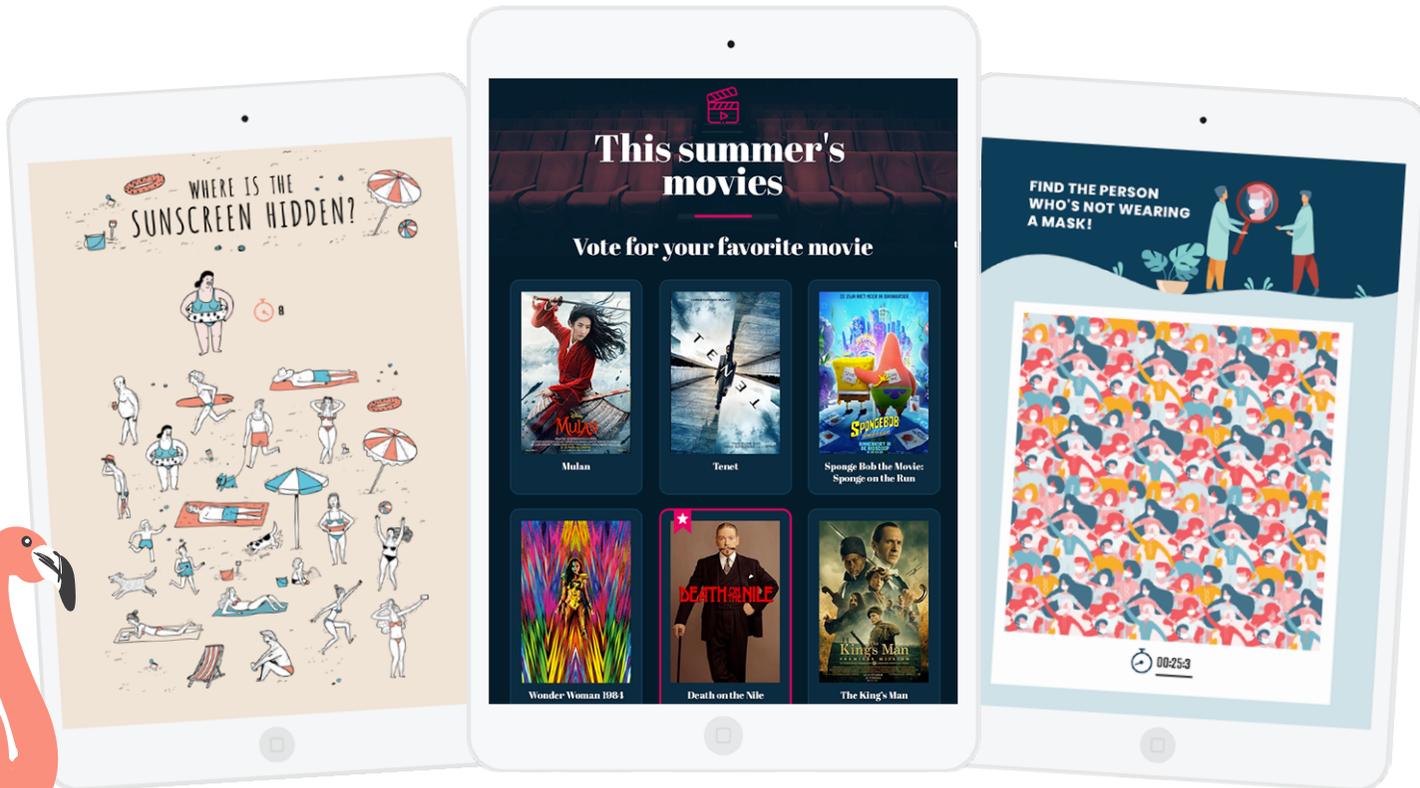


# SUMMER





YOUR GO-TO-GUIDE FOR INTERACTIVE & CREATIVE

# SUMMER

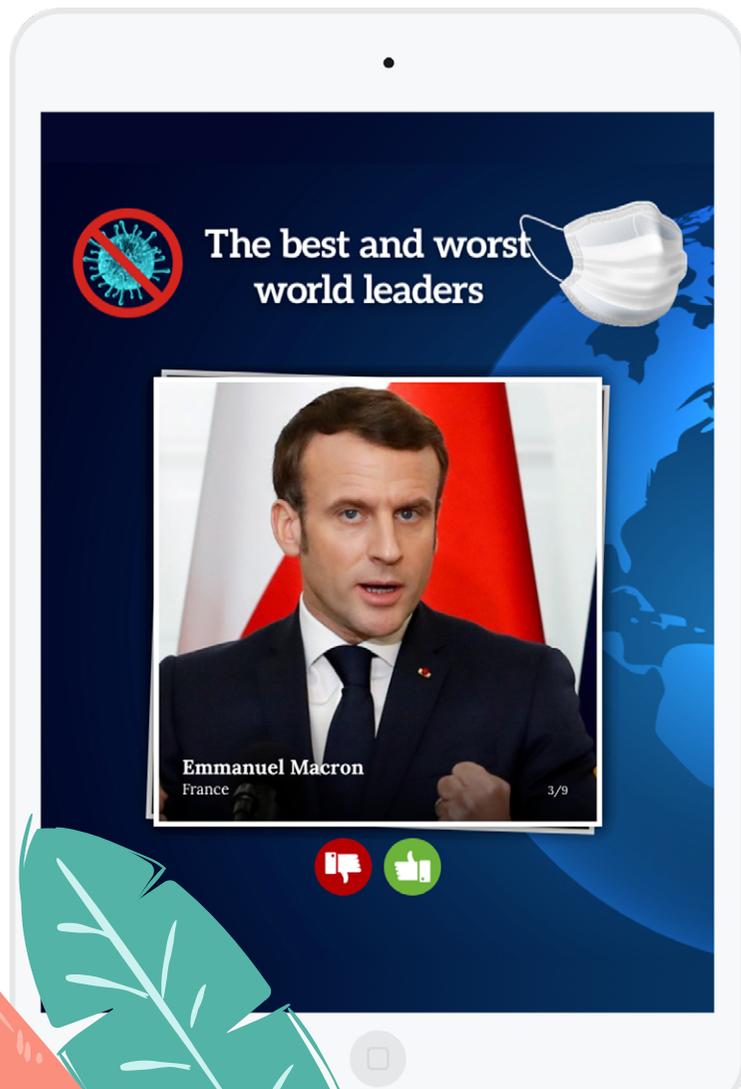
## MARKETING CAMPAIGNS

The world comes alive again. Little by little, but it lives again. Restaurants and bars are reopening, people are going back to work, countries are getting ready to welcome tourists... and brands are thinking about their summer marketing.

Right now, it isn't the time to go about business-as-usual; it's time to come up with fun and engaging actions. There are different ways to live this period with your digital audiences. In this ebook, you'll find **11 campaign ideas for your summer marketing**, easy to set up, effective and appropriate for the current global circumstances.

# THEME #1 COVID-19

This summer, COVID-19 will probably still hog all conversations and the news. If you want to talk about the virus and create content around it, we've imagined two interactive campaigns that will be fun and engaging for your audience.



Beginning of March, leaders across the globe faced the same questions about the fast approaching COVID-19: what to do? How to prepare and respond? A few months later, who passed the test? And who has been a good leader? That's the **swiper** we imagined for your audience! Ask them who has been a good leader for them and to answer by "swiping" right or left. Take advantage of the exit screen to give them some additional information about the current situation.

