HALLOWEEN

WHICH HORROR MOVIE SHOULD YOU WATCH TONIGHT?

HALLOWEEN COUNTDOWN!
PLAY EVERY DAY AND WIN PRIZES

Halloween

127

qualifio

13 SPOOKY INTERACTIVE MARKETING IDEAS YOU CAN ADAPT TO YOUR BUSINESS

Trick or treat? It's already time to think about your Halloween marketing campaigns before it's too late (wouuuuh). As a marketer, you're probably looking for opportunities to leverage this season in order to create unique marketing campaigns that will catch the attention of your current and potential customers.

Fear not (well maybe just a little, it is Halloween after all), we are here to help you get creative and really stand out. We've gathered 13 campaign ideas, easy to set up, engaging and scary for your online communities. Let's take advantage of the Halloween holiday spirit!

THE HALLOWEEN RUNNER

Bring gamification to the next level by launching your own **runner game**! You can customise all the elements, from the protagonist to the obstacles, to really match your brand's image and colours. It's the perfect game to engage your online community and increase the time spent on your channels.

WANT TO SEE HOW IT LOOKS LIKE?
Go on our blog and try our Halloween runner.
The objective is to get the highest score possible!

WANT TO BUILD YOUR ENDLESS RUNNING GAME?
*(The runner game is available on request via the **Studio**.)*

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THE HAUNTED ESCAPE GAME

What could be more frightening than having to escape from a haunted place? We agree on that. To engage and scare your online community, we imagined a virtual escape room game. Challenged participants to escape from a haunted place as fast as possible and use our latest feature, **the instant answer check**, to make your game even more interactive and fun to complete.
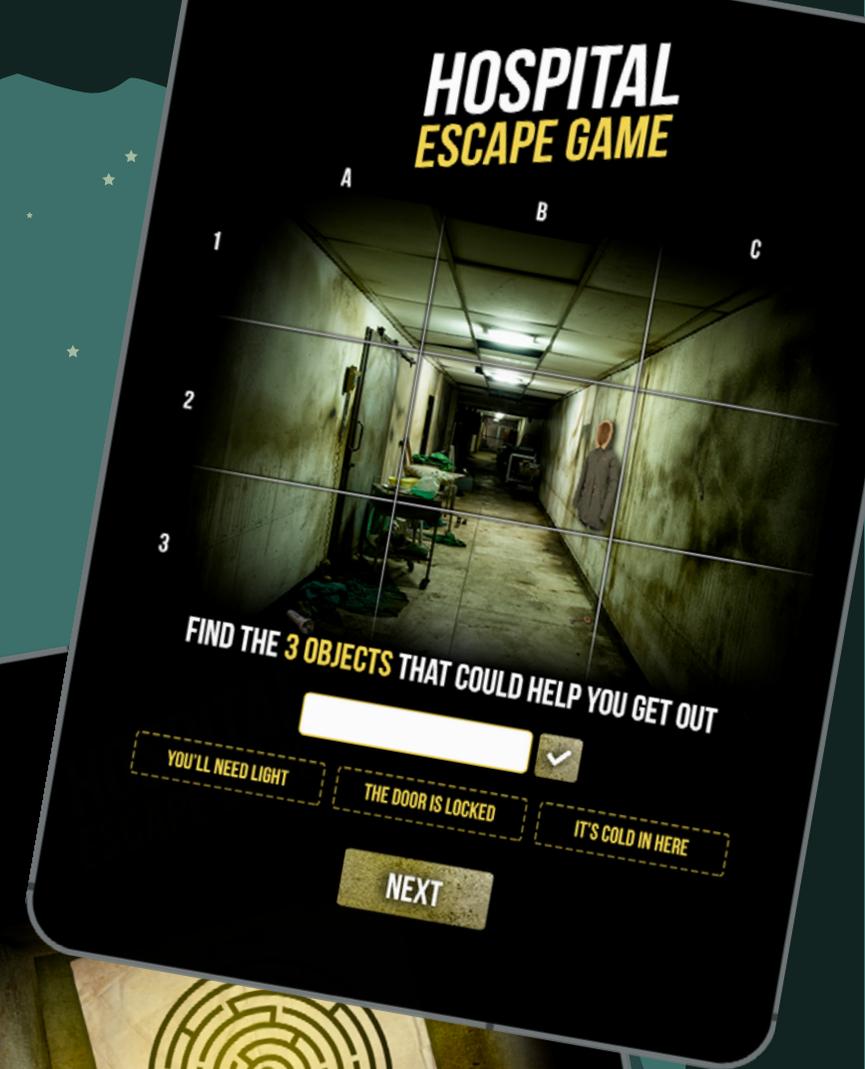
This new feature lets participants type in an answer which is validated instantly. If their answer is wrong, they can not go to the next question and escape from the room!

