



RUGBY  
WORLD CUP  
FRANCE 2023

## How France 2023 is preparing for the Rugby World Cup with Qualifio

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*“We focused mainly on engaging our audience. For two years, we’ve regularly been entertaining them to keep them on their toes until kick-off, and that’s where we’ve been using Qualifio.”*



**Alexis Durand**

CRM project manager  
@ France 2023

## Introduction

From September 8th to October 28th 2023, France will be hosting the 10th edition of the Rugby World Cup. With over 400 million unique viewers, 600,000 foreign visitors expected, the event being broadcast in 223 countries, and with teams competing from all over the world, the France 2023 Rugby World Cup promises to be the major sporting event of 2023!

To mark the occasion, World Rugby, the sport's international federation, has entrusted the organisation of the event to the France 2023 Organisation Committee, who will be in charge of:



**Preparing**, financing and organising the competition;



**Enhancing** and promoting France's image internationally;



**Promoting** the competition on all communication channels;



**Entertaining** members of the 2023 Family, the competition's official membership program.

In order to meet these goals, France 2023 have decided to use different tools in the run up to the competition, including Qualifio.

Qualifio enables them to engage the France 2023 community thanks to interactive formats, and to get the 2023 Family ready for this world-class event. In this success story, we'll be showing you the different marketing actions that France 2023 have set up with Qualifio to prepare for the 2023 Rugby World Cup and get closer to their community.

## A “cross-directional” use of Qualifio

The France 2023 Organisation Committee is made up of different departments, called directions. Each department has their own goals and uses Qualifio differently:

- The **“Groupement d’Intérêt Économique” (economic interest grouping)** takes care of hospitality and travel, organising prediction contests with Qualifio.
- The **sponsorship department**, who manages all of the partnerships, uses Qualifio to promote the competition partners in an interactive way.
- The **communication department**, who manages all social media channels, creates quizzes and other fun games to promote the competition.
- The **marketing department**, whose main mission is to work alongside the general ticket sales, organises contests for the 2023 Family.
- Etc.

All of these functional departments are helped in reaching their goals by Godefroy de Saint Chamas, marketing project manager at France 2023.



France 2023 also use Qualifio to publish contests, games and other interactive formats on the official World Rugby website.



*“We’re trying to understand all of the reciprocal engagement that the directions of France 2023 have, and to suggest appropriate activation methods from Qualifio with which they can address the 2023 Family.”*



**Godefroy de Saint Chamas**

Marketing project manager  
@ France 2023

## An interactive campaigns calendar established 2 years before the competition

Two years before the start of the competition, France 2023 suggested **putting gamification at the heart of their promotion strategy** to entertain the 2023 Family with fun and engaging content.

France 2023's marketing promise is to provide the Family 2023 members with exclusive content, special offers and unique experience. All of the campaigns created with Qualifio are therefore mainly targeted at this database, engaging them regularly with newsletters and Qualifio contests.

*"The advantage of using Qualifio is that the platform allows us to be flexible with the formats we use. It was very important for us to be able to launch what we wanted, when we wanted, and always with reactive technical support. We had 2 years to talk about the competition, without repeating ourselves or being redundant, and to put various innovative activation methods in place to keep everyone on their toes during the build-up."*



**Godefroy de Saint Chamas**

Marketing project manager  
@ France 2023



*"Today, we have the largest and most qualified database in the world of rugby. Our main objective being to entertain this database, we try to create engaging campaigns with attractive prizes, and we try to vary the types of formats that we use, from quizzes to photo contests and advent calendars."*



**Alexis Durand**

CRM project manager  
@ France 2023



Let's take a look at the different types of campaigns that France 2023 have launched to achieve their main goal: to keep the 2023 Family entertained up until the competition kicks off.

## FRANCE 2023 RUGBY TOUR

Over a period of 4 months, from July to November 2022, a train criss-crossed France to promote the 2023 Rugby World Cup. In total, the France 2023 Rugby Tour visited 51 towns and cities. This exhibition train allowed fans to learn more about what goes on behind the scenes during the World Cup, and to take part in contests to win VIP tickets for the opening game between France and New Zealand and the official competition ball.

**29,130 fans** took part in the competition launched during the France 2023 Rugby Tour and **52%** of them signed up for the France 2023 newsletter, to receive information and messages about the competition.



**29,130**

participants

**52%**

newsletter  
subscription

## EVERGREEN SPORT CONTENT

### The Six Nations tournament

The Six Nations tournament is an international competition between England, France, Ireland, Italy, Scotland and Wales. On this occasion, France 2023 launched a series of **chrono quizzes** with tickets to the matches up for grabs. These campaigns enabled France 2023 to engage rugby fans and to get them in the mood for the upcoming World Cup.

Overall, **14 campaigns** were created in both English and French, exclusively for members of the 2023 Family, and there were over **340,000 participations**.