**PSSST !**

The live campaign is on our blog article. **Try it now.**



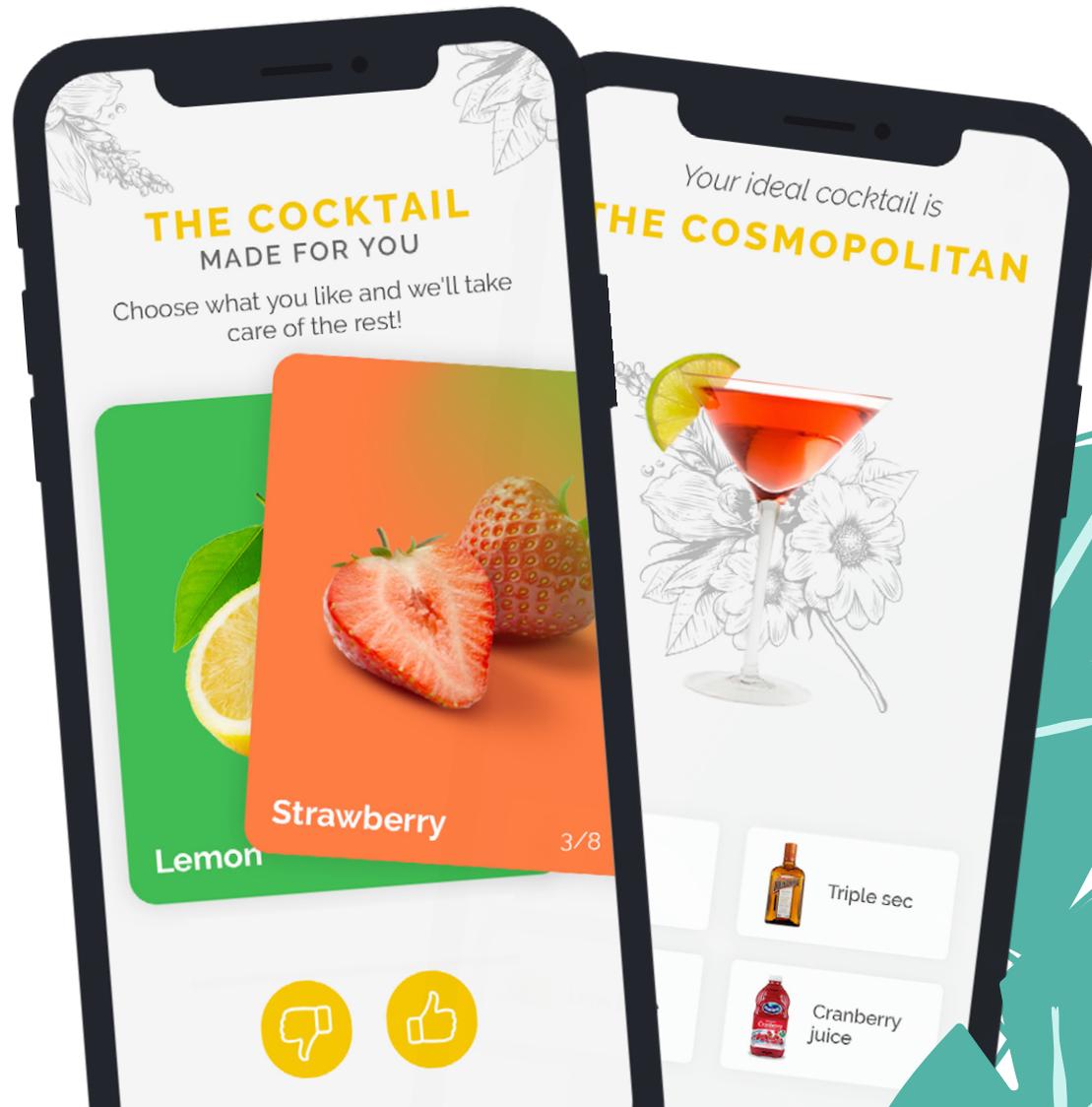
You're all aware of the new security measures: face masks, social distancing, hand washing, etc. To stay on topic, we've replaced our campaign "*Find the person who has no beard*" by the campaign "*Find the person who's not wearing a mask*". Add a timer to make the game even more challenging. You can also take advantage of the exit screen to raise awareness of security measures.

**PSSST !**

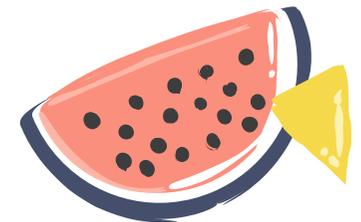
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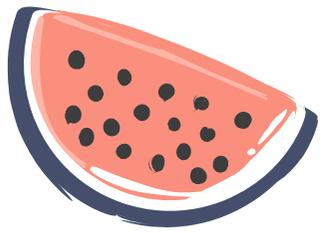


