

HALLOWEEN



HOW WILL YOU DIE?

You haven't quite figured out how to communicate with a crystal ball, but you want to know how you will die? Maybe you will be killed in a zombie apocalypse, disappear mysteriously during a trip abroad, get shot through the heart, or you will die trying to save people of fire. Answer several questions and find out!

TAKE THE TEST

KILL 'EM ALL!

IT'S TIME TO TEST YOUR MONSTER-SLAYING SKILLS! MATCH ALL THE MONSTERS WITH THE WEAPON THAT CAN KILL THEM IN AS FEW MOVES AS YOU CAN. HAVE FUN!



LEAVE YOUR HALLOWEEN COSTUME TO CHANCE

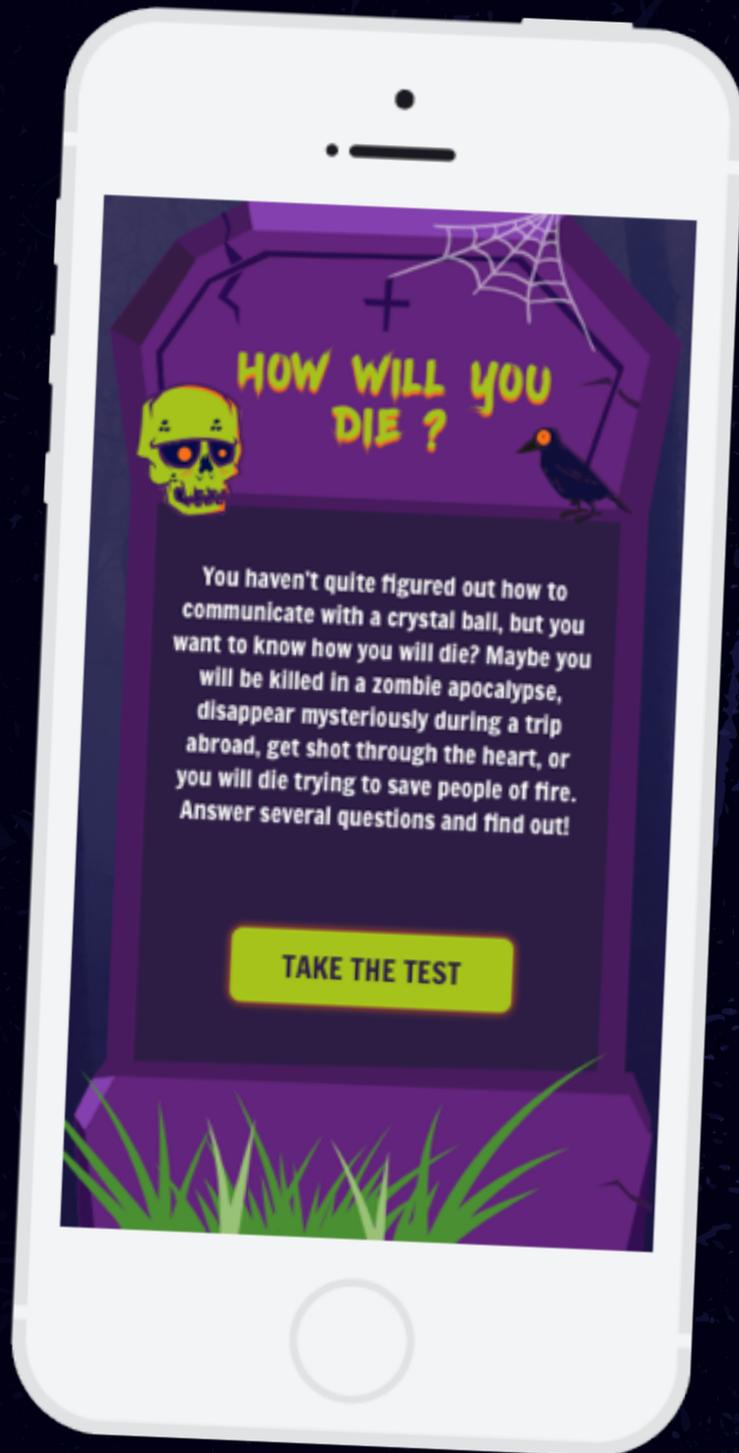
YOU'LL HAVE TO DRESS UP AS...



