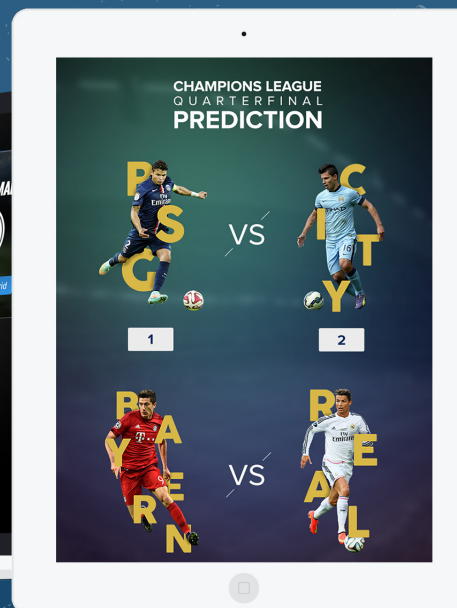
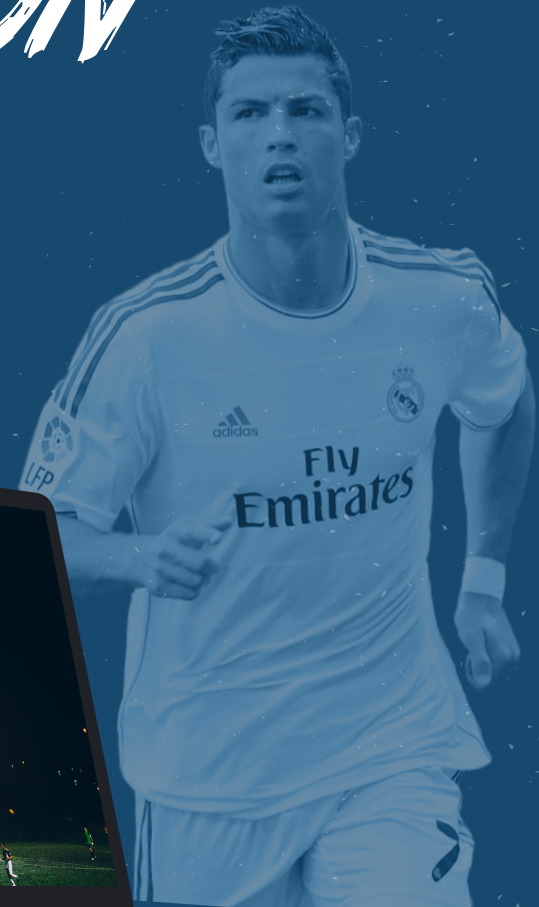
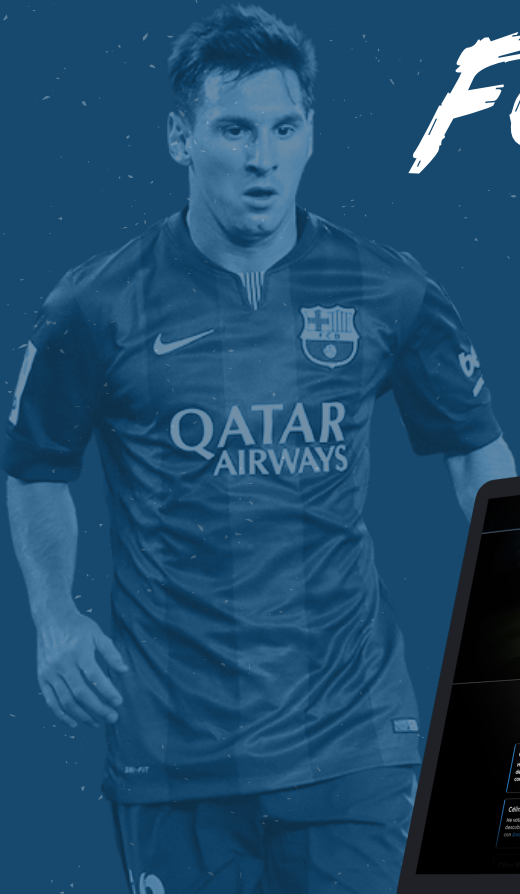




