



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

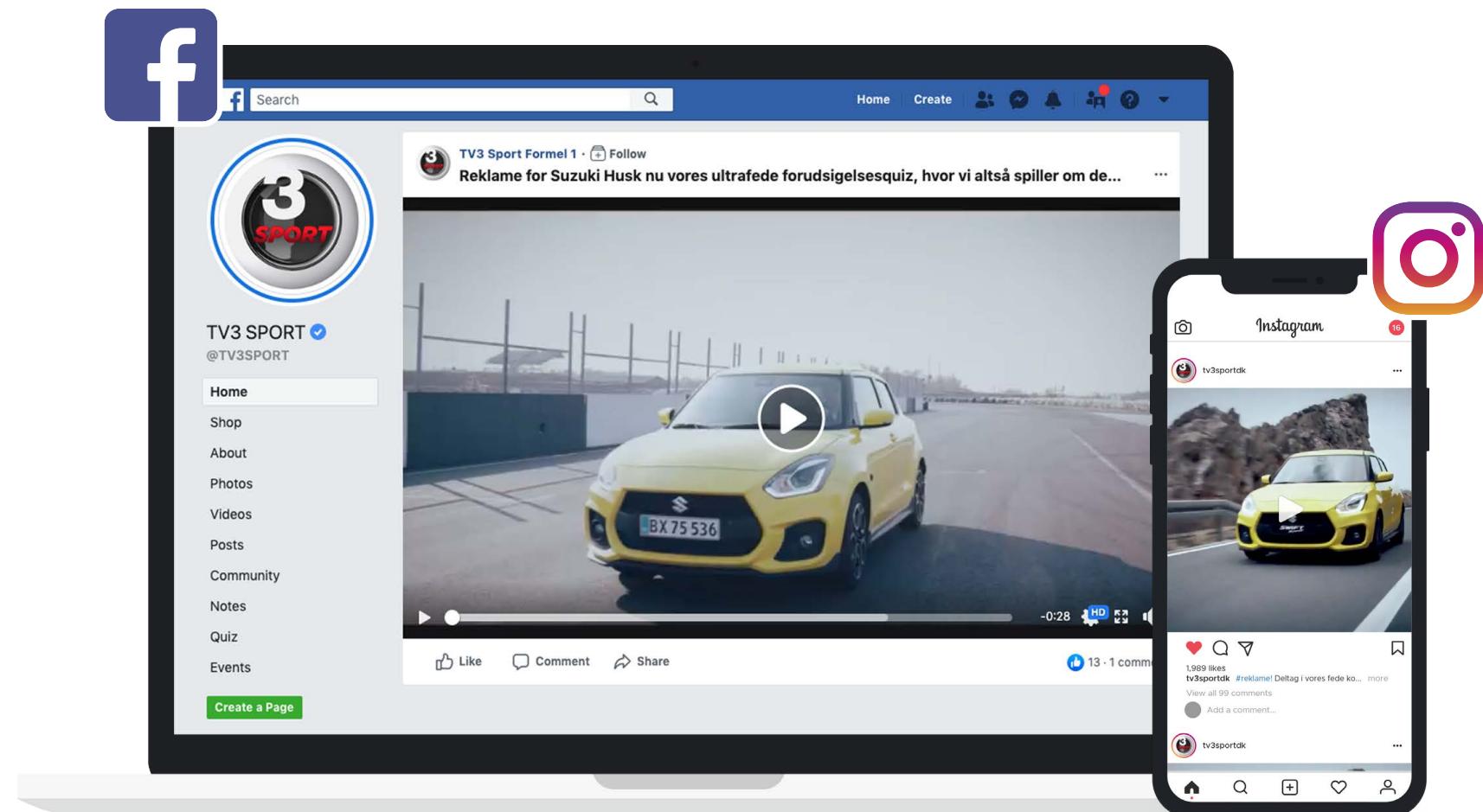
The marketing campaign created by TV3 Sport and Suzuki is a **prediction contest** with several questions, always **hosted in a dedicated tab on the TV3 Sport Facebook page**. From March 2019 until December 2019, 20 contests are launched for each F1 race. Participants are asked to guess the winner of 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



2

Television, during the TV3 Sport program and commercials



3
SPORT

Suzuki homepage, redirecting to a dedicated article

The image shows a tablet and a smartphone displaying the Suzuki homepage. The tablet screen is the primary focus, showing a detailed article about the Swift Sport. The headline reads "SWIFT FOR ENHVER SMAG" (Swift for everyone's taste). Below the headline are images of a blue and a red Swift Sport driving on a road. The text discusses the car's performance, mentioning a 140 turbocharged engine and 230 Nm of torque. It also highlights the car's hybrid technology and its Boostjet turbomotor. A red button labeled "LÆS MERE OM SWIFT HER" (Read more about Swift here) is visible. The smartphone screen shows a promotional offer for the Swift Sport, with the text "VIND EN SUZUKI SWIFT SPORT" (Win a Suzuki Swift Sport) and "DYRK LIGE DEN PRÆMIE!" (Work hard for the prize!). It features a yellow Swift Sport and a smaller image of three Swift models (red, silver, and yellow) parked together.

