



How interactive content can boost your advertising offer: the TV3 Sport and Suzuki case

TV3 Sport, the Danish sports TV channel owned by the Nordic Entertainment Media Group (NENT Group), partnered with the automotive brand Suzuki.

During the 2019 Formula 1 Grand Prix season, the TV channel offered its advertiser the opportunity to put their new car, the Suzuki Swift Sport, in the spotlights.

How? Through the creation of a joint interactive marketing campaign over ten months.



What makes interactive content attractive for Suzuki?

- Reach an **audience outside** of its community
- **Go viral** on social media
- Cut through “**banner blindness**” using storytelling
- Capture **customers and prospect's attention** thanks to engaging formats
- Grow its **digital community**
- **Stand out** from the competition
- Increase **brand awareness**
- Campaign **unaffected** by ad blockers



What's in it for TV3 Sport?

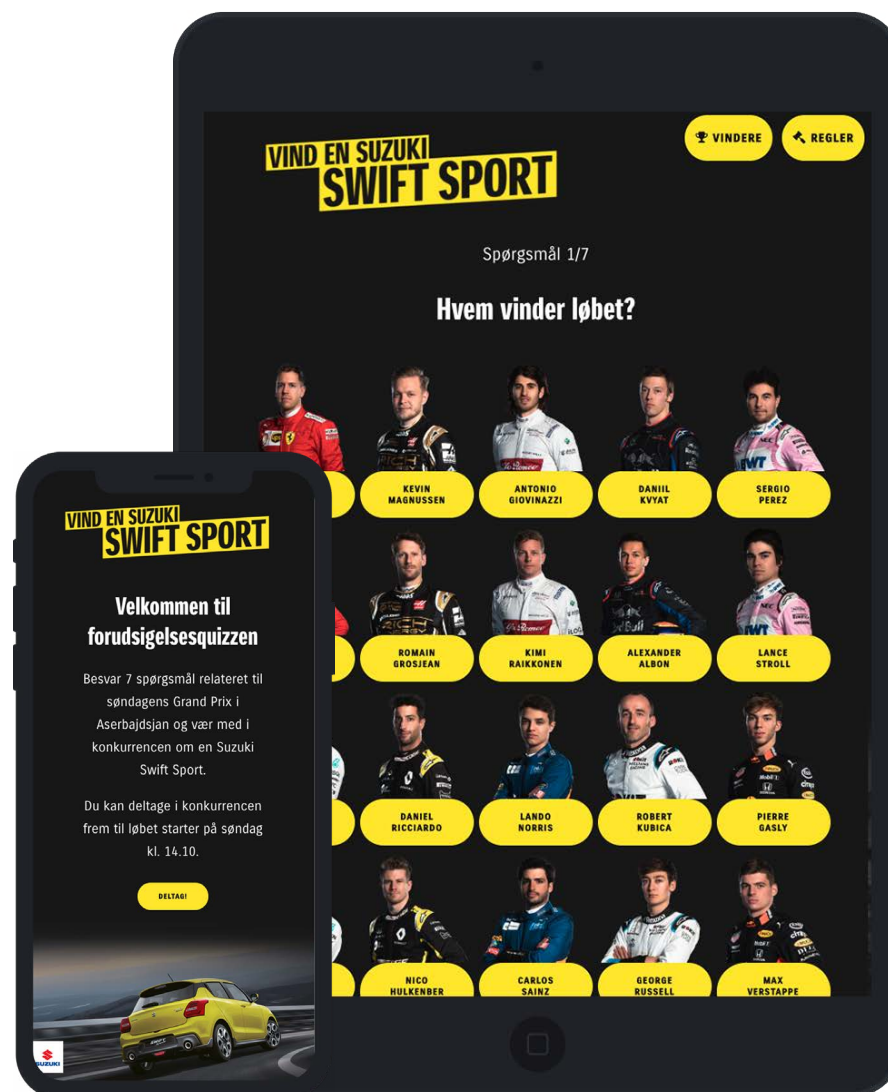
- Increase its **advertising revenues** by offering innovative advertising formats
- Collect **newsletter consents**
- **Engage** its community with an attractive prize
- **Multiply** publication channels
- Increase the **time spent online** and the page views
- Deliver a seamless **omnichannel experience**



