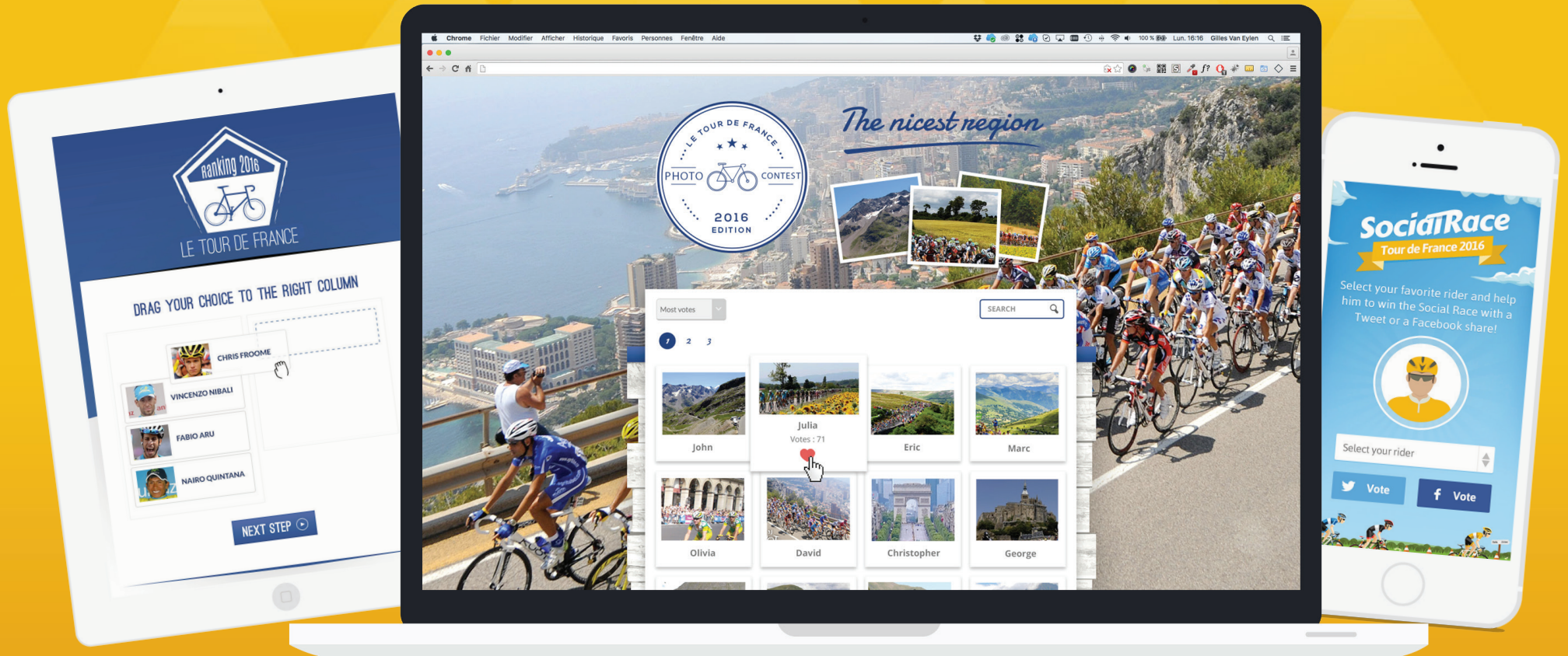


Le Tour de France





INTRODUCTION

From the 6th to the 28th of July 2019, the 106th Tour de France will be on everyone's lips. This year, the big start will be in Brussels on the occasion of the 50th anniversary of Eddy Merckx's first victory.

The Tour de France is one of the most popular sporting events in the world. With 44 partner sponsors, 14 million advertising objects and, above all, hundreds of thousands of conversations generated on the web, you will have to seize the opportunity.

There are many opportunities to surf the Tour de France's trend. In this thematic ebook, discover our suggestions for interactive campaigns.

RANKING

Organise a survey and invite participants to establish their own ranking of Tour de France runners based on the proposed names. Who do they foresee winning the Tour, or who do they foresee finishing first in a particular stage? It is up to you to engage your audience for as many participations as possible.



ASSOCIATE THE RUNNER AND HIS TEAM

A simple game, known to all, the memory will attract both Tour fans and the most moderate. Participants must combine identical or complementary cards, presented face down. Create a memory game to present competitions on runners and their teams — ideal for testing your audience's knowledge of the Tour de France.