SWIFT FOR ENHVER SMAG

Alle Swift-modeller i det nye program er lettere, lavere, bredere og fræktere end nogensinde. Køreglæden er naturligvis i højsædet – som altid. Så selvfølgelig fås Swift med Suzukis originale Boosterjet turbomotor.

Klima og økonomi er der dog også tænkt på. Swift kører nemlig langt på literen til formuflige penge og fås også som hybrid. Men uanset hvilken Swift, du drømmer om, så står den klar i fedt design og byder på både ny teknik, nyt udstyr og top avanceret sikkerhed. Kort sagt: Med Swift får du mere køreglæde end nogensinde, og priserne starter fra kun 134.000 kr.

[LÆS MERE OM SWIFT HER](#)

Swift er nyudviklet med kun én ting for øje: At opnå de bedste køreegenskaber. 140 turboheste og et moment på 230 Nm og bringer dig fra 0 til 100 km/t på 8,1 sekund.

6-trins sportsgearkassen sørger for hurtige gearsift hele vejen til topfarten på 210 km/t, mens sportsundervognen med Monroe-støddæmpere sikrer, at der i hvert fald ikke bliver lagt en dæmper på køreglæden.

FULD BLODS KØREGLÆDE

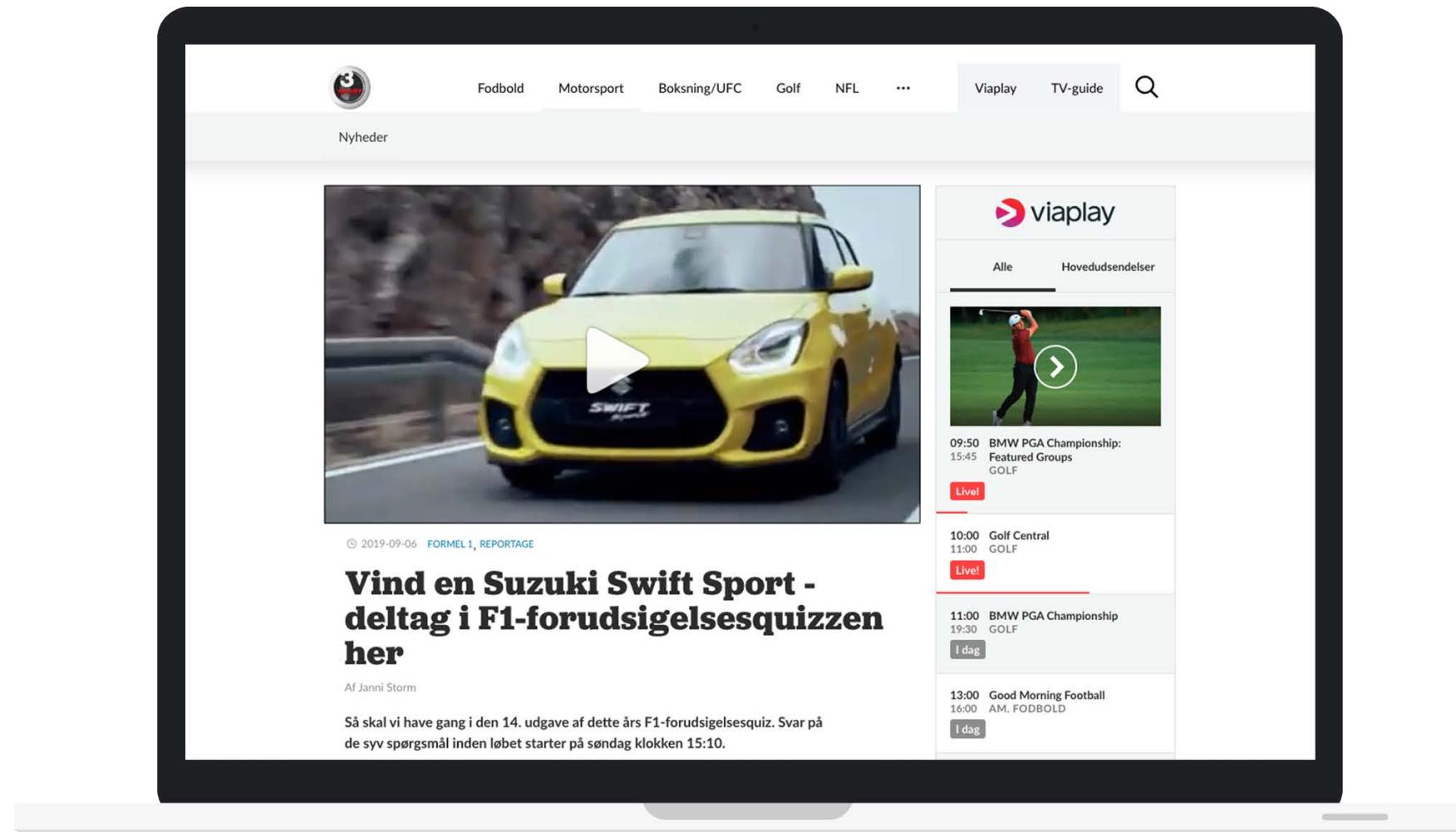
VIND EN SUZUKI SWIFT SPORT

DYRK LIGE DEN PRÆMIE!