The campaign

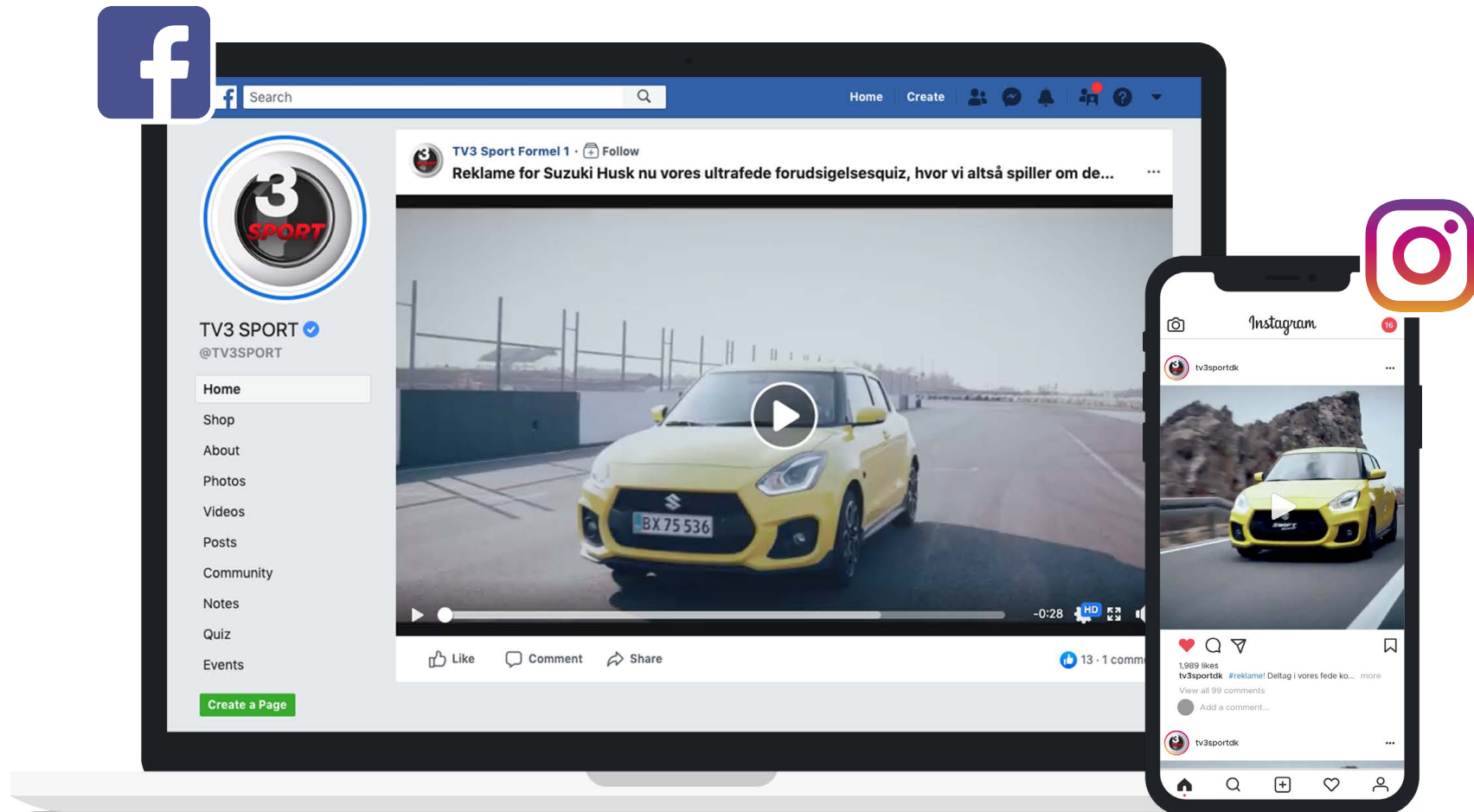
The marketing campaign created by TV3 Sport and Suzuki is a **prediction contest** with several questions, always **hosted in a dedicated tab on the TV3 Sport Facebook page**. From March 2019 until December 2019, 20 contests are launched for each F1 race. Participants are asked to guess the winner of the Australian, Canadian or French Grand Prix, predict if a particular driver or car will end up in the top 5, etc. In the end, one winner per prediction contest will be selected. Each of them will receive a prize and a chance to be part of the final draw to win the ultimate prize: a Suzuki Swift Sport!