INSPIRATION

FOOTBALL SEASON 2016-2017



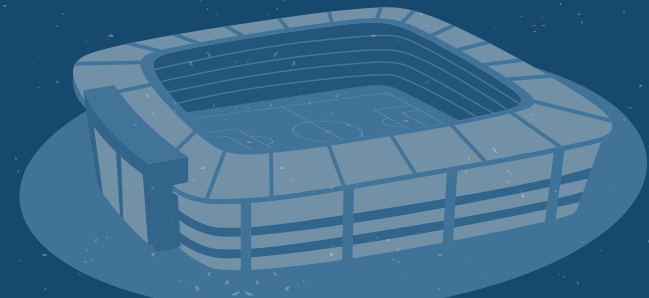
INTRODUCTION

Only a few weeks after the Euro, football is already back! New teams, beginning of the new national and international seasons... IT'S ON! All year long, brands and media use football to engage their communities, create dialogues on social networks and collect quality data.

PREDICTIONS

GAME PREDICTIONS

Create your predictions based on the global result or the exact score of a single game, the entire competition or just a part of it (the Champions League quarters for example...).



TYPE OF CAMPAIGN AND HOW TO ?



Prediction

Create a prediction campaign. Create a numeric question per team. Display the questions on [a single page, in two columns.](#)



TOP & FLOP



TOP 5 / FLOP 5 OF THE GAME

Use the Ranking type of question to create Top / Flop campaigns. Create a ranking for the worst and best actions of the match or the week.

TYPE OF CAMPAIGN AND HOW TO ?



Survey

Create a poll with two ranking questions. In the first one, insert the 5 flops and the 5 tops in the seconde one. Don't forget to include multimedia elements (photo, video embeds,...) in your answers.

CHRONO-QUIZ

ARE YOU FASTER THAN THE COACH ?

Are your participants able to answer this quiz faster than the coach ? Create a chrono-quiz to find out.

QUESTION 1/15

How many times XYZ was selected in his career ?

1 time

7 times

28 times

114 times



TYPE OF CAMPAIGN AND HOW TO ?



Quiz

Create a chrono quiz. In the options of the step "Questions", add a reference time.



BATTLE

WHO'LL WIN THE NEXT GAME ?

Create random battle between the different teams of the championship and discover which one are the most supported.



TYPE OF CAMPAIGN AND HOW TO ?



Battle

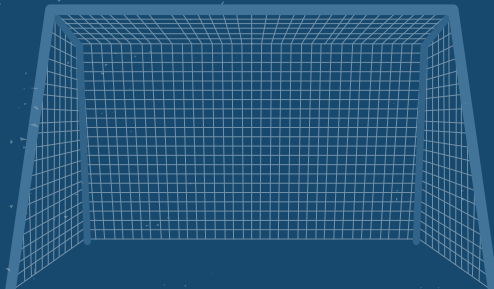
Create a Battle campaign and for each answer, insert a visual element of the team (flag, logo, stadium, picture...).



VIDEO GALLERY

GOAL OF THE WEEK

Create a video gallery with the most beautiful goals of the week, every week. Publish this gallery on your website or on a separate minisite and ask your audience to vote for the best one every week.



TYPE OF CAMPAIGN AND HOW TO ?



Video contest

Create a video contest (upload & vote), upload the videos and share only the voting gallery.



PERSONALITY TEST

WHICH FOOTBALL COACH ARE YOU?

Your team are trailing 2-1 at half-time and have been under heavy pressure. Your captain comes in at the break and suggests a tactical change. How do you respond?

- ☐ "How dare you question my authority? Give me that armband."
- ☒ "Let's give it a try for 10 minutes and see how it goes."
- ☐ Gauge the opinion of the other players with a show of hands.