Harley Quinn

OUR 5 BEST HALLOWEEN CONTENT MARKETING CAMPAIGN IDEAS (PROBABLY OF ALL TIME)

The spooky season is a special time for marketers, with huge opportunities for businesses to join the celebration thanks to some fun Halloween content. A well-crafted interactive campaign, with the right timing, can leave a lasting impact well after the holiday is gone. Need some inspiration? Let's explore five of our best Halloween campaign ideas that you can create this October.



FIND OUT HOW YOU WILL DIE

It's all in the title. A good humorous test to tell participants how they will die -- and additionally remind them just how short our lives are. Halloween will be creepier because of it!



TYPE OF CAMPAIGN AND HOW-TO:

Create a new Personality test campaign, whether anonymous or identified. Set up your welcome screen, then add your questions and answers. Don't forget: each answer should be linked to a specific group/profile. After that, all that's left for you is to give a title and a description to each profile. Be creative!

BEST PUMPKIN CARVING

DIY content has long been a classic of UGC contests and Halloween campaigns are no exception to this trend. Add value to your social media marketing and [boost engagement and shares](#) with this concept! Then, reward the best submission. Extra points: Ask participants to come up with a name for their creation and use [custom labels](#) to display those.





PHOTO CONTEST



CANDY MONSTERS

TYPE OF CAMPAIGN AND HOW-TO:

Select the "Photo contest" type of campaign. You should start by creating an upload campaign; this way, participants will be able to submit their picture. From there, the campaign creation process is pretty standard. If you also wish to allow your audience to vote and select the winner(s), you should then proceed to a vote campaign, which you will need to link to the upload one. [Here's how.](#)

NOT EXACTLY WHAT YOU'RE LOOKING FOR?

When it comes to showing off your products in a creative way, UGC contests are a must, whatever you are selling.

Candy and pumpkins are probably two of the easiest things to market for this holiday, but you don't have to sell food to capitalize on it. You could easily offer other ideas to your audience. Dare them to create their own monster with socks, make-up, paper (such as origami creatures), or simply knitted or stuffed scary animals. In addition to these creations, you can also opt for decorated rooms or simply spooky costumes... The possibilities are endless!

KILL 'EM ALL!

The classic Memory game, in a Halloween version. In this campaign, participants have to match each weapon with the right monster. Tip: Give all participants a Halloween discount coupon in the exit screen; you will drive your web traffic to your store location and reward engagement.



TYPE OF CAMPAIGN AND HOW-TO:

Create a Memory type of game. This one is pretty easy to set up, so follow the creation steps, add all your pairs of cards, and you should be fine!



