter» before the competition. Then, take the fan with the most votes and insert it in a stadium (thanks to Photoshop). Finally, invite your users to find the most beautiful supporter in the stadium, match after match. A fun and entertaining campaign that will delight football fans!





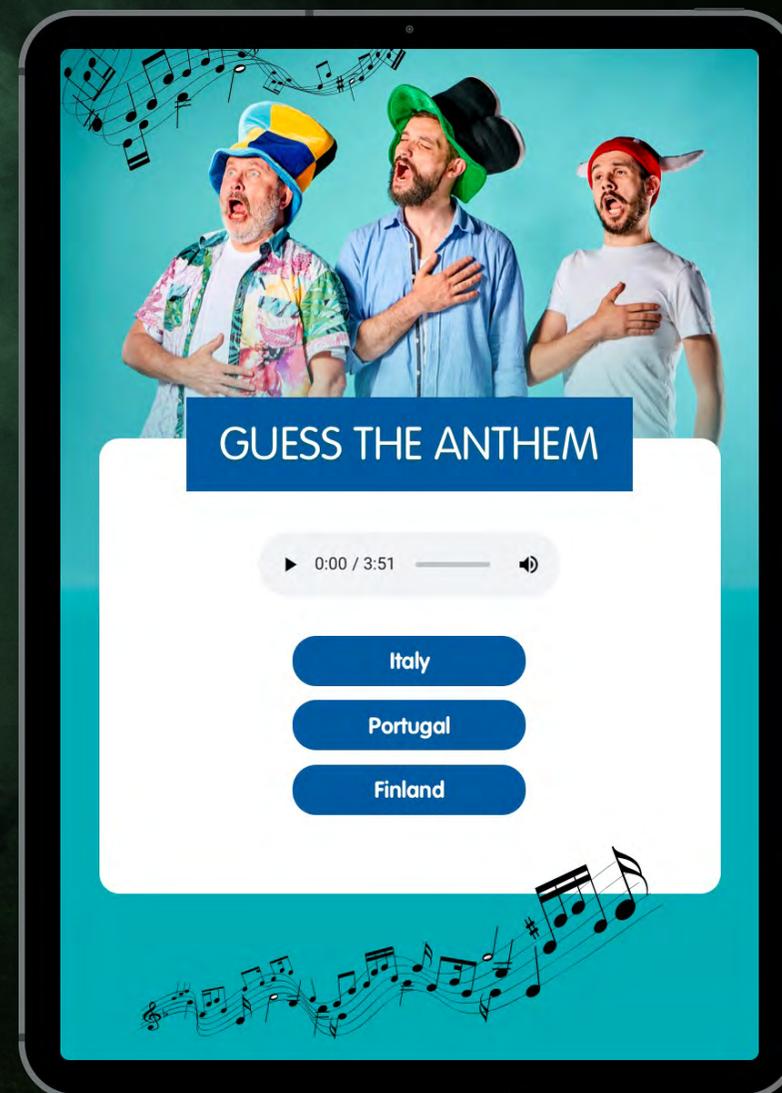
CATCH THE BALL

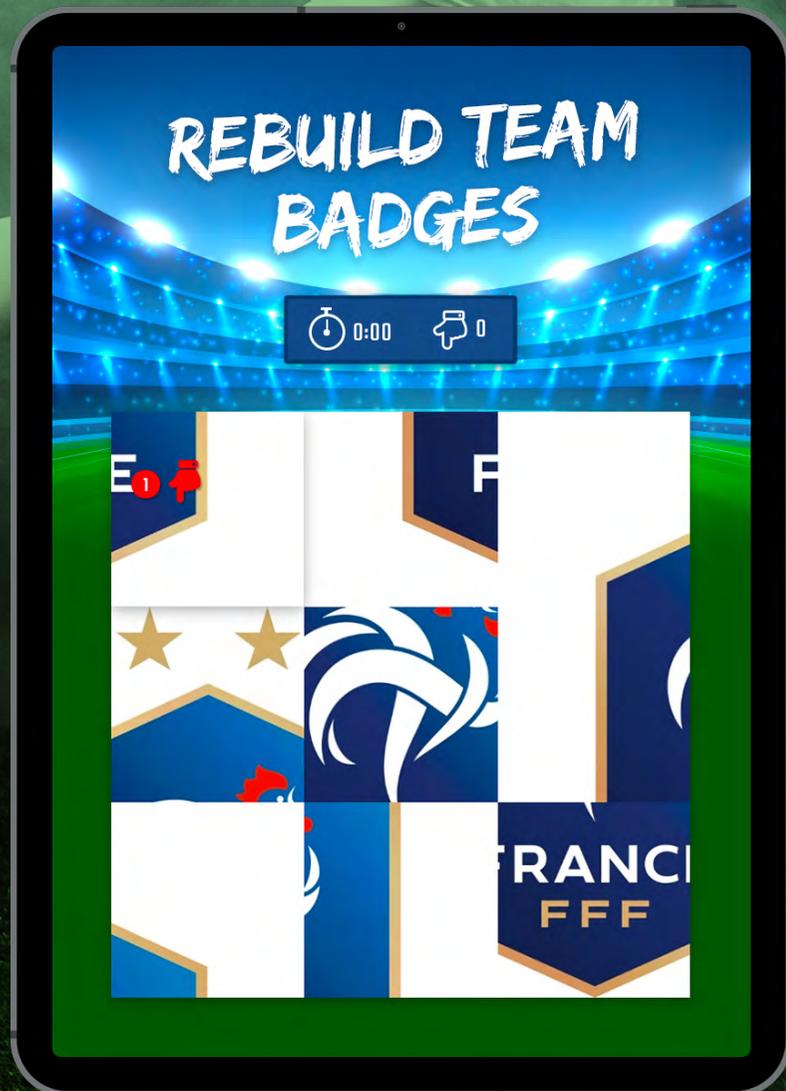
We propose you a **shell game** with a twist. Instead of inviting your users to guess which container is hiding an object, invite them to put themselves in the shoes of the goalkeeper. Let them guess where the ball will land: on the right, in the middle or on the left. A campaign you can launch before, during or after the competition!