NEXT

WHICH FOOTBALL COACH ARE YOU ?

The personality test (or psycho test) is a one of the most viral format. Why not creating a "Which coach are you?" kind of test ?

TYPE OF CAMPAIGN AND HOW TO ?



Personality Test

Create a simple personality test. Assign each answer to a group and display it on the exit screen.



CHECKLIST

ARE YOU READY FOR THE NEW SEASON ?

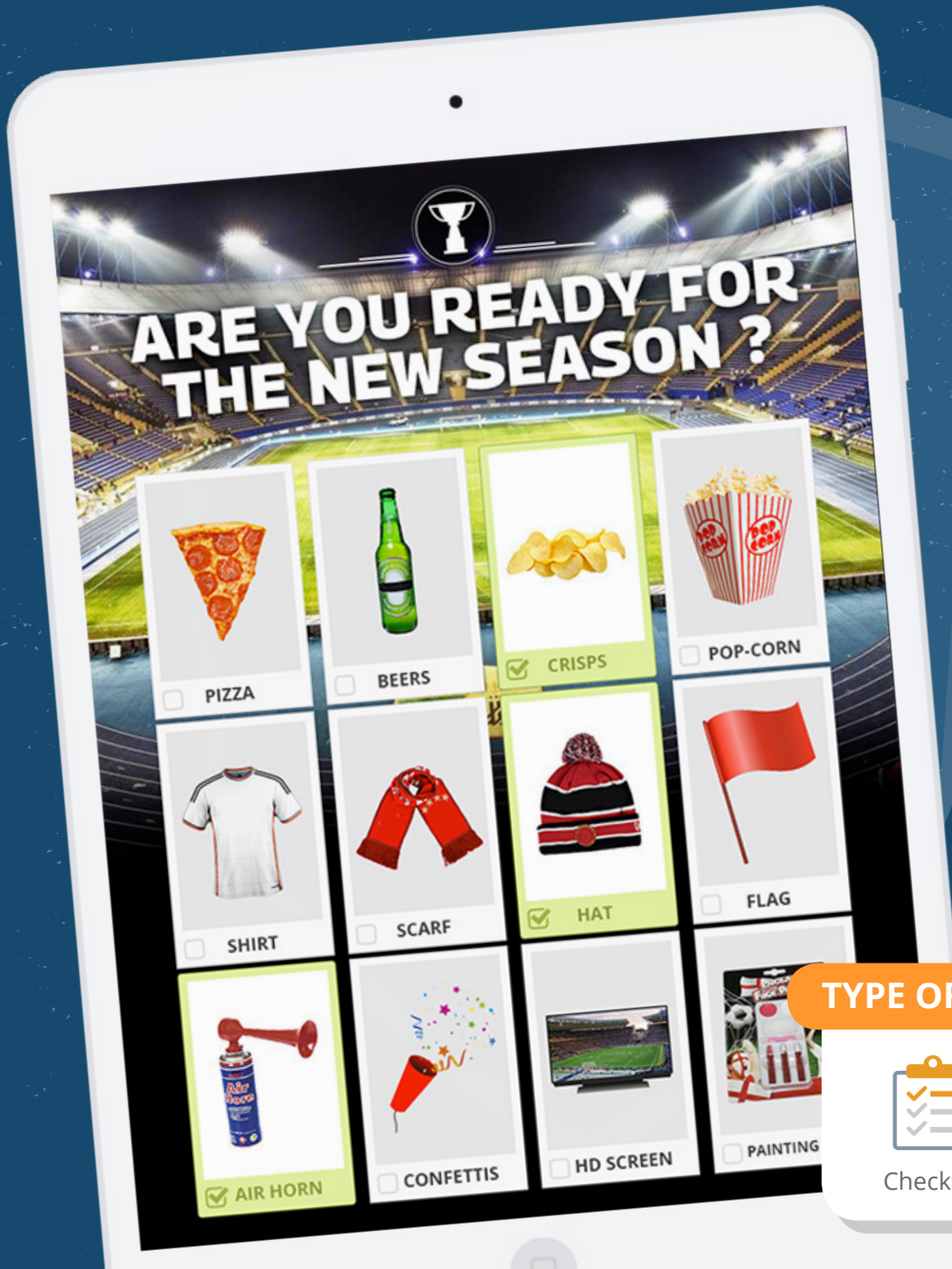
Create a checklist campaign in which the user check boxes in a list. Based on the number of boxes checked, he will get a score and a message that he can share on social networks.