**14**

campaigns

**340,000**

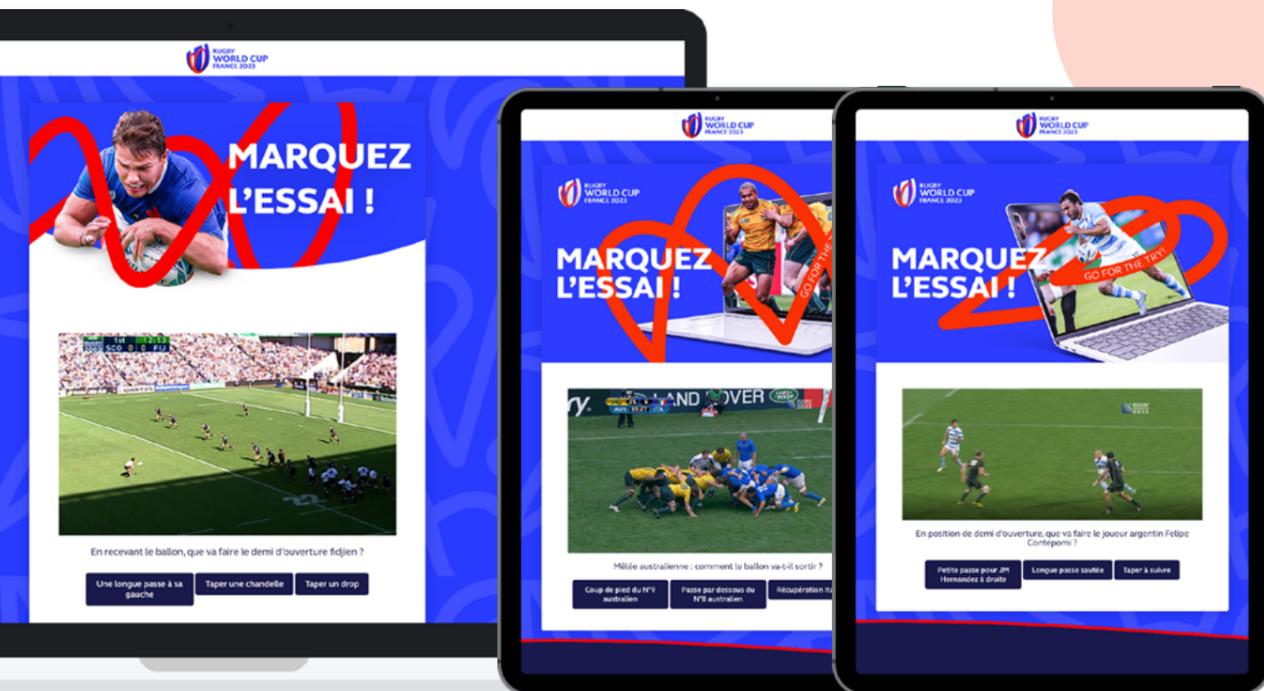
participations



## Autumn Nations Cup

After the Six Nations tournament, France 2023 launched a series of **escape games** to entertain the 2023 Family during the Autumn Nations Cup. The aim of the game was simple: participants had to try and reconstruct famous tries scored during Rugby World Cups! Each correct answer was illustrated with videos, allowing participants to relive these exciting moments.

On average, 40% of participants made it to the end of the different escape games.



## EVERGREEN CONTENT

### The Advent calendar

An absolute must in the build-up to Christmas! A game and a prize every day - that's the Advent calendar that France 2023 launched for their community. And the fans were in for a treat: from a **memory game** with the flags of participating nations, to a "**guess who?**" of famous rugby players, and a **swiper game** to guess the winners of previous Rugby World Cups. 24 campaigns in total, and just as many prizes to be won, both from sponsors or France 2023 merchandising.

With this campaign, France 2023 attracted over **59,000 new fans** out of **84,000 participants**.





### Movember

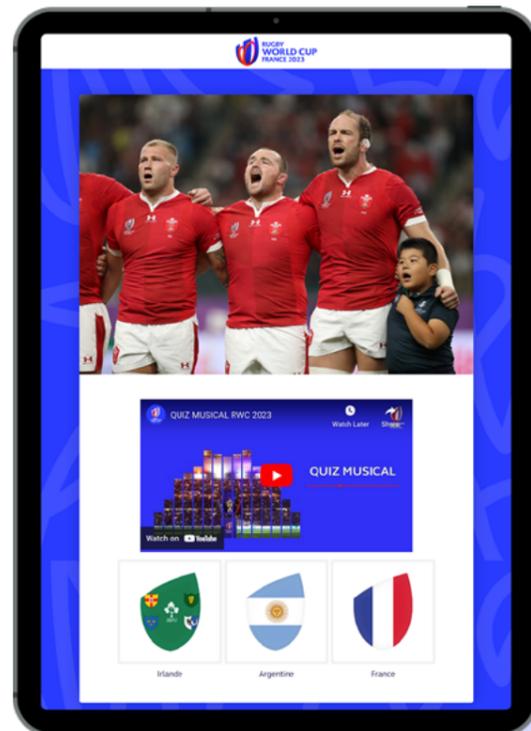
To show their support for the Movember movement, France 2023 launched a quiz called "Which players do these moustaches belong to?". A fun awareness campaign that generated over 7,389 views and a completion rate of 70%.