To reach a broad audience, TV3 Sport and Suzuki **activated the contest on different channels**:



1

Facebook and Instagram through a promotional video

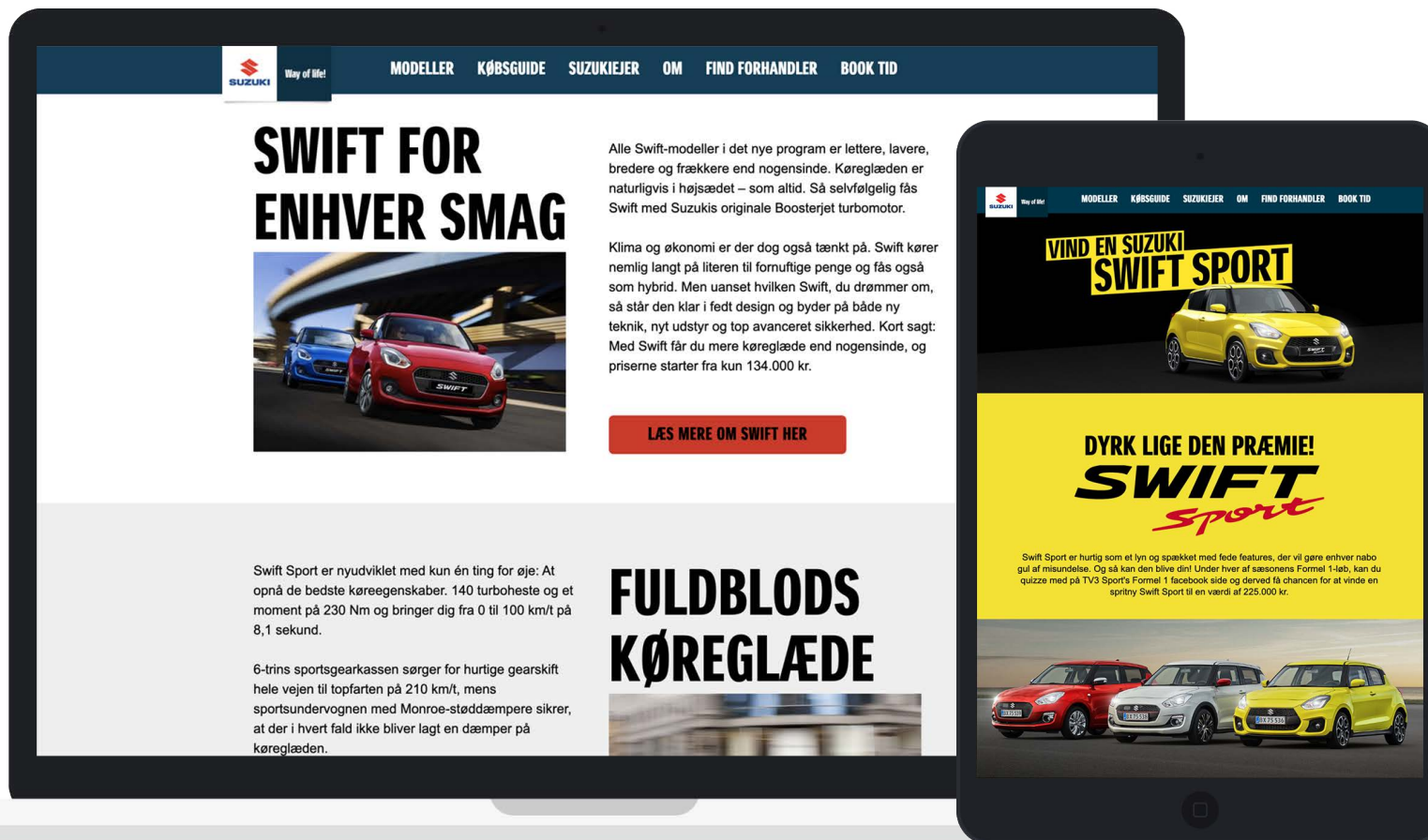


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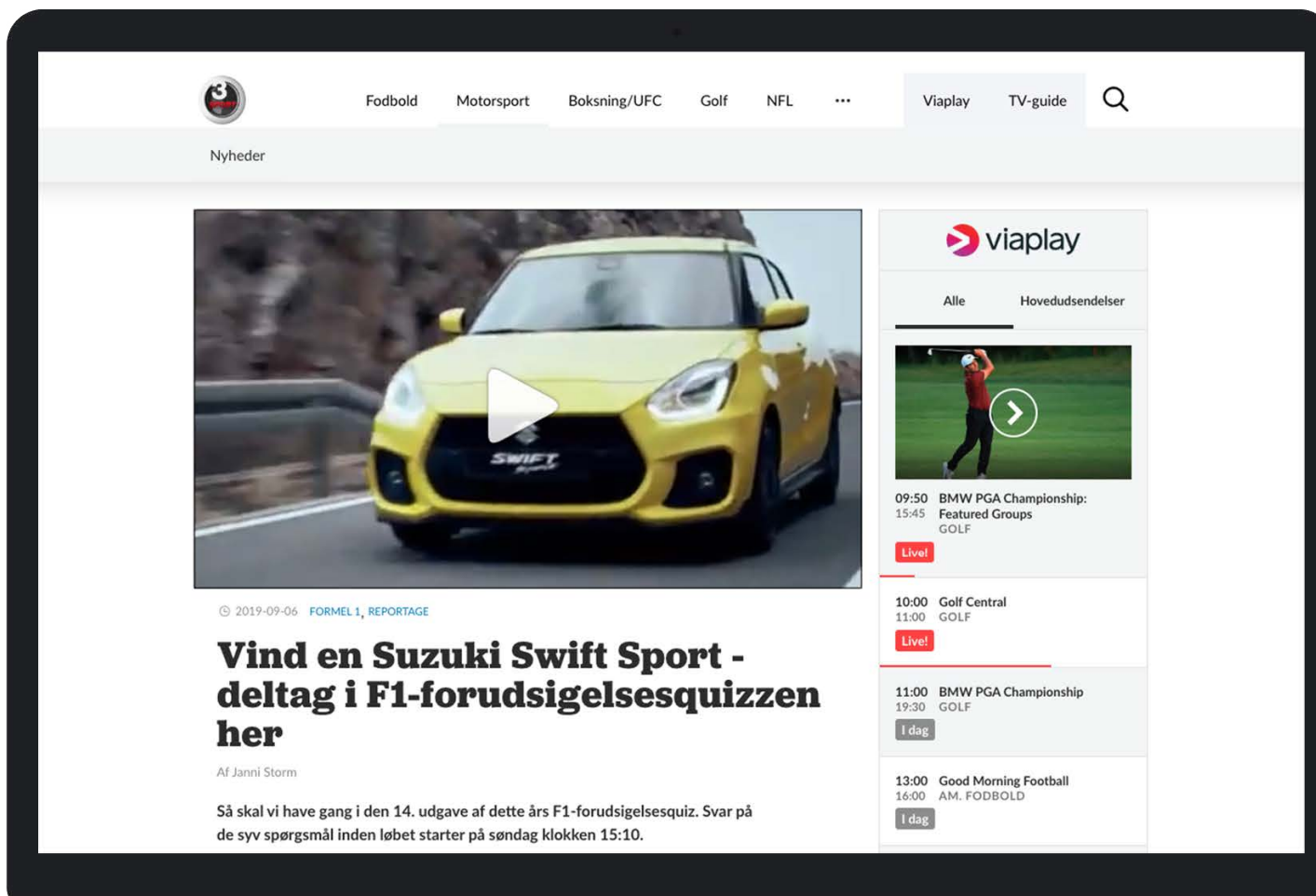
Television, during the TV3 Sport program and commercials