## THEME #2 COCKTAILS



It's cocktails time! Offer your web users a **personality test in the form of a swiper** to discover the cocktail made for them. Ask them to "swipe" left or right to answer the questions asked and display the cocktail that matches the best their preferences. To combine pleasant with useful, also show the cocktail's recipe.





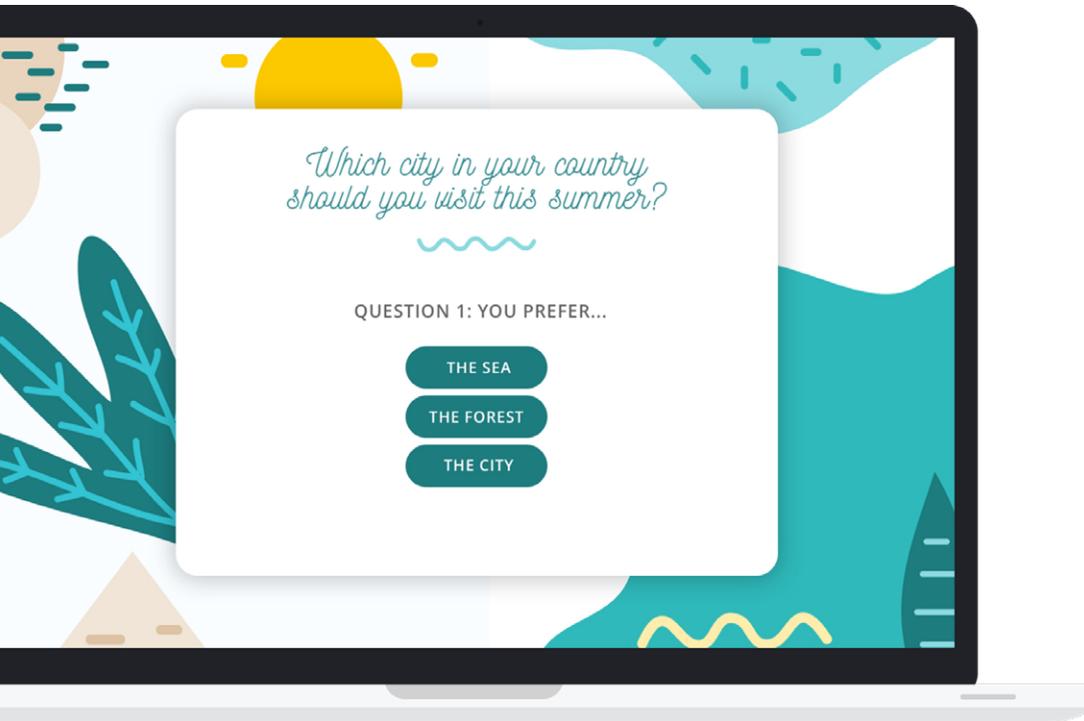
Show to your audience how your products will make their summer better. To do so, you can allow your audience to win some of them via a **wheel of fortune**. Set your prizes and let participants spin the wheel to find out if they've won. A fun and easy format to entertain your audience, promote your products, highlight one of your sponsors or whatever else you need it for!