**7,389**  
views

**70%**  
completion rate

### "La fête de la musique"

During "la fête de la musique" (world music day) on June 21st, rugby fans were challenged to recognise the national anthems of the teams qualified for the Rugby World Cup. A tough contest but one that 45% of the participants still managed to get to the end of!



### D-100

100 days before the start of the competition, France 2023 launched 2 campaigns:

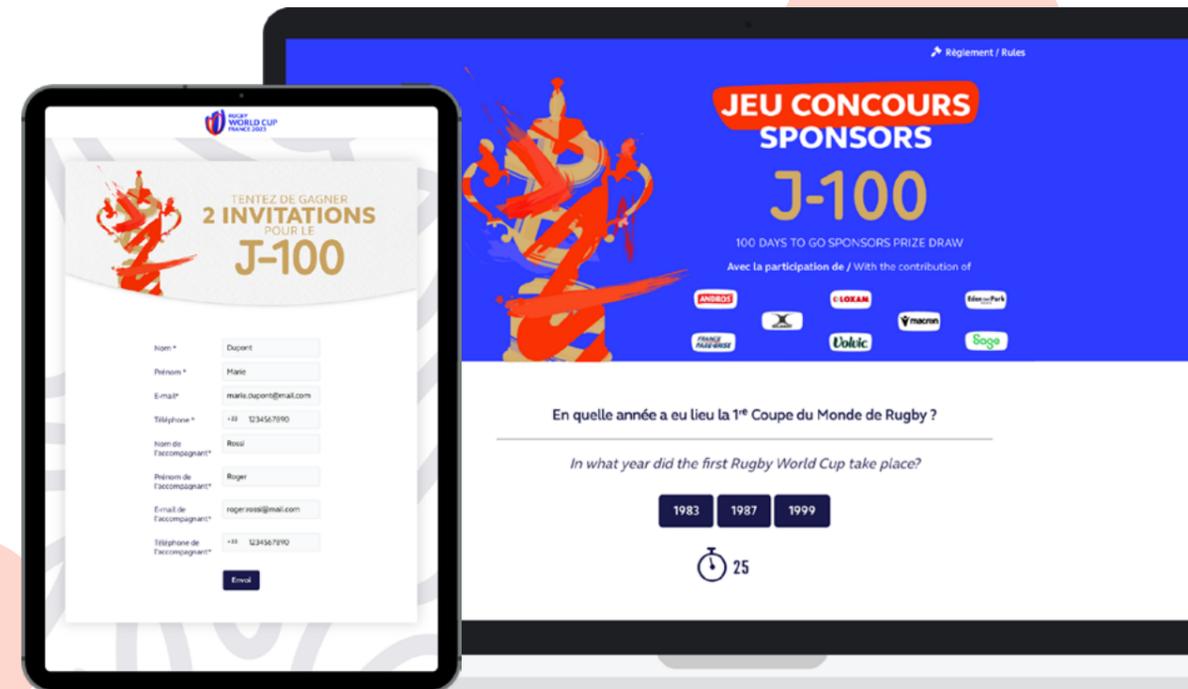


A special rugby chrono quiz with prizes up for grabs from the competition sponsors.



A contest to win 2 invitations to the D-100 event organised by France 2023 and World Rugby.

The perfect way to keep the France 2023 community engaged, but also to promote and highlight the competition's sponsors of the Rugby World Cup.



As you can see, all opportunities are good to activate the 2023 Family, and France 2023 have shown a lot of originality by launching diverse and engaging campaigns to their community.



*“The newsletters promoting Qualifio campaigns are the ones with the second highest level of engagement, closely behind the emails with ticketing information.”*



**Alexis Durand**

CRM project manager  
@ France 2023

## Interactivity throughout the competition

France 2023 won't be stopping there! The team also intends to engage the 2023 Family with interactive Qualifio formats throughout the competition, going beyond the match results and sporting news. Engaging with the fans will have an even greater impact and France 2023 also intends to use the giant screens at matches to launch live contests



For the past 2 years, France 2023 have been maximising the potential of Qualifio to entertain their community in the build-up to the competition. They have used a wide variety of formats and prizes, and have shown originality and imagination to achieve all the goals of the various departments of France 2023. How have they succeeded? By getting closer to their community to keep them engaged over the long term.

If you want to read other success stories from the world of sport, you can find them all on the **dedicated section of our website**. Or don't hesitate to reach out to us!





## About Qualifio

Qualifio is the leading European first- and zero-party data collection platform for consumer brands. We enable marketing teams to get to know their audiences thanks to two complementary SaaS modules:



**Qualifio Engage** allows them to generate engagement and capture data via quizzes, games, polls, contests, and over 50 other interactive formats.



**Qualifio Loyalty** empowers them to reward and segment members with interaction-based programs that go beyond purchases.



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