NEW

WANT TO SEE HOW IT LOOKS LIKE?
Go on our blog and try our escape game right now.

HOSPITAL ESCAPE GAME

FIND THE 3 OBJECTS THAT COULD HELP YOU GET OUT

YOU'LL NEED LIGHT

THE DOOR IS LOCKED

IT'S COLD IN HERE

NEXT

ONLY ONE OF THESE KEYS CAN GIVE YOU BACK YOUR FREEDOM...

THE GREATEST VILLAINS GUESS WHO

With the "**guess who?**" marketing game, your audience has to guess who's behind a deteriorated image. Display a countdown and dare participants to find the villain as fast as possible. You can make the image clearer as one goes along (every day or every week, for example) or add a clue to facilitate gameplay. This will encourage players to come back to your channels to find the greatest villains hidden behind the images.

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THE INTERACTIVE HORROR STORY

You've all probably heard or watched the **interactive episode of Black Mirror**. The series allowed users to follow the tale of a young coder and to choose the course and the end of the episode. Amazing, no? Well, we've imagined a "choose your own adventure" type of campaign too! Participants build their own horror story by making different choices. You can add images, videos, GIFs or whatever you like to illustrate your questions and help them create the scariest horror story.

HOW TO CREATE THIS CAMPAIGN WITHIN THE QUALIFIO PLATFORM?
Choose the **personality test with branching** and adapt the story according to the participants' answers.

CREATE YOUR HORROR STORY

YOU'RE AT A HALLOWEEN PARTY, AND YOU'RE BORED. YOU DECIDE TO:

1. GO OUTSIDE AND GO FROM DOOR-TO-DOOR TO COLLECT CANDY

2. VISIT THE HOUSE

VALIDATE MY CHOICE

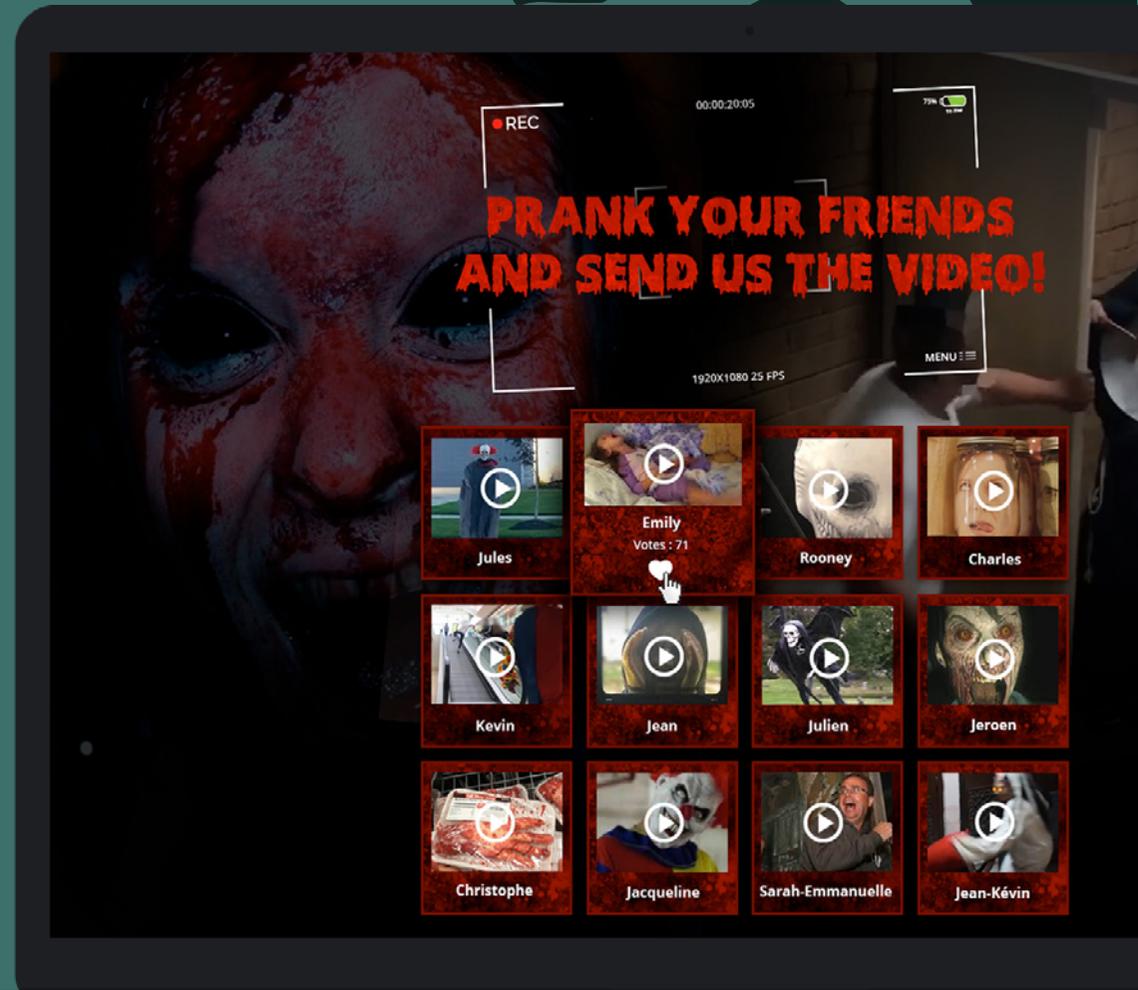# THE LIMITED-EDITION HALLOWEEN PRODUCT

FMCG, fashion or cosmetics brands are notorious for creating limited edition products. Launching a brand new themed product may not be suitable for every brand, but with a creative message or packaging, almost every business can benefit from this tactic.

And what about building a limited edition Halloween product based on your customers' feedback? To do so, you could, for example, organise a **battle**, a vote or a poll between one or more entries and let your audience decide. Launch your battle on all your digital channels to get the most votes and build your limited edition product based on your consumers' opinion.

THE SCARIEST HALLOWEEN PRANKS

Halloween is not only the spookiest time of year, it's also the perfect time to pull a scary prank over on your family or friends! Organise a **video contest** and encourage your audience to upload one or more videos of their scariest and funniest Halloween pranks. Then allow your audience to vote for their favourite video. The perfect campaign to encourage your community to generate content for your brand!

REC   00:00:20:05   75%

PRANK YOUR FRIENDS AND SEND US THE VIDEO!

1920X1080 25 FPS   MENU

Jules

Emily
Votes : 71

Rooney

Charles

Kevin

Jean

Julien

Jeroen

Christophe

Jacqueline

Sarah-Emmanuelle

Jean-Kévin

THE SUDDEN DEATH

Guess which campaign format is perfectly suited for the Halloween season? The **sudden death** quiz! This format is highly challenging and well-suited to encourage participants to replay in order to reach the final question. In this type of quiz, the participant is excluded from the first wrong answer. In our campaign example, participants need to find the exit by clicking on the image, before the zombies eat them. You can also add a chrono to make your quiz even more stressful.