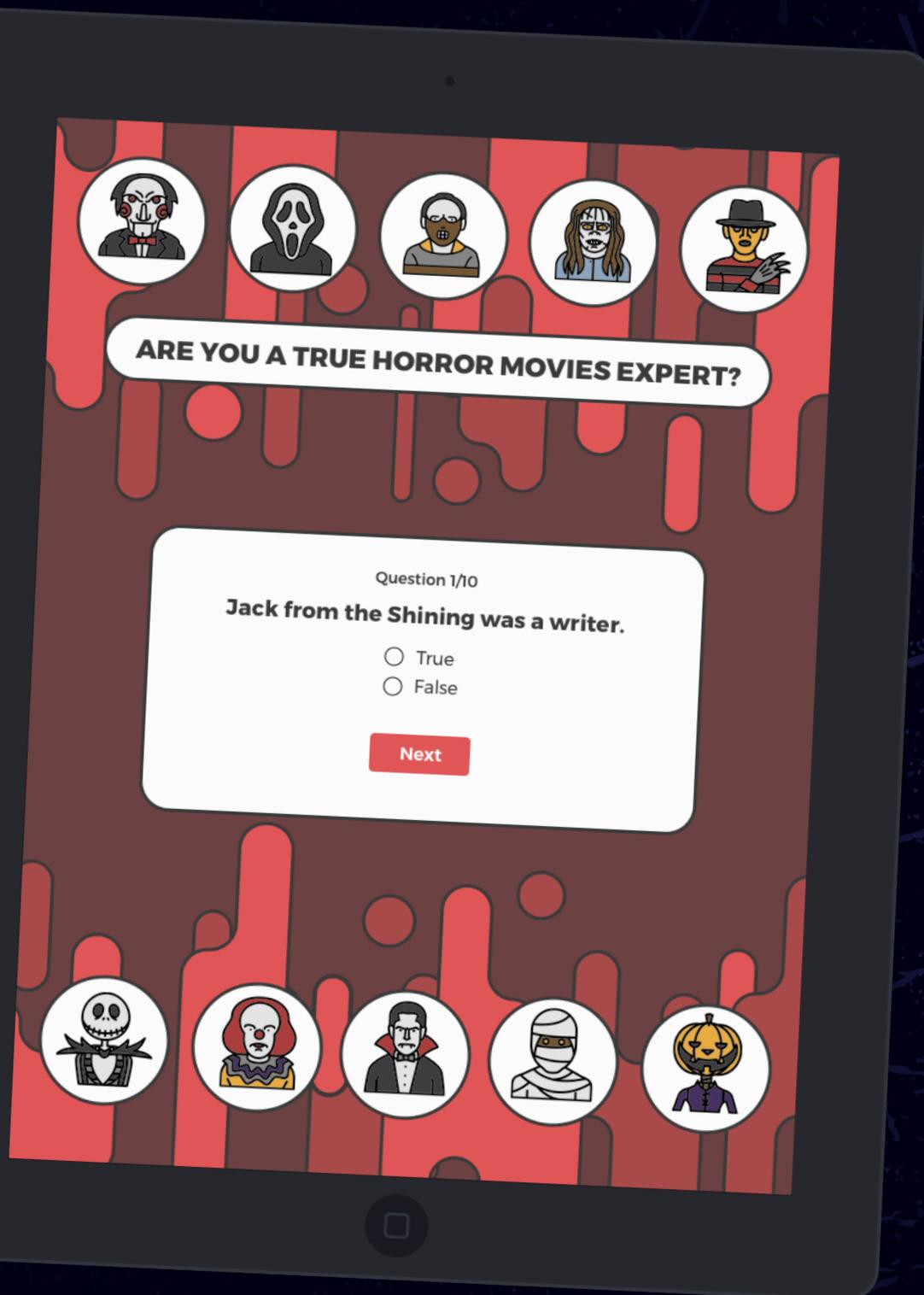
ARE YOU A TRUE HORROR MOVIES EXPERT?

A very appropriate format for Halloween! Dare your audience to pass a test to prove they are a real horror movies fan. On the first wrong answer from the participant, they are dead... or let's say excluded.



TYPE OF CAMPAIGN AND HOW-TO:

Choose the Sudden death type of quiz. Configure it as a classic quiz, entering all your questions and possible answers. Don't forget to indicate which is the correct answer!





LEAVE YOUR HALLOWEEN COSTUME TO CHANCE

Dressing up for Halloween is a powerful tradition for lots of people. To engage with your audience, create a Halloween campaign where participants are challenged to wear this or that costume. This is a great way to go viral, especially if you can encourage the participants to go to their friends (explore our [Virality](#) options!)