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



## THEME #3 HOLIDAYS



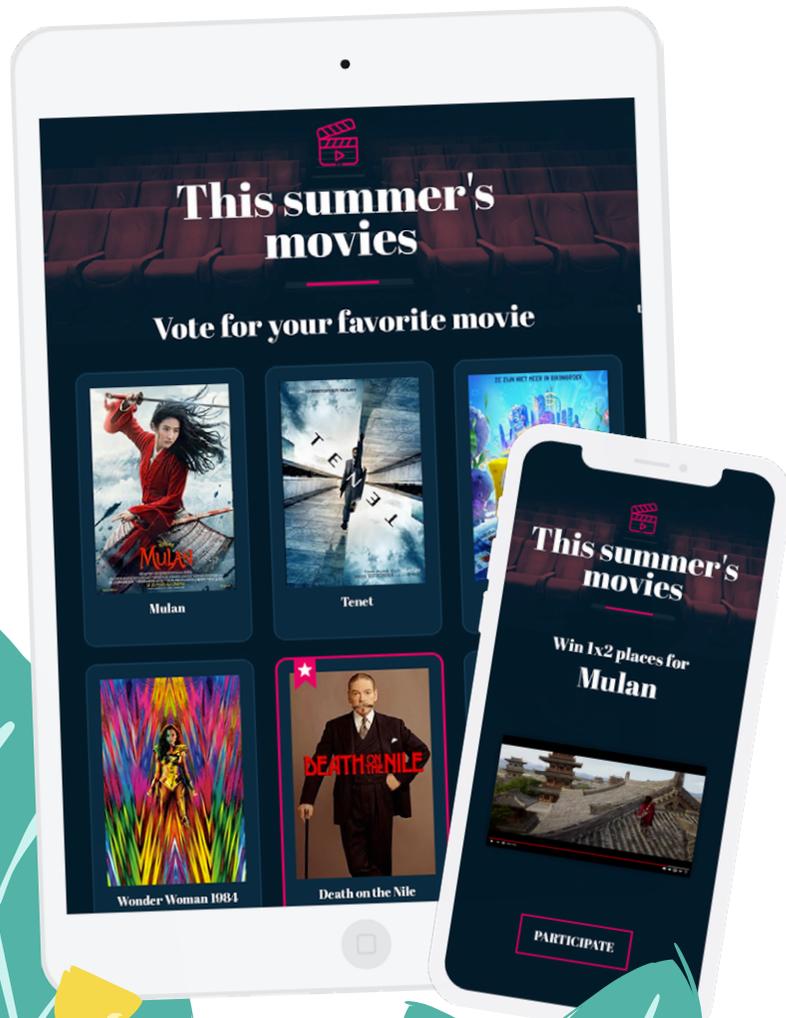
The **personality test** is a very useful format if you want to learn more about your web users to offer them personalised marketing content.

To promote local tourism, we've imagined a test "Which city in your country should you visit this summer?". In this test, participants have to answer various questions: do they prefer the sea or forest? How many free days do they have? What cities have they visited recently? Once the test is completed, the exit screen shows them the city in their country they should visit based on their answers. You can also use the exit screen to redirect participants to your offers or the website of your partners.

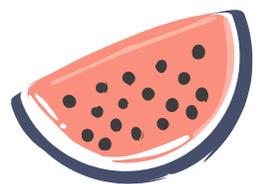
### ALTERNATIVE

To keep your audience busy all summer and encourage them to return on your digital channels, you can create a **calendar**. Every day, offer your audience a contest, a game, a promotion, a video or any other exclusive content to entertain them. A long-term campaign that includes other fun and playful campaigns, the ideal format to build audience's loyalty.

