



6 INTERACTIVE MARKETING CAMPAIGNS FROM TOP AUTOMOTIVE BRANDS



INTRODUCTION

In a world where digital heavily influences car buyers purchasing decisions, car brands need to communicate more effectively with potential customers. Most automakers now recognize the importance of interactive content marketing to drive growth and improve the customer experience.

They are using interactive and highly engaging formats such as contests, quizzes, personality tests, battles, surveys and more, which allow them to have a two-way communication with their audiences. Those formats attract their interest while giving them the opportunity to have a personalized content experience with the brand, instead of passively consuming the content.



What are the challenges interactive campaigns can help you meet?

We asked this question to a few automotive customers of ours and here is what they answered:



Drive sales and identify car leads through viral campaigns that are shared by consumers



Increase their visibility, virality and the number of followers on social media



Increase customers' loyalty by engaging and entertaining them



Improve their brand awareness and brand image



Boost the number of subscribers to their newsletter



Collect qualitative & consistent consumer data (size of the family, vehicle age, preferences, etc.) to provide personalized offers & contents



Bring online prospects to physical stores or foot traffic to digital channels

In this ebook, we put together some of the most successful campaigns examples from our automotive customers, who opted for interactive contents instead of static ones in order to achieve their marketing goals.



1

THE MUTE MUSICAL QUIZ VOLKSWAGEN

With the help of their creative agency DDB, Volkswagen Belgium created a **mute musical quiz** in which participants had to guess artists' names from car pictures. This quiz was an opportunity for the brand to offer a moment of interaction and fun to its audience and to improve its brand awareness and visibility. It was also an opportunity to put forward their partnership with the festival Pukkelpop with free tickets for the winner.

ROI



3,300
games played



2,730
new collected
profiles

THE QUIZ & CONTEST FORMATS

- Simple and efficient interactive formats
- Thousands of different combinations (prize draw, sudden death, blind test, chrono quiz, instant win, jackpot, etc.)
- Different question and answer formats (click on an image, checkboxes, text fields, dropdown lists, etc.)
- Manage prizes and winners' selection
- Use text, video, pictures, audio elements
- Unlimited number of questions

Segmentation	████████████████████
Virality	████████████████████
Engagement	████████████████████
Monetization	████████████████████
Loyalty	██████████████████
Lead Generation	██████████████████



2

IS THE KIA STONIC MADE FOR YOU?