Suzuki homepage, redirecting to a dedicated article

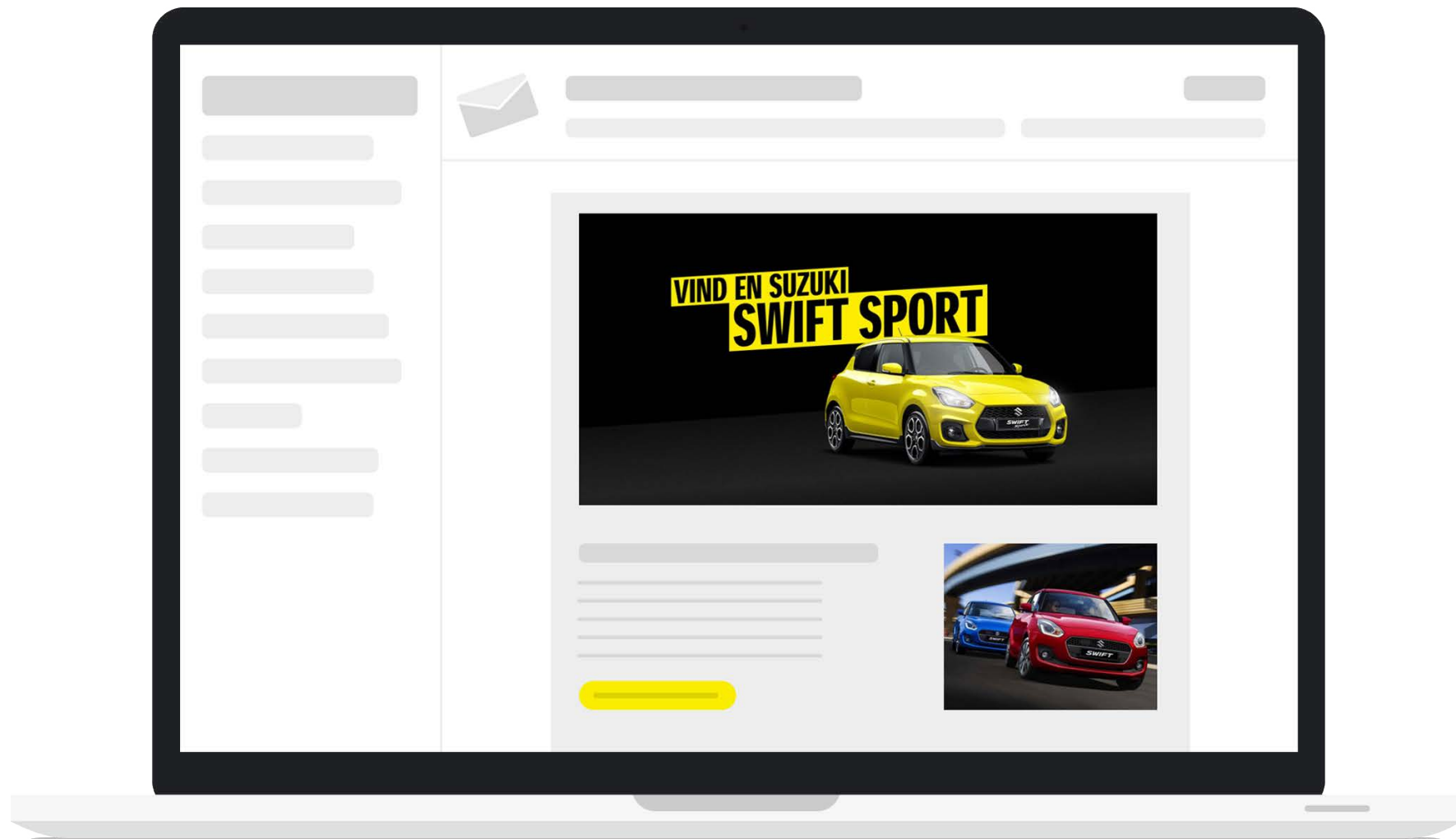


TV3 Sport website through a dedicated article



5

TV3 Sport newsletter with a dedicated article



The results after 7 months

47,000+

participants

30%

newsletter opt-in rate
(TV3 Sport)

585

Facebook shares

"We were already planning to do a campaign around F1 races, but we wanted to offer a greater prize. So we looked for a partner to collaborate with and we found Suzuki. The Qualifio platform allowed us to make an elegant and professional campaign, matching our partner's graphical chart. We easily added an opt-in for our newsletter in the form, and we quickly adapted our campaign for each F1 race. A real time-saving!"

JANNI STORM

DIGITAL COORDINATOR, TV3 SPORT



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.)



Want to create your own interactive marketing campaign?

Request a personalised demo of the Qualifio platform and see how to quickly create and launch your upcoming campaigns.

REQUEST A DEMO