## THEME #4 CULTURE



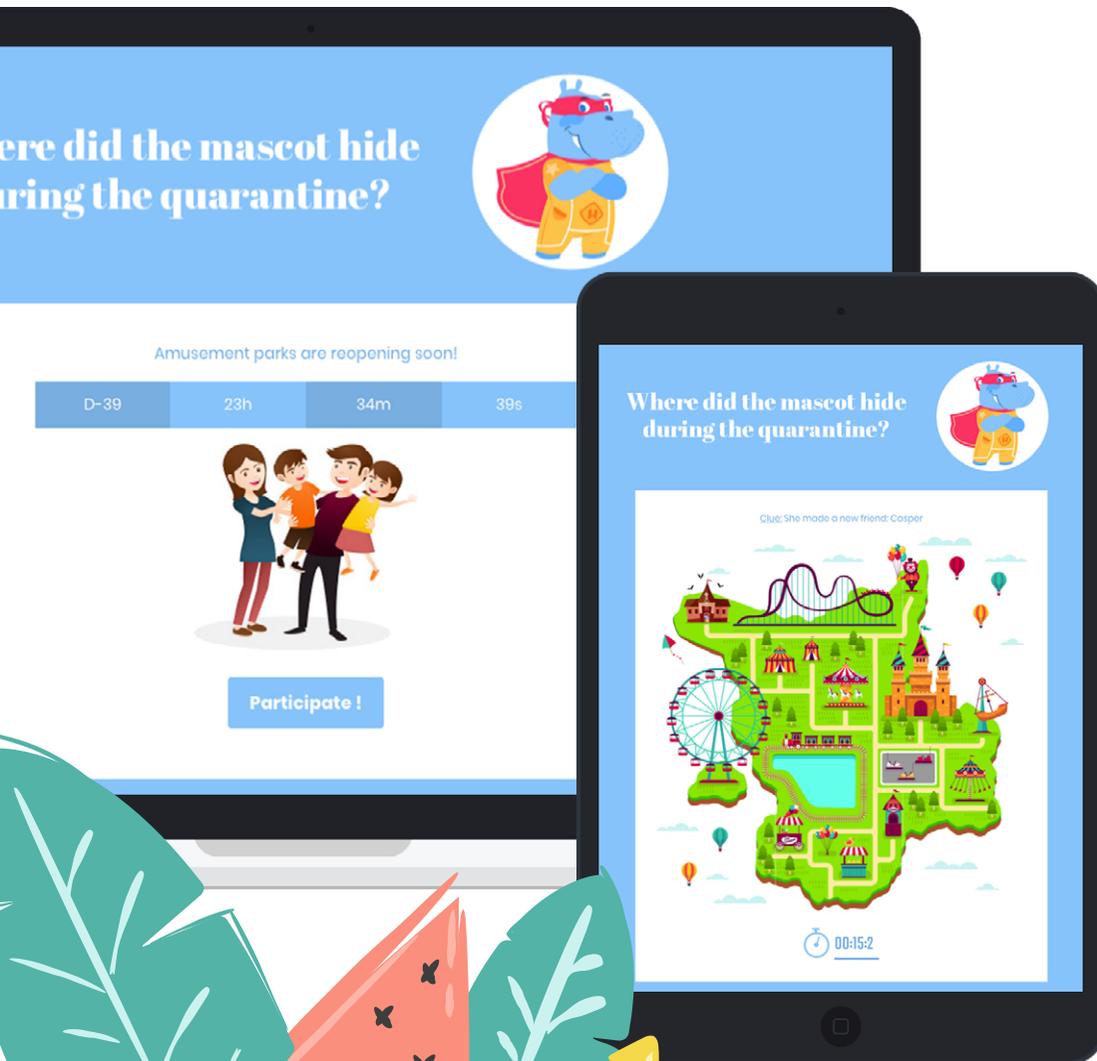
What could be more engaging than a personalised marketing campaign based on your audience's preferences? However, to be able to create such a campaign, you necessarily need data. Here is what we propose: a **two-step campaign**. With the reopening of cinemas, we have created the "Summer's movies" campaign. First, imagine a campaign in which you will present the new movies (or series) of the summer by asking your web users to vote for their favourite one. Second, a few weeks later, for example, imagine another campaign giving away movie tickets for the movie that was most popular with your audience (or any other gift related to the film or series). The perfect campaign to engage even more with your audience!



During this quarantine, we've seen a lot of creativity flourishing on social media. Internet users are creating a lot of content by themselves and sharing it online. Create a photo contest highlighting the creativity of your audience! Here, we've imagined a **photo contest** based on the challenge "painting recreation at home" to celebrate the reopening of museums. Make your community vote for their favourite recreation and give away free entrance tickets.