TYPE OF CAMPAIGN AND HOW TO ?



Checklist

Create a checklist campaign with answers in images. Add as many items as you want.



GAME PREDICTIONS

Predict the score of the game, to validate it the participants must share their prediction on Facebook or Twitter.



HOW TO CREATE THIS TYPE OF CAMPAIGN ?

This type of campaign is only available through the Studio Swelly. Contact us for more informations.



SOCIAL MEDIA HUB

FOLLOW THE SOCIAL NETWORKS ACTIVITIES

Follow all social interactions about a team, a match or a competition, in real time. The Social Media Hub also includes modules to engage your audience on social networks.

HOW TO CREATE THIS TYPE OF CAMPAIGN ?

This type of campaign is only available through the Studio Swelly. Contact us for more informations.



HASHTAG BATTLE

SUPPORT YOUR TEAM

The Hashtag Battle allows the users to vote for two clubs, players, stadium, etc. via a simple Tweet or a custom Facebook Share. Easy to use and viral.

HOW TO CREATE THIS TYPE OF CAMPAIGN ?

This type of campaign is only available through the Studio Swelly. Contact us for more informations.



MY ALL-STAR XI



SHARE ON FACEBOOK



SHARE ON TWITTER



Studio
swelly
by  qualifo

11 TYPE

MAKE YOUR ALL-STAR XI

Let your participants create and choose their favorite players by creating their own team. Once they have created their “ultimate team”, they can share it on social networks and compare it with their friends.

HOW TO CREATE THIS TYPE OF CAMPAIGN ?

This type of campaign is only available through the Studio Swelly. Contact us for more informations.