GUESS THE ANTHEM

Test the participants' knowledge of national anthems through a **blind test**. If you work in the travel and tourism industry, this campaign can be an opportunity to offer a trip to the participants with the correct answers. For brands in the food and beverage industry, you can also use this campaign to introduce your users to the different countries' specialities.





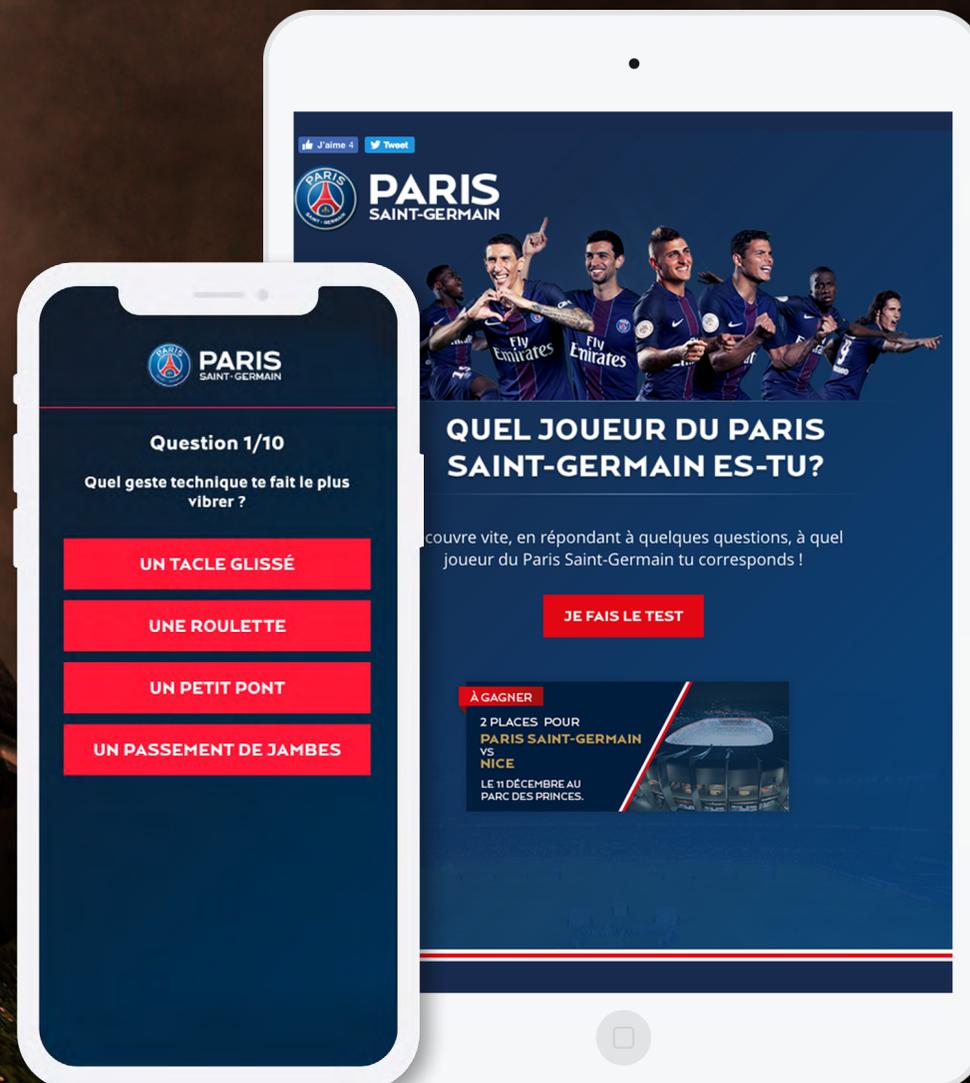
REBUILD TEAM BADGES

Create a **puzzle** based on the original picture of the national teams' badge. The participants' objective is to rebuild the badge the fastest possible and with the fewest clicks possible. The puzzle format is perfect for boosting your visibility and brand awareness as it catches your audience's attention for a long time.