# THEME #5 ENTERTAINMENT



To celebrate the reopening of amusement parks, we've imagined a campaign where participants have to find where the mascot hid during the quarantine. Give them some clue to find the mascot and reward the winner with free entrance tickets. In the exit screen, display a countdown with the remaining days before the reopening of the park. You can replicate this campaign with restaurants, museums, bars, etc.

## FOR QUALIFIO USERS:

discover how to integrate a countdown in your campaign in **this tutorial!**

## THEME #6 SUN

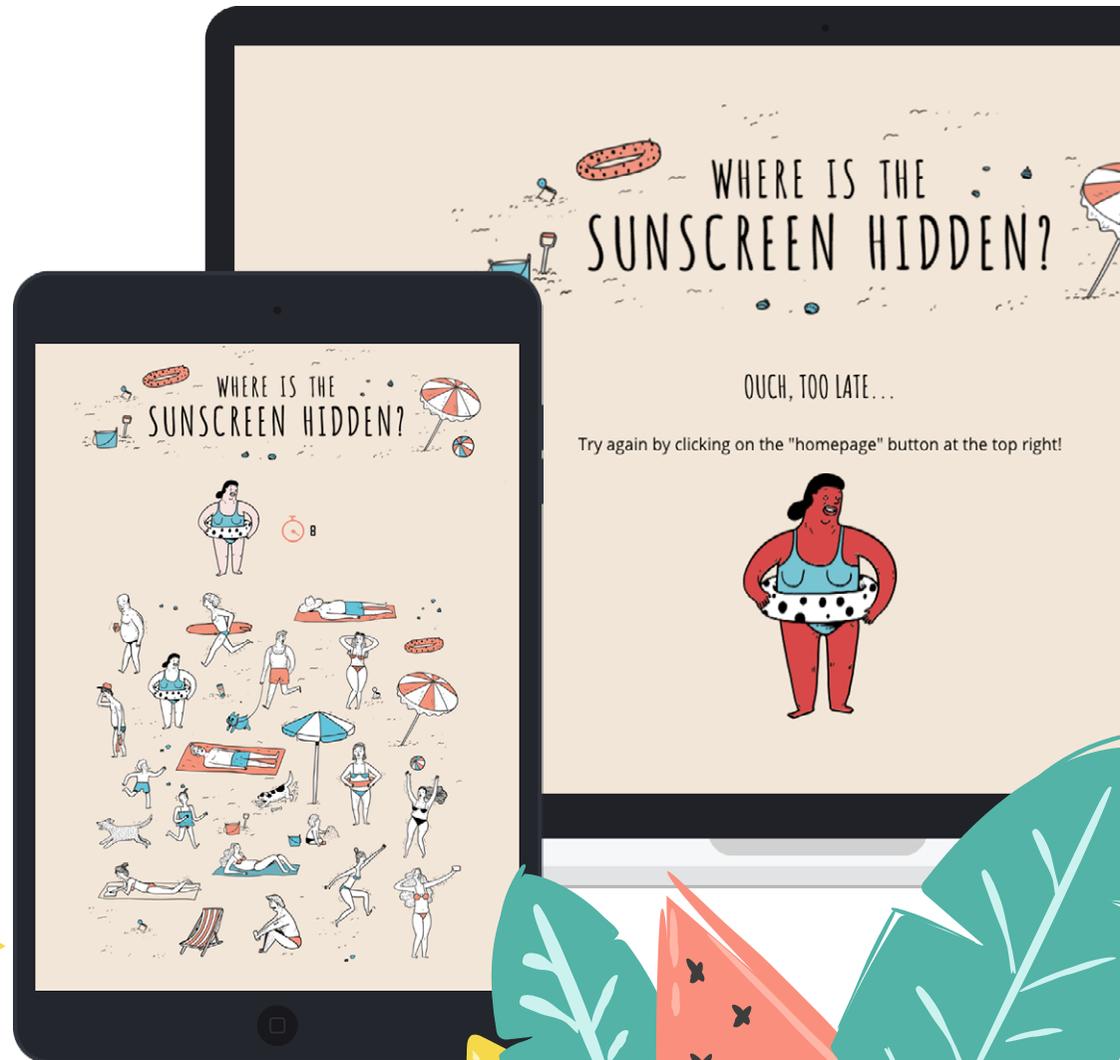
With summer, temperatures rise and sun exposure too. The perfect occasion to inform your web users about the sun's benefits and risks. And why don't you do it interactively? We have imagined a playful prevention campaign with the "hidden object" format. Web users must find the sunscreen hidden in the image before the lady turns red. Take advantage of the exit screen to raise users' awareness of the health risks of UV rays.