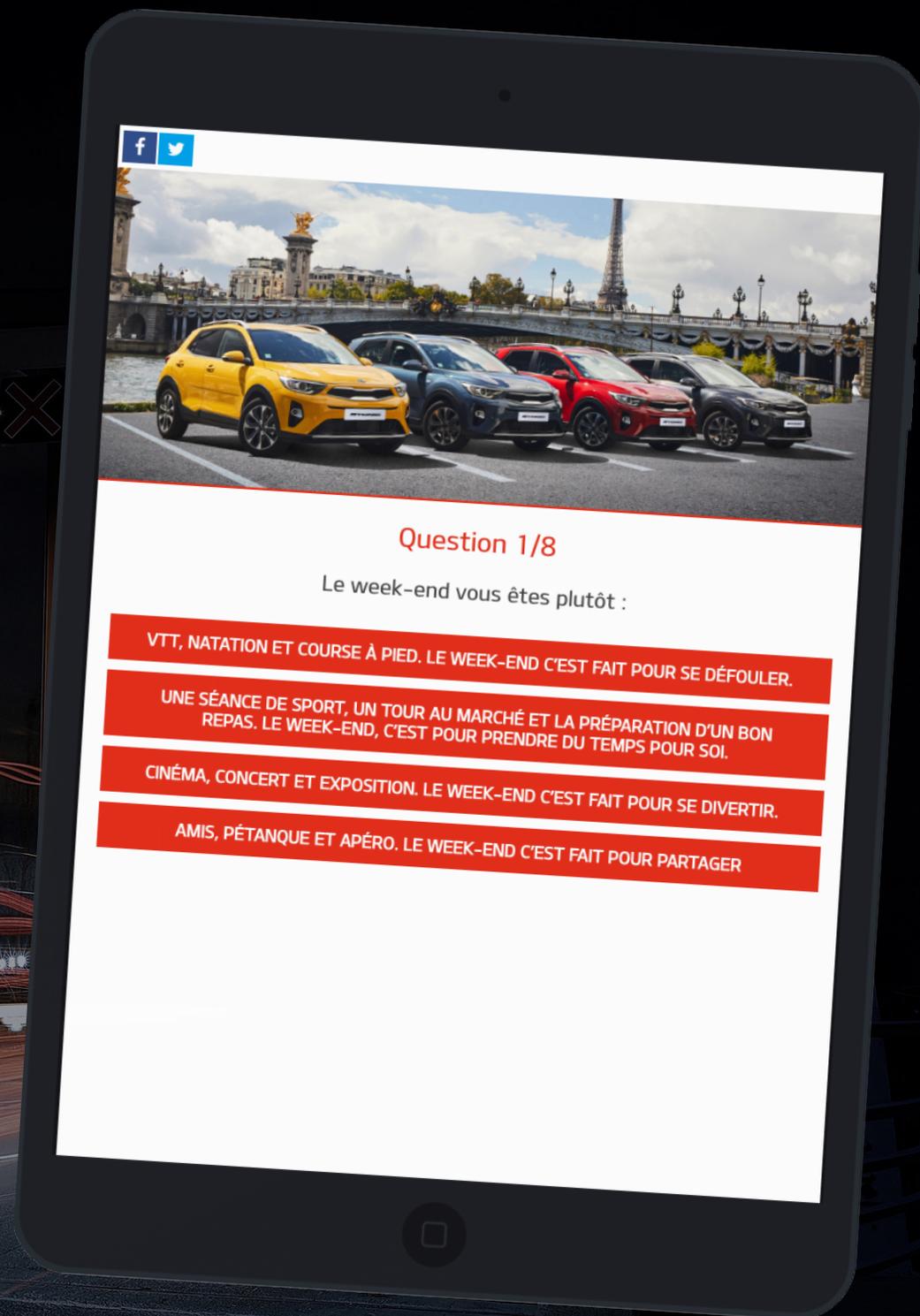
KIA & M6 GROUP

In order to make noise around the new Kia Stonic and its various aspects in a fun way, Kia France partnered with M6 Media Group. M6 created a dedicated section on Turbo website, which aims to become the most complete online automotive portal on the French web. On this section, they putted different resources such as articles, videos and infographics about the KIA Stonic and they also created a **personality test**, inviting their participants to discover if the Kia Stonic was made for them.

ROI



63,163
pages views



WHICH TYPE OF BIKER ARE YOU? APRIL MOTO

Question 1/10

La moto, elle vous sert à :



Aller au boulot
'C'est mieux que le métro'



Draguer 'Tu viens faire un tour ?'



Kiffer 'C'est mon bébé'

The French motorcycle insurance specialist April Moto wanted to segment their database by gathering key information such as driving behaviour in order to adapt their communication flows to the prospects' risk profiles. This was easy with a **personality test** and a couple of well-thought-out questions asking their visitors which type of biker they are. To encourage their audience to participate they also put different prizes : ride a motorcycle with the French Olympic winner in the pole vault Renaud Lavillenie, receive 1 year motorcycle insurance or win David Dumain's books.

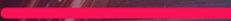
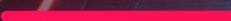
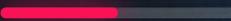
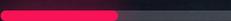
ROI