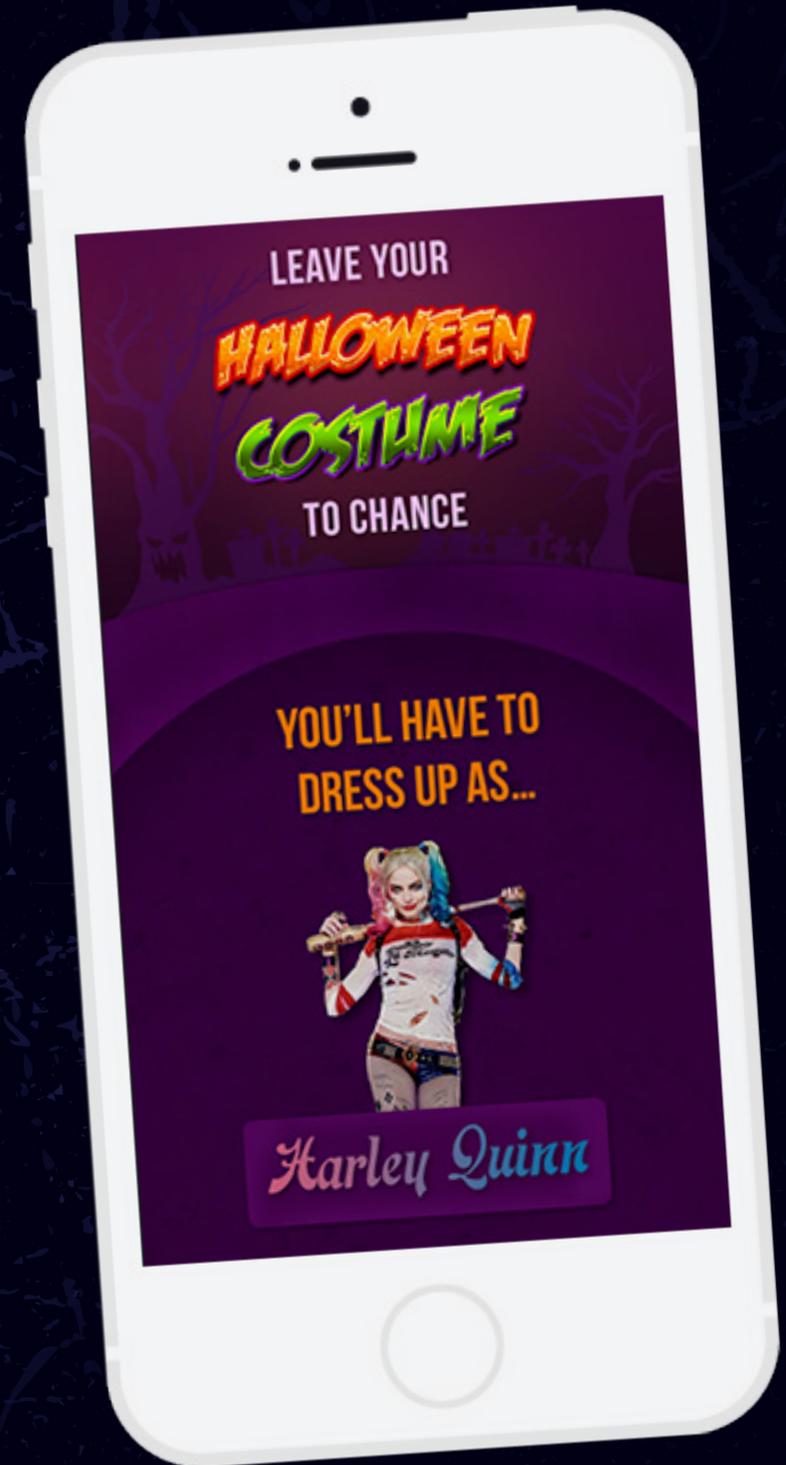
Test this campaign now



TYPE OF CAMPAIGN AND HOW-TO:

Personality test with a twist. Level: Advanced. (But if you're a beginner and wish to create this kind of campaign, reach out to our Helpdesk and we'll guide you!)

- Once you created your Personality test, add your first question and select the "Answer in the button" type. Your question should correspond to your introduction text (e.g. "Click on the button below to discover what costume you'll have to wear this Halloween!") There only needs to be one possible answer, which will correspond to your call to action button. So make the copy short and catchy, such as "Show my costume".
- You must have as many questions as there will be costume ideas (your test can offer up to 26 different outcomes). As each question has to be identical, we recommend that you use our [question duplication](#) feature to speed up the process.
- Exactly as in a classic Personality test, link each answer to a profile/group. For instance: Question 1's unique answer is linked to Group A, question 2's unique answer is linked to Group B, etc.
- Under "Presentation of questions" options, choose "random on 1 question" (which means that participants will only be presented one question, selected randomly from all those you've added).
- Then, go to the Look and feel step, under the "Texts" section, and uncheck the "Display subtitles" option.



WHAT IS QUALIFIO?

Qualifio is the leading engagement and data collection platform. It allows publishers, brands and agencies to easily create and publish viral interactions on websites, mobile apps and social media. Quizzes, polls, tests and other innovative formats allow them to collect data and to engage, grow and qualify

their digital audiences. Qualifio is used by major media, brands and agencies in Europe, such as TF1, France Télévisions, RTL, ELLE, Mondadori, TBWA, Isobar, Kinopolis, VRT, KBC, Grazia, Guerlain, L'Oréal, Lagardère, Media Markt, Danone, etc.



Quiz



Instant Win



Survey



Photo Contest



Video Contest



Writing Contest



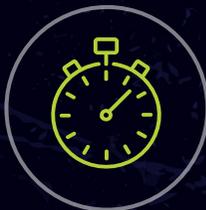
Poll & Vote



Landing page



Advent Calendar



Chrono Quiz



Jackpot



Memory



Prediction



Personality Test



Battle



Guess the Word

And many others

INTERESTED IN MORE?

Receive our latest updates

[Subscribe to our newsletter](#)

See how Qualifio can satisfy your needs

[Request a demo](#)

Get all your questions answered

[Contact us](#)