SWIFT Sport

4

TV3 Sport website through a dedicated article

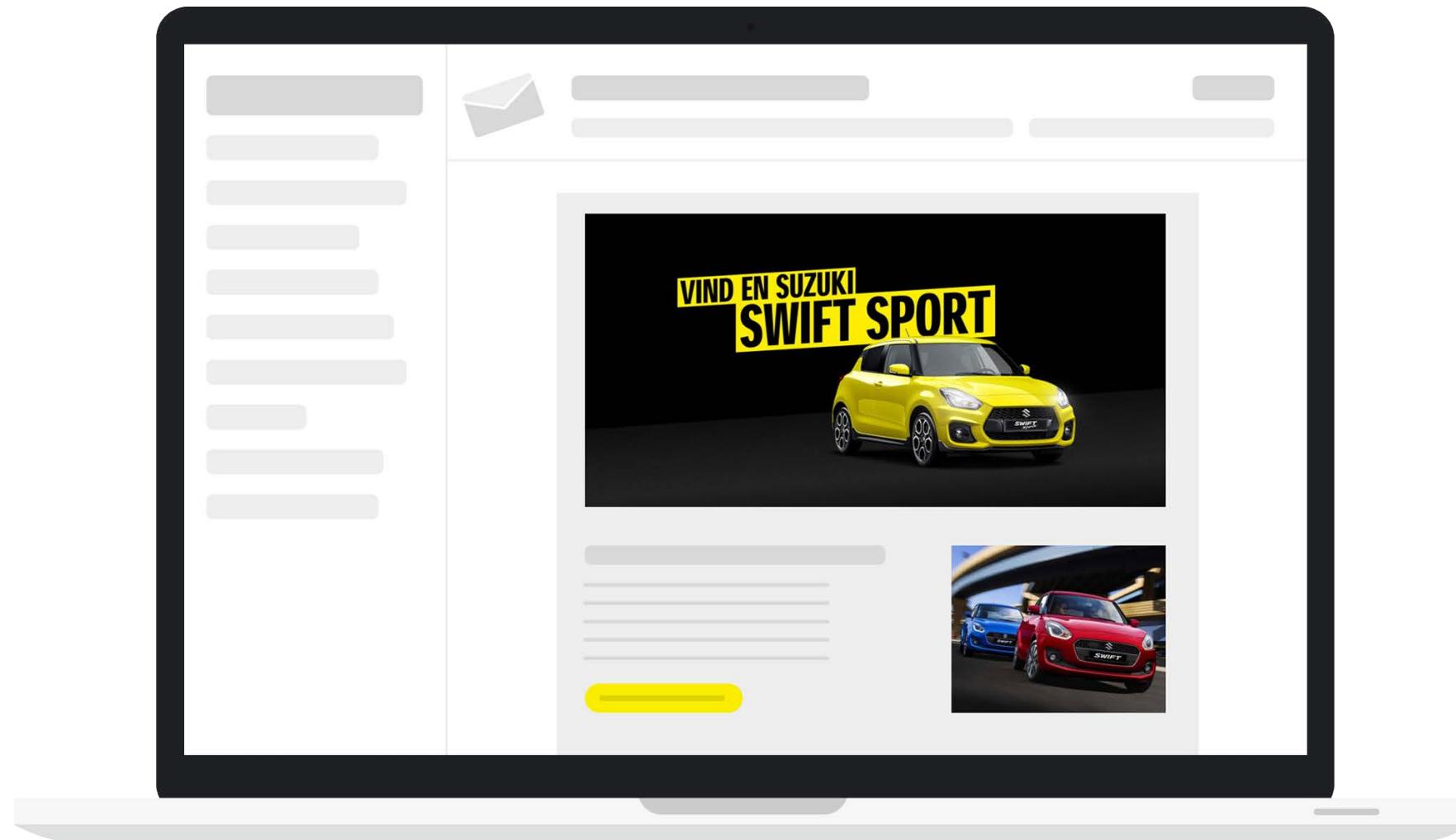


The image shows a computer monitor displaying the TV3 Sport website. The main content area features a yellow Suzuki Swift Sport car in motion on a road. Below the image is a video play button. The text "Vind en Suzuki Swift Sport - deltag i F1-forudsigelsesquizzen her" is displayed in large, bold, black font. Below this, a smaller text reads: "Så skal vi have gang i den 14. udgave af dette års F1-forudsigelsesquiz. Svar på de syv spørgsmål inden løbet starter på søndag klokken 15:10." The top navigation bar includes links for Fodbold, Motorsport, Boksning/UFC, Golf, NFL, and more. The Viaplay TV-guide sidebar shows the following schedule:

Tid	Program	Kategori	Status
09:50	BMW PGA Championship: Featured Groups	GOLF	Live!
10:00	Golf Central	GOLF	Live!
11:00	BMW PGA Championship	GOLF	I dag
13:00	Good Morning Football		
16:00	AM. FODBOLD		

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 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.)

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](#)