THE LIMITED-TIME OFFER

Holidays are a classic time for brands to offer coupons, unique codes, special discounts, and more. And Halloween is another great time to develop a limited time offer. If you want to distribute your special discounts originally you can launch a **wheel of fortune** and ask participants to spin the wheel to discover the limited offer they win!
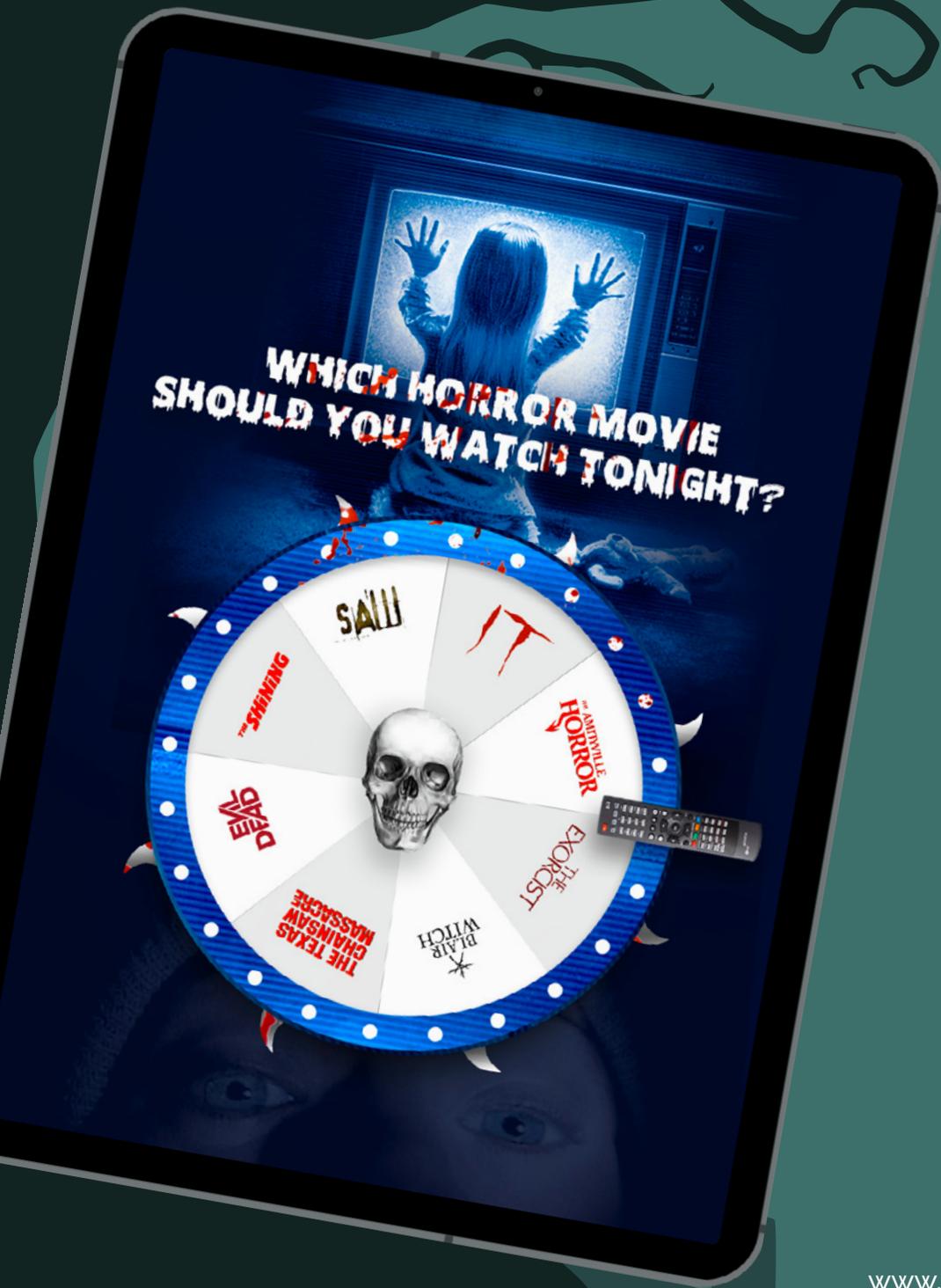
HOW TO CREATE UNIQUE CODES?
Discover how you can either **import your own codes or generate a new code list** within the Qualifio platform.

HOW TO INTEGRATE DISCOUNT COUPONS IN YOUR CAMPAIGNS?
Discover in our FAQs **how to integrate Sogec coupons** and **how to integrate HighCo Data coupons**.

