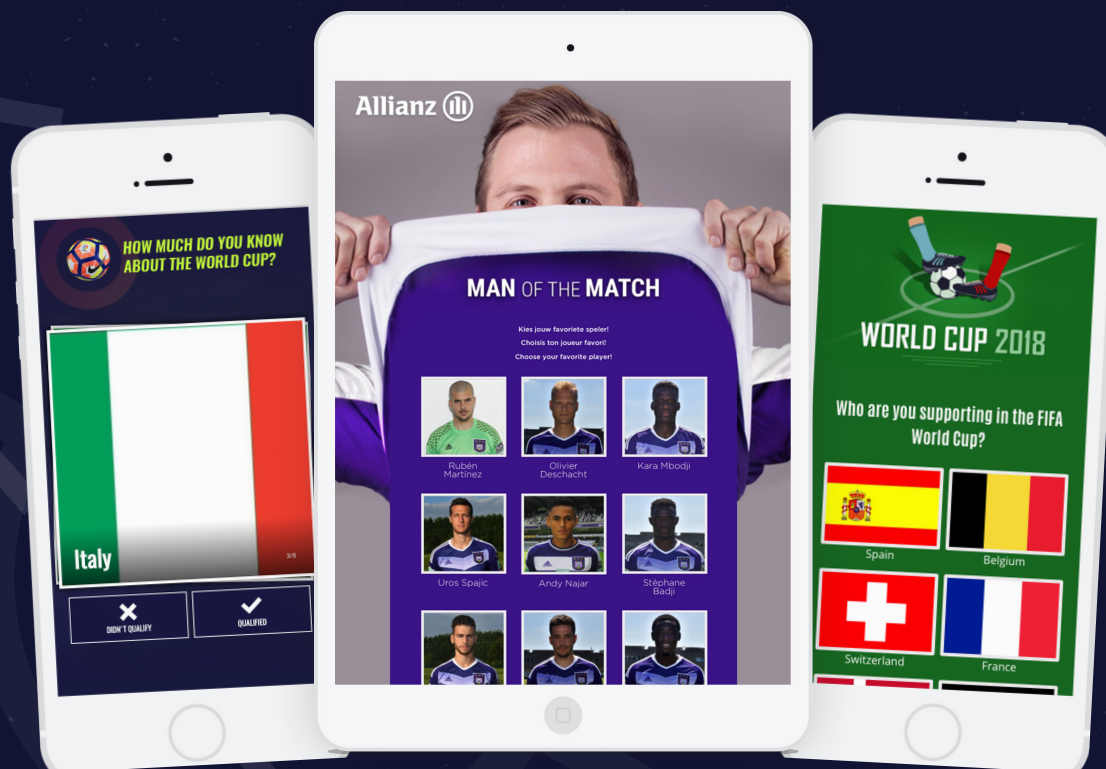


# 7 AWESOME **FOOTBALL** INTERACTIVE MARKETING CAMPAIGNS TO COLLECT LEADS AND SEGMENT CLIENTS



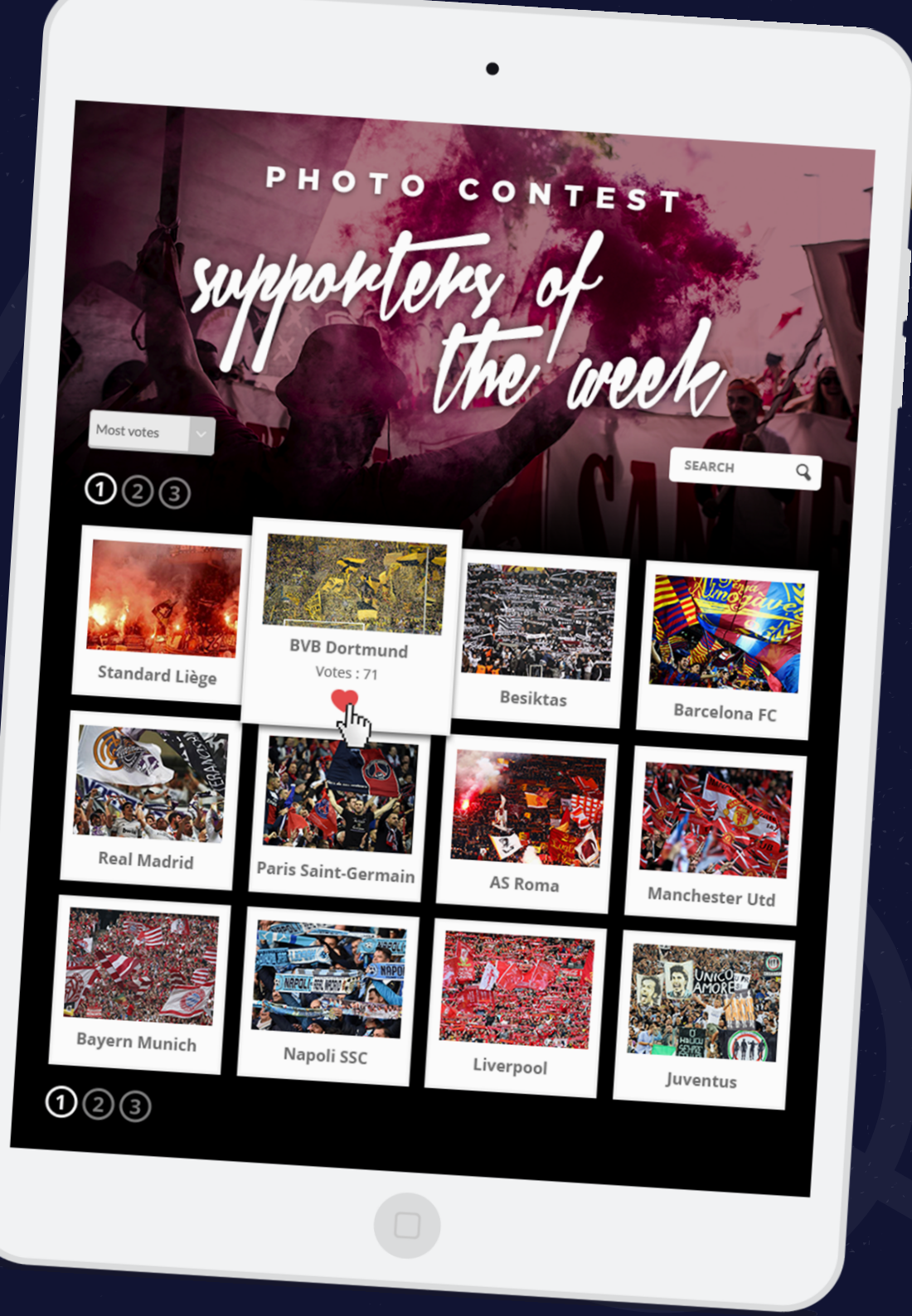
# IT'S FIFA WORLD CUP 2018 TIME! IS YOUR MARKETING READY?