WHAT'S YOUR TEAM?

The **personality test** is often unanimously approved. Do like the PSG and offer your Internet users the opportunity to learn more about themselves. The club offered its audience a test entitled «Which PSG player are you?» Participants could then share their profile on their social networks. An interesting format to collect data on your audience, which you can then exploit in your other communications channels.





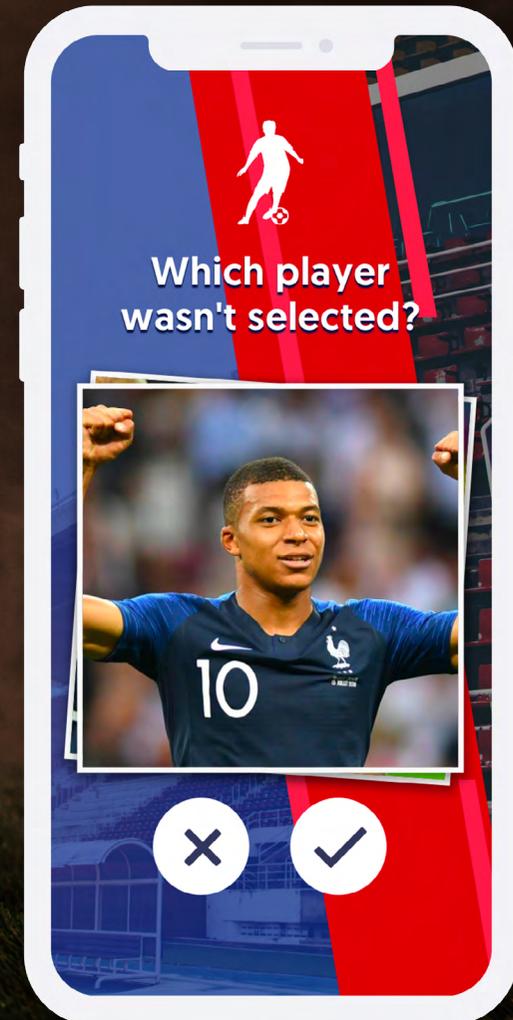
THE BEST TRAINING

Imagine a **video contest** for the best training. Offer amateur football clubs the opportunity to film their training and post it online! Then encourage them to collect as many votes as possible to win a year's supply of beer, food or any other gift. An original way to give a voice to your community.



WHO HASN'T PLAYED?

Do you know the **swiper** format? Participants must «swipe» to the left or right to answer the questions asked. Offer your visitors a swiper quiz in which they have to remember the selected players or teams for the competition. This format is particularly suitable for mobile phones and builds on the fun and popular Tinder format.



PLAYER OF THE TOURNAMENT



C. RONALDO
7



E. HAZARD
10



O. GIROUD
9



S. BUSQUETS
5



V. VAN DIJK
4



JORGINHO
8



L. MODRIC
10



H. KANE
9



M. REUS
11



THE BEST PLAYER

Who was the best player? Who was the best team? Who should have won the competition? Quickly and easily launch **surveys** among your audience to continue to engage them after the end of the competition. By asking your audience to express their opinions and preferences, you will be able to collect interesting data for future communications.



CELEBRATE THE BEST TEAMS

Each tournament has a long and rich history that has thrilled football fans over the years. Build an **instant check quiz** and test your fans football knowledge. Gather the best teams that made the history of these tournaments and ask participants to guess their names.

A tablet displaying a quiz interface. At the top, there's an image of four football players in action. Below the image is the question: "CAN YOU NAME THE COUNTRIES THAT HAVE ALREADY WON THE COMPETITION?". There are several input fields with dropdown menus. The first field contains "GER" and has a checkmark icon to its right. Below it are two rows of two fields each. The first row has "PORTUGAL" and "2012". The second row has "2008" and "GREECE" with a checkmark icon to its right. The third row has "2000" and "1996". The interface has a dark blue background with light blue geometric patterns at the top and bottom.

CAN YOU NAME THE COUNTRIES THAT HAVE ALREADY WON THE COMPETITION?

GER ✓

PORTUGAL ✓	2012
2008	GREECE ✓
2000	1996

Here are our 17 ideas for interactive football campaigns that will allow you to generate traffic, animate your audience and collect preference data on your internet users.

Want to create these kinds of campaigns? Or to know more about the Qualifio platform? Contact us now and receive a demo with personalised examples according to your sector.

[CONTACT US](#)

[REQUEST A DEMO](#)



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.).