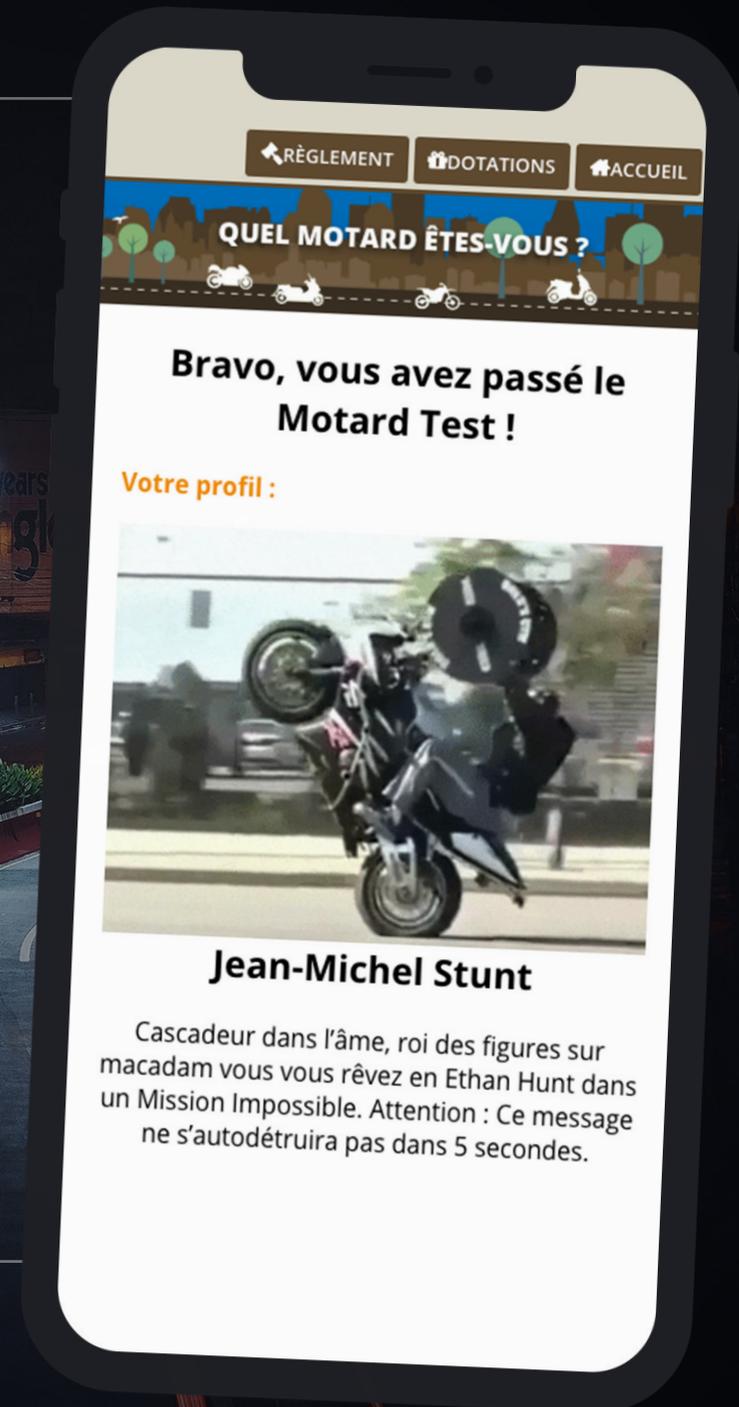


8,598
new collected
profiles

THE PERSONALITY TEST FORMAT

- Based on the participants' answers, displays the corresponding profile for them to share on their social media with a personalised message
- Use conditional branching to adapt your personality test questions according to participants' answers
- Display customized offers & target your ads based on the participant's resulting profile

Segmentation	
Virality	
Engagement	
Monetization	
Loyalty	
Lead Generation	



4

CHRONO QUIZ IDEAS4CARS

In order to engage its audience, Ideas4Cars, the D'leteren E-Shop, created a **chrono quiz** with a reward (vouchers) for the fastest participants. With this interactive campaign, Ideas4Cars managed to grow both its Facebook community, through a soft gate at the beginning of the campaign, and its number of newsletter subscriptions thanks to an opt-in in the identification form.

ROI



53%
opt-ins



5

CHRONO QUIZ LEXUS

To engage its audience and increase its visibility before the Brussels Motor Show 2018, Lexus Belgium created a **chrono quiz** with the help of its social media agency, JUSt. Agency. For 10 days, the automotive company gave away Motor Show duo tickets everyday. At the end, the company offered a huge privilege to the “big” winner: drive a Lexus NX 300h Privilege Line for 1 week. This interactive campaign allowed Lexus to collect opt-ins for its newsletter and generate visibility on social media through a personalized Facebook share with the heading “Win duo tickets for Brussels Motor Show”.