TRICK OR TREAT

PLAY AND TRY TO WIN DISCOUNT COUPONS!
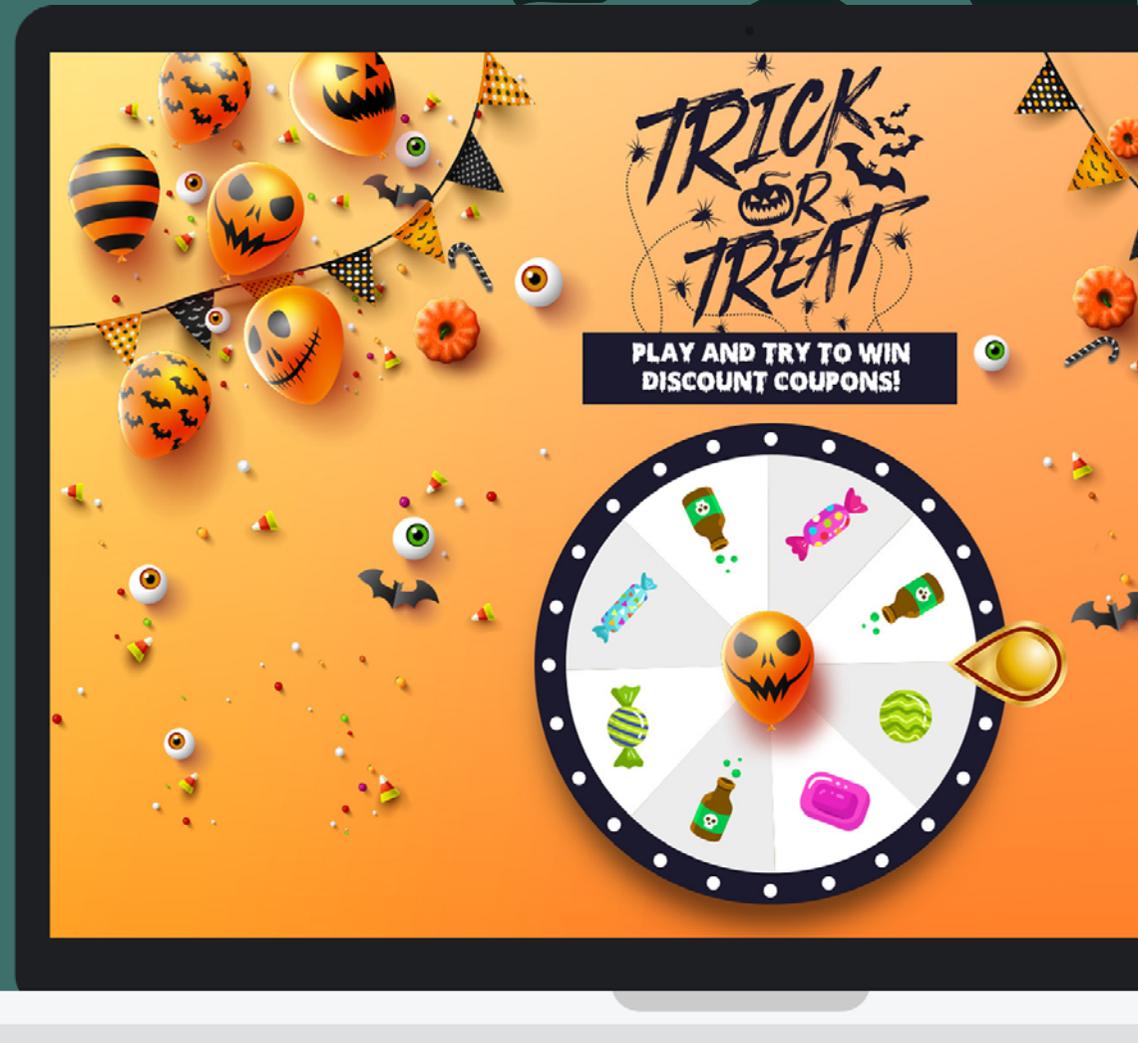
THE HORROR MOVIES WHEEL-OF-FORTUNE

What is more complicated than choosing what to eat? Choosing which movie to watch! Help your community to answer the existential question we all know "*Which movie should I watch tonight?*" by launching a special horror movies **wheel of fortune**. Put a horror movie on each slice, encourage your community to spin the wheel and let fate choose for them.

THE BEST HALLOWEEN DECORATION

In our past Halloween inspiration articles, you've already seen the **Halloween makeup** photo contest and the **Halloween pet costume** photo contest. This time, we're proposing you a photo contest of the best Halloween home decorations. Encourage your community to share a picture of their home decorated for Halloween and make them vote for their favourite one.

THE SPOOKIEST BANQUET

Let's think about a **photo contest** a bit different from what we're used to. In this campaign example, we've imagined a photo contest based on a reference image to challenge participants even more! Users need to reproduce the photo as faithfully as possible for a chance to win an amazing prize.

THE HALLOWEEN COUNTDOWN

Some of us are waiting for Halloween all year. To make the pleasure last a little longer, create a Halloween **calendar** full of surprises. Every day until the D-Day, a new box opens to another campaign or any content (article, promo, discount, prize, video, etc.). It's an excellent format to retain your current or potential customers and encourage them to come back to your channels every day.

HOW TO INSERT A COUNTDOWN LIKE ON THE EXAMPLE CAMPAIGN?
Check our FAQ and discover how to **create a countdown timer to any date**.

THE ULTIMATE VOTE

And a last campaign for the road: the ultimate vote! An easy way to interact with your users is by asking them for their opinions and preferences via a **vote campaign**. You can then use all the precious information collected for your next marketing actions and to personalise your communications. In the campaign example, participants need to rate the scariest horror movies on a scale from 1 to 5.

Want to see how big European brands and media groups are using interactive content in their Halloween campaigns?

Have a look at both articles below.

HALLOWEEN

PromoFarma.com, RSCA, France Television, etc.

Get inspired

Center Parcs, Lampiris, Walibi, etc.

Get inspired

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.).

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Interested?

Book your demo with live custom examples

REQUEST A DEMO

Need more info?

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