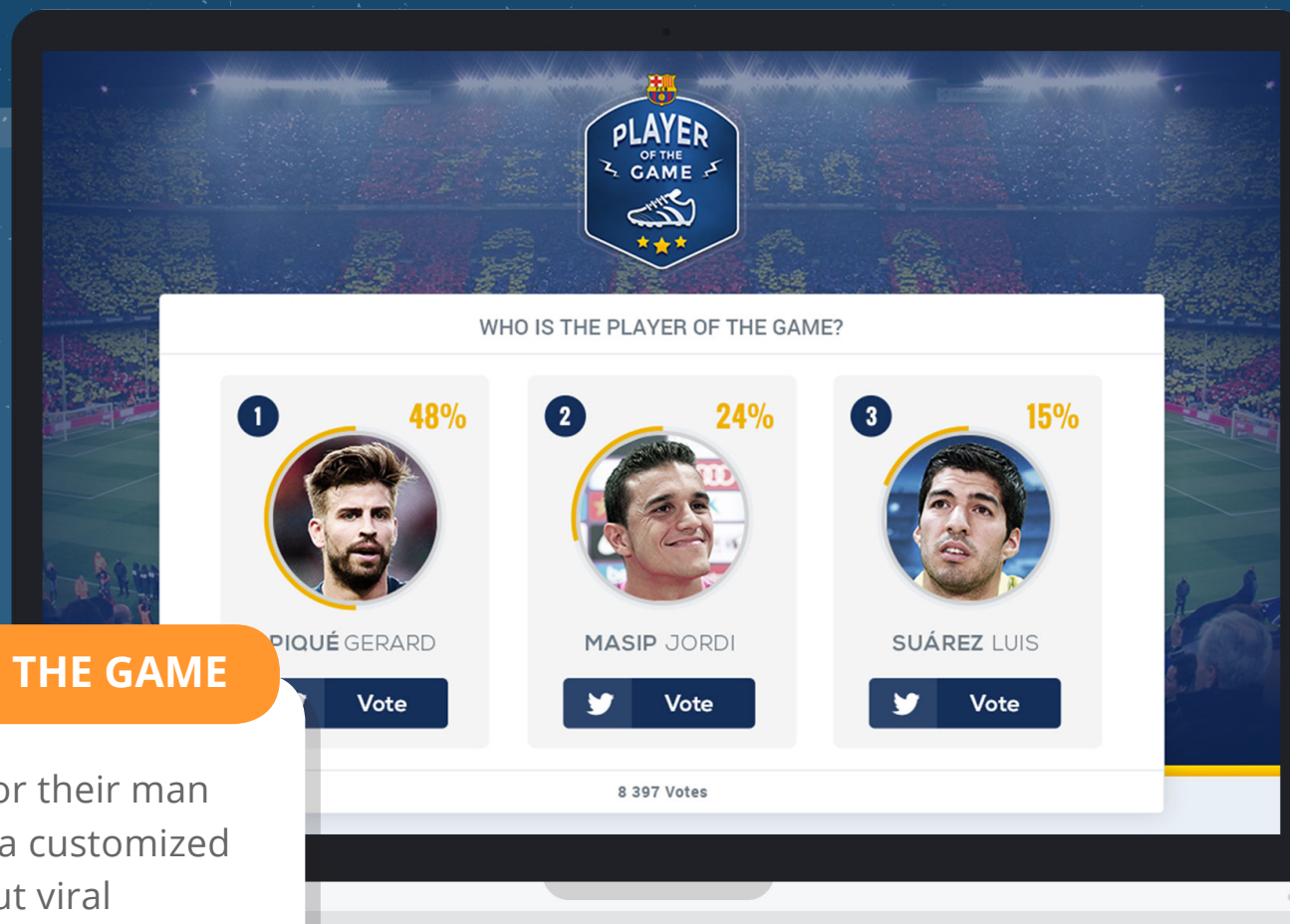


PLAYER OF THE GAME



VOTE FOR THE PLAYER OF THE GAME

Let your participants vote for their man of the match via a tweet or a customized facebook share. A simple but viral interaction to engage your audience on social networks.



HOW TO CREATE THIS TYPE OF CAMPAIGN ?

This type of campaign is only available through the Studio Swelly. Contact us for more informations.

WHAT IS QUALIFIO ?

Qualifio is the most powerful online platform that enables publishers, brands and agencies to easily create and publish viral interactions on websites, mobile apps and social networks. Viral quizzes, polls, tests and other innovative formats allow them to engage, grow and qualify their digital audiences.

Qualifio is used by major media, brands and agencies in Europe, like :

TF1, France télévision, RTL, ELLE, Mondadori, Le Monde, ING, Total, TBWA, Isobar, Kinopolis, VRT, The Walt Disney Company, KBC, Grazia, Guerlain, etc.



Quiz



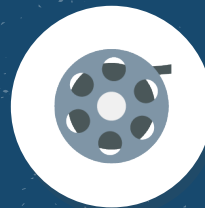
**Instant
Win**



Survey



**Photo
Contest**



**Video
Contest**



**Writing
Contest**



**Poll
& Vote**



**Landing
page**



**Advent
Calendar**



**Chrono
Quizz**



**Prize
Draw**



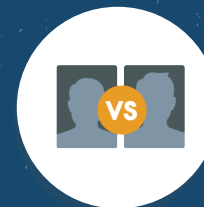
Memory



Prediction



**Personality
Test**



Battle



**Guess the
Word**

And many others

YOUR NEEDS

Unlimited acces to our platform?

Choose the [monthly subscription](#) !

OR

Access per [campaign](#) ?
Contact us for a quote.

OR

Don't have the time or resources?
[Studio Qualifio](#) can create your campaign in 3 days.

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