ROI



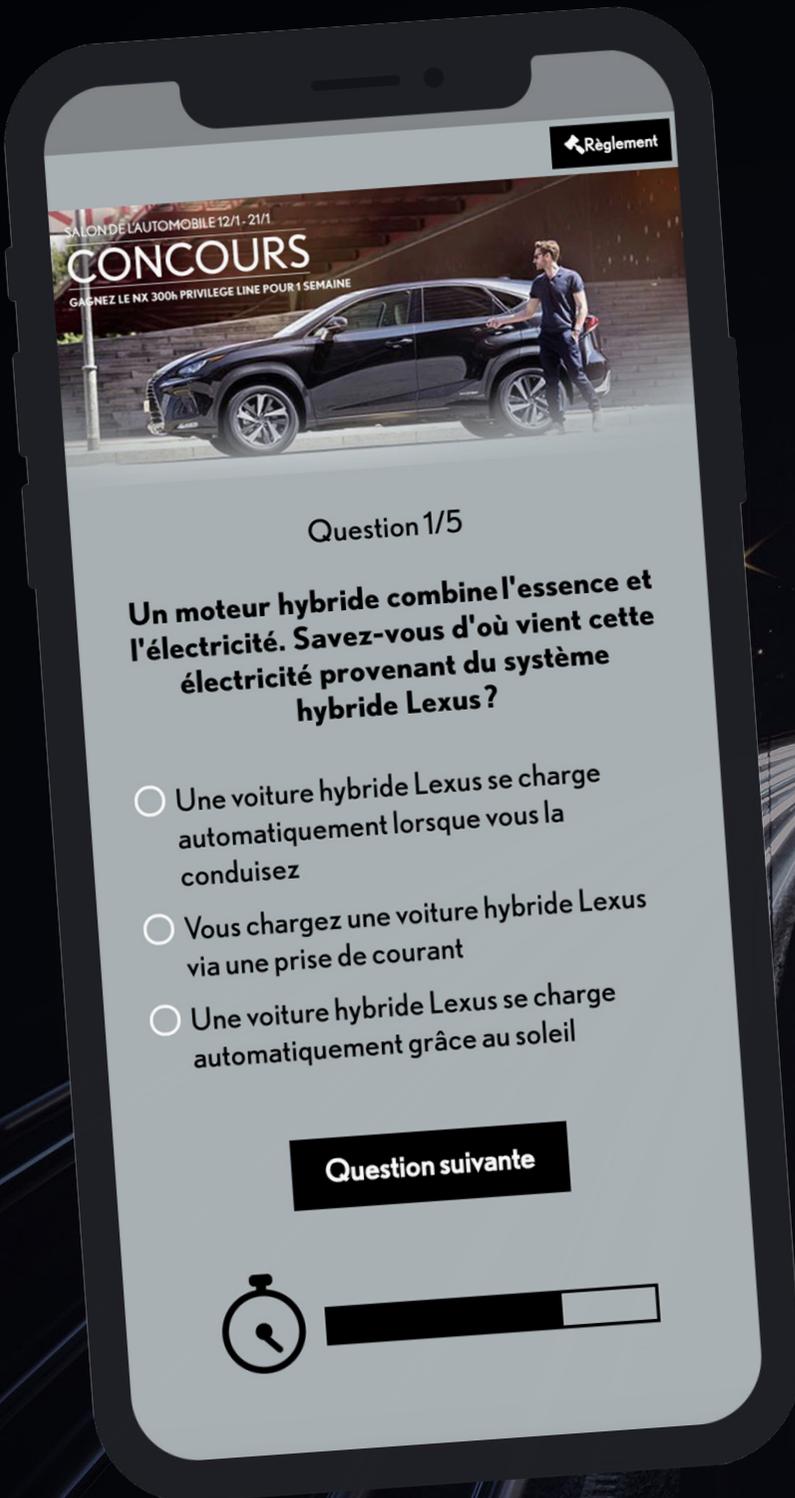
2,318
number of
games played



1,923
new collected
profiles



44%
Opt-ins



6

DEFENSIVE DRIVING CONTEST VOLKSWAGEN

Interactive campaigns represent an opportunity for Volkswagen to use both a fun and a clever tone while communicating with its audience. The company created a quiz in which participants had to answer questions about defensive driving for a chance to win one of the 10 defensive driving lessons with a Volkswagen car. This campaign was an opportunity to inform and educate its digital audience. It was also a good way for the company to propose a subscription to its different newsletters.