### ALTERNATIVE

Imagine an awareness campaign in the form of a quiz. Ask questions to your audience about the sun's benefits and risks, and add challenge by excluding participants from the first wrong answer. Add a gift to encourage your users to participate.

### PSSST !

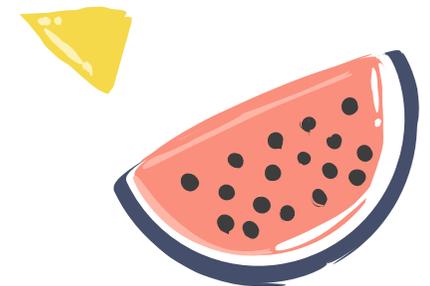
The live campaign is on our blog article. **Try it now.**



# THEME #7 FOOD

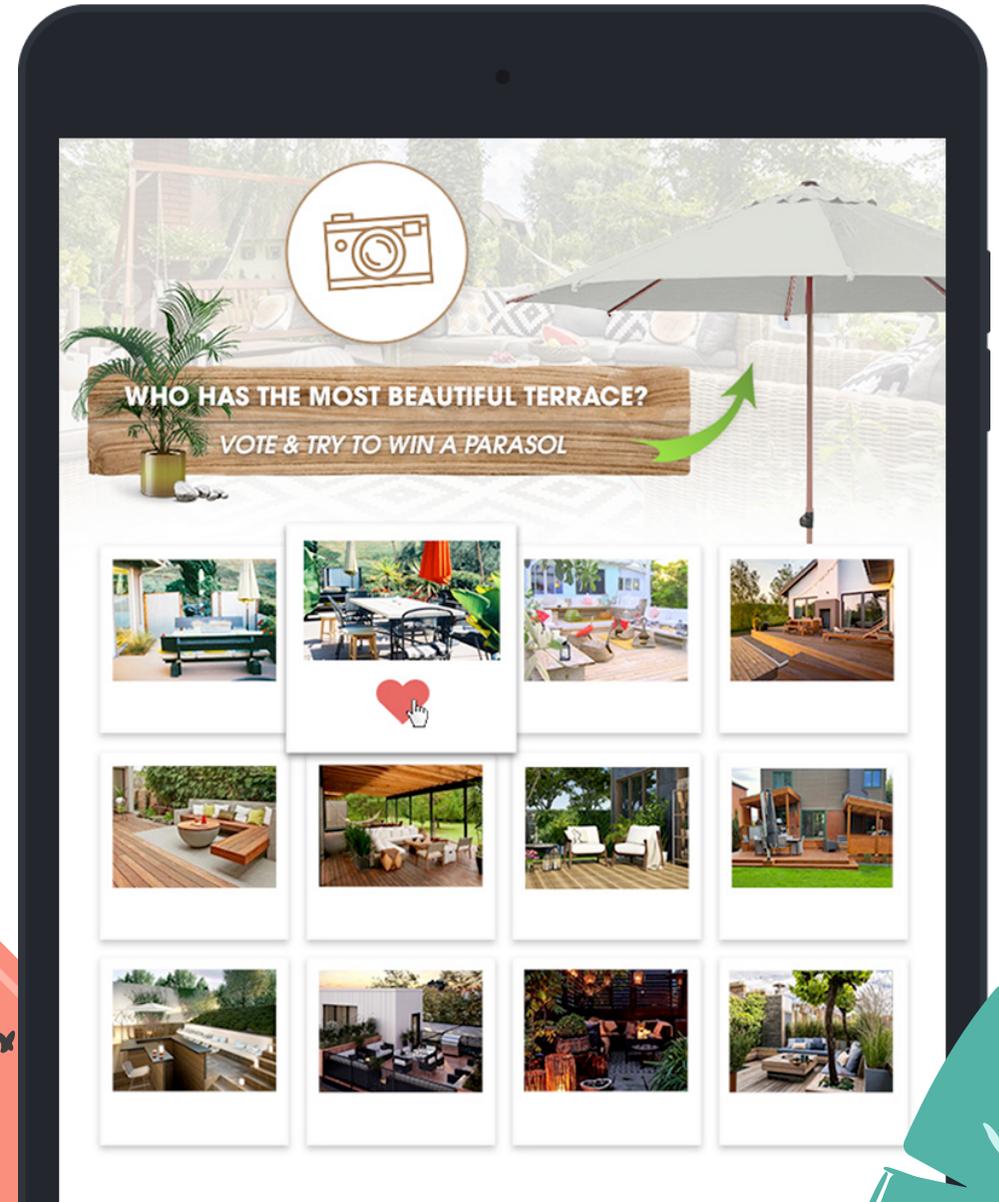


Create an interactive inspirational campaign! What to wear this summer? What to cook this summer? How to decorate your table this summer? Create an **inspirational photo gallery** available on your website, Facebook page, app or dedicated mini-site. For each picture of your gallery, add a description to help your visitors to create the look, the meal or the table decoration they like the most. You can also allow your community to vote for their favourite picture.