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The millions of people watching, streaming, searching, Facebooking, and tweeting make clear the impact of the World Cup. Given the global focus of this sporting event, many brands and media companies will attempt to capture the attention of those following along.

How will you use this opportunity to differentiate yourself from the competition, attract and retain consumers? Looking to bring something new and fun? Here are 7 highly engaging campaign ideas to enjoy World Cup 2018 with your audience, that you can create in a couple of clicks using the Qualifio platform.

Ready to be inspired? Let's get going!



## 1. PHOTO CONTEST / SUPPORTER OF THE WEEK

Create a photo contest that invites people to upload their best supporter moment in picture. Publish the photo gallery on your website, your Facebook Page, or even a dedicated minisite. You can then invite your audience to vote for the best supporter of the week.

### WHY WE LIKE IT

This type of recurrent campaign is ideal to retain your participants. Each week you can publish a new contest and make participants come back on your channels regularly throughout the competition.

## 2. SWIPER QUIZ / HOW MUCH DO YOU KNOW ABOUT THE WORLD CUP?

Engage your audiences by testing their knowledge on the World Cup through a Tinder-style campaign! This format is fun, innovative, and ideal for mobile devices. Are they real fans? Here are some ideas to find out: Can you find the players who were on the field for the German team in the 2014 FIFA World Cup final? Can you guess by a celebratory picture who was the winning team of the FIFA World Cup? Pick the countries that have qualified to the World Cup. Did the following countries ever host the World Cup?

### LOOKING FOR SOMETHING SIMILAR?

Our Swiper format isn't limited to quizzes; it's available for three campaign types! You can also create a Tinder-like personality test (e.g. which type of supporter are you?) or a poll (e.g. let people compose their national team for the World Cup).

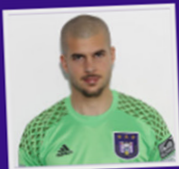




Allianz 

## MAN OF THE MATCH

Kies jouw favoriete speler!  
Choisis ton joueur favori!  
Choose your favorite player!



Rubén  
Martínez



Olivier  
Deschacht



Kara Mbodji



Uros Spajic



Andy Najjar



Stéphane  
Badji



### 3. POLL / WHO'S THE MAN OF THE MATCH?

Who was the most outstanding player? With this type of poll, you can let your audience vote and have their say during and/or after the match! Take for instance this campaign by the Belgian football club RSCA, for which they partnered with their sponsor, German financial services company Allianz. Once their vote was validated, participants could see the most popular players and win a meet and greet with the players or tickets for a game.

#### NEED AN ALTERNATIVE?

Offer your audience the opportunity to rate the performance of each player after the match on scale.

## 4. YOUR PERSONAL PREDICTION

Participants predict the final score of one or more game(s). They can then share their prediction with their friends on social media. You select the winner(s) afterwards based on the actual result of the game.

### WHY WE LIKE IT

This kind of campaign has a high potential for virality, because it drives interaction with your audience, but even more between participants. The engaging power of this format happens in two phases: first when your participants make their guess, then when the real score is revealed ("I knew it!").



# TOP/FLOP OF THE WEEK

RATE THESE COACHES  
FROM BEST TO WORST



## 5. BEST FOOTBALL COACHES

Participants rank the football managers in order of preference through a drag and drop ranking module. You can create as many elements as you want, and choose exactly how many (or a minimum and maximum number of) propositions users will have to rank in order to validate their participation.

### NEED AN ALTERNATIVE?

You can also add multimedia elements such as videos or audio files to illustrate each element. Rank players, goals, jerseys, flags, hymns and more!



## 6. WHO ARE YOU SUPPORTING IN THE FIFA WORLD CUP?

Involve your web users! Create a poll or a vote and illustrate your questions and answers with images, videos or sounds. Who are you supporting? Who is the favourite to win the 2018 World Cup? Once participants validated their vote, display a recap of their selection and/or of the most popular choices.

### WHY WE LIKE IT

This is a good way to capitalize on hot news, generate traffic and maybe discover who in your audience is interested in football with accurate retargeting pixels (Facebook, display ads, etc.)







## TWITTER LIVE RANKING SPAIN TEAM



## 7. TWITTER LIVE RANKING

This format allows you to monitor all conversations around specific accounts or hashtags on Twitter. In this case, you can for example follow what's happening in the Twittersverse around your favourite team, player, or match.