ROI



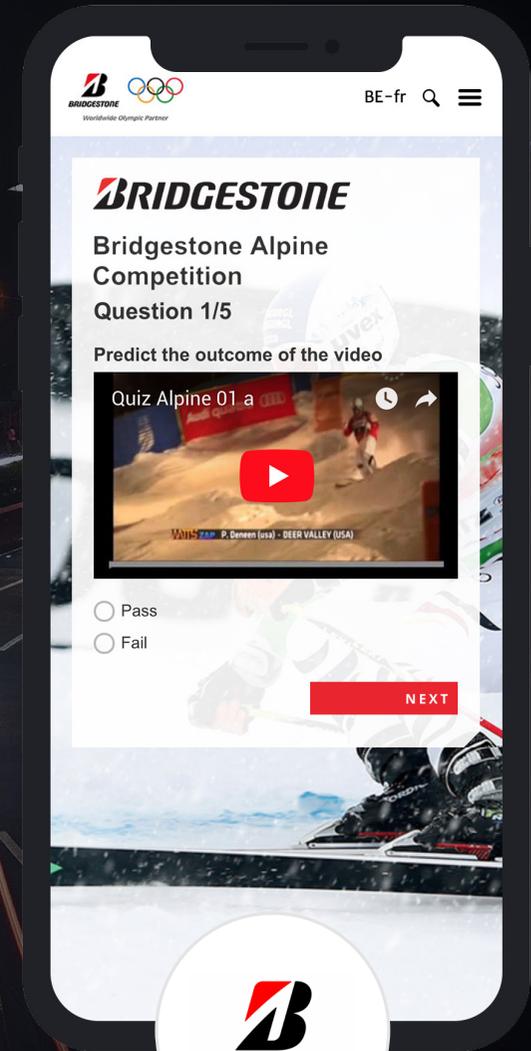
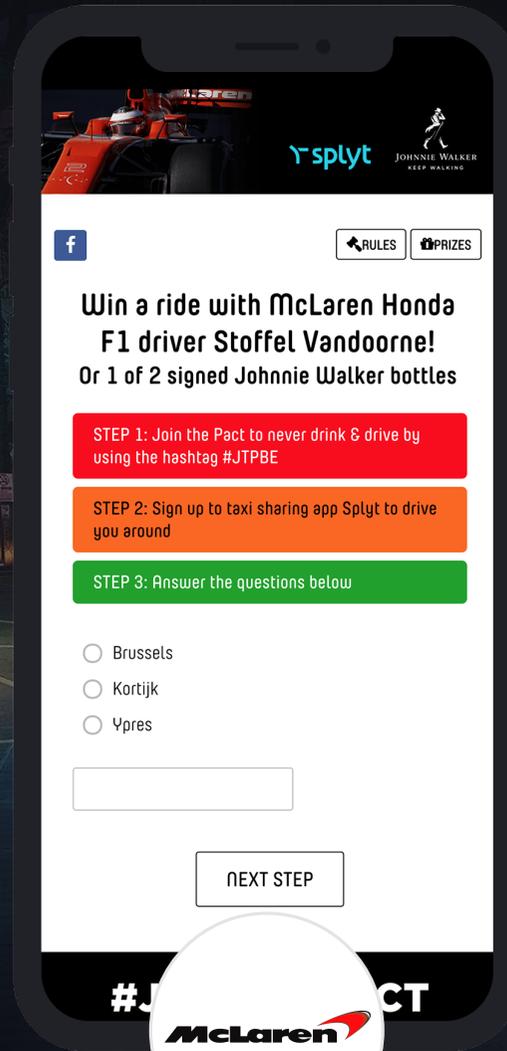
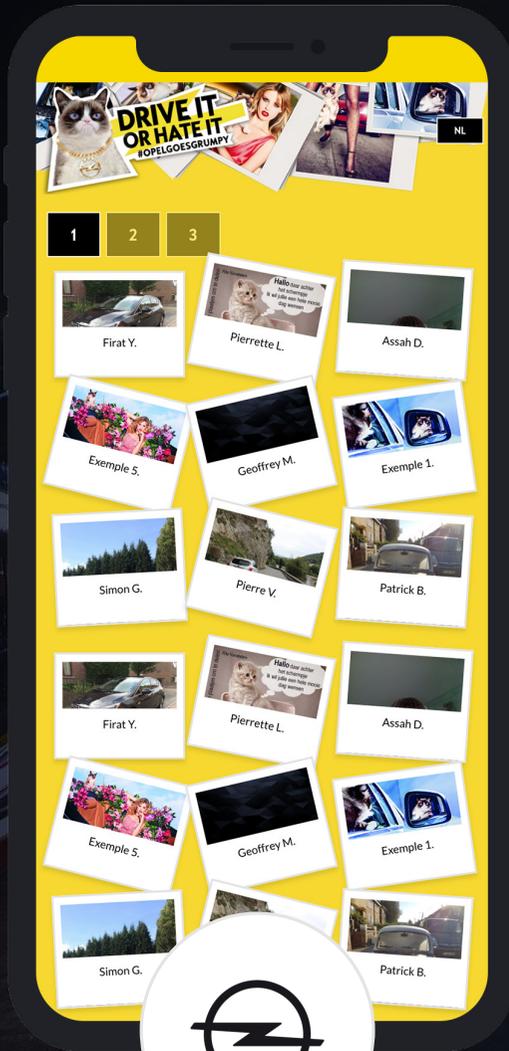
40%
opt-ins to VW
news and offers