## THEME #8 DECORATION

The **photo contest** is also a viral format. Most beautiful or wedding photo contests are classic. Since a lot of people won't be travelling for vacation this summer and will be enjoying the sun where they can, we have imagined a photo contest of the most beautiful and original terraces. Invite your audience to post a picture of their summer terrace, encourage your community to vote for their favourite one and reward the owner of the terrace with the most votes.



# 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

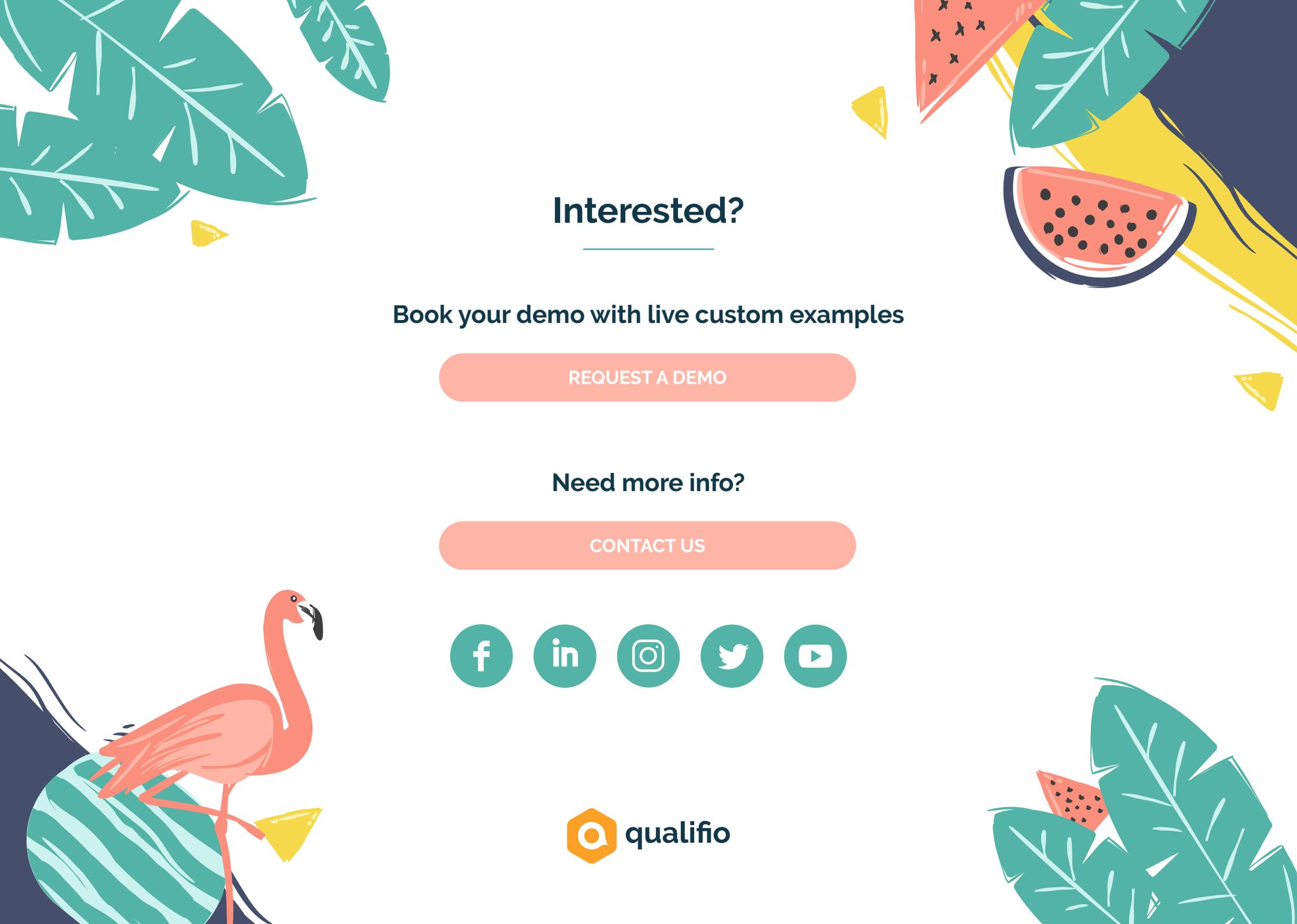
Visualise and extract profiles collected and campaigns statistics in real time.



### SEGMENT & MONETISE

Connect the platform to your marketing & data tools (CRM, DMP, SSO, email, automation, Analytics, etc.).





## Interested?

Book your demo with live custom examples

REQUEST A DEMO

Need more info?

CONTACT US