1,640
games played



MORE EXAMPLES FROM OUR CUSTOMERS





Fiat Professional
Cars

Contact Us Like Message

Timeline About Photos **Contest** More



FULLBACK
CONSTRUIT POUR VOTRE TRAVAIL. ET POUR VOTRE VIE.

TENTEZ DE GAGNER UN DUOTICKET VIP POUR
MXGP
Championnat du Monde de Motocross

Règlement

Gagnez un duoticket VIP pour le MXGP à Lommel les 30/31 juillet

Qu'est ce que le MXGP?

- Championnat d'Europe de Motocross
- Championnat du Monde de Motocross
- Championnat de Belgique de Motocross

Le slogan du nouveau Fiat Fullback est « Construit pour votre travail et... » ?

- ... pour votre vie.
- ... pour votre plaisir.




Mercedes-Benz Vans
Belgium
Cars

Learn More Like Message

Timeline About Photos **Win de / Gagnez le VanCAVE** More



Mercedes-Benz
Vans. Born to run.



#VANCAVE
Unleash your game.

Prix Règlement

Gagnez le VANCAVE pendant l'Euro 2016.

Que diriez-vous de remporter une soirée foot exceptionnelle pour votre club de sport ? Participez à notre concours et, si la chance vous sourit, vous pourrez suivre sur grand écran et en live, dans votre propre club de sport, l'un des matchs de poule des Diables Rouges ! Nous offrons également les boissons, un BBQ pour 50 personnes et une afterparty inoubliable animée par un set-dj de 2EMPRESS !

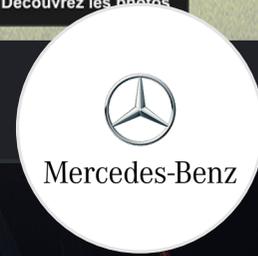
Vous êtes membre d'un club sportif ? Foot, hockey, basket ... ? Chaque club qui compte au moins 25 membres peut participer.

Immortalisez en photo votre formidable esprit d'équipe, uploadez l'image et tentez de remporter une fantastique soirée foot grâce à la visite de notre VanCave.



1. Postez une photo de votre team
2. Répondez à la question subsidiaire
3. Complétez les données de votre club

Je participe ! Découvrez les photos





WHAT IS QUALIFIO?

Qualifio is Europe's leading interactive marketing and data collection platform. It allows publishers, brands and agencies to easily create and publish interactive content on websites, mobile apps and social media. Quizzes, contests, surveys, tests, animated games and 40+ other innovative formats allow them to collect data and to grow, engage, qualify, segment and monetize their digital audiences.

HOW DOES IT WORK?



CREATE

Choose your interactive campaign from +40 formats, fully customizable and without extra development



PUBLISH

Easily publish it on your websites, mobile apps & social networks



GET RESULTS

Visualise & extract your data and campaigns results in real time



SEGMENT & MONETIZE

Connect the platform to your marketing & data tools (CRM, DMP, SSO, Analytics, etc.)

www.qualifio.com

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