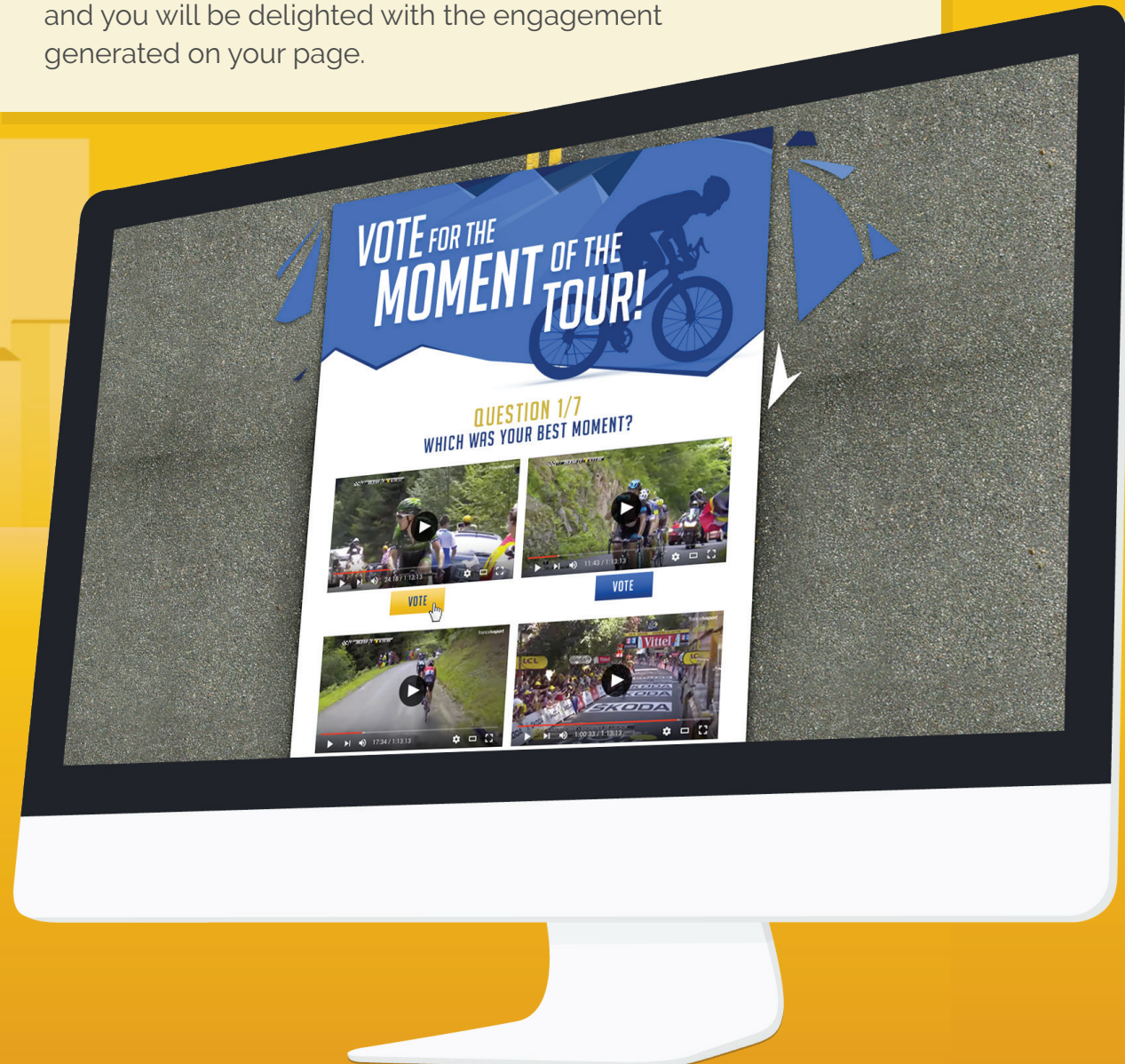
FIND THE ERROR BETWEEN THESE TWO IMAGES

Create an original quiz with response by clickable image and invite participants to demonstrate that they have a sharp eye. This game is a great way to entertain and engage your audience, whether in an advertising format or just for fun.



VOTE FOR THE BEST TIME OF THE ROUND

Make the pleasure of the competition last and propose an election of the Tour de France's best moment. Your audience will be delighted to be able to express their opinions or preferences, and you will be delighted with the engagement generated on your page.



FIND THE NAME OF THIS CYCLIST

Use the Mystery Word format to have people guess the runner(s) hidden behind blurred photos. Organised according to the same principles as the Hangman game, it is the ideal format to entertain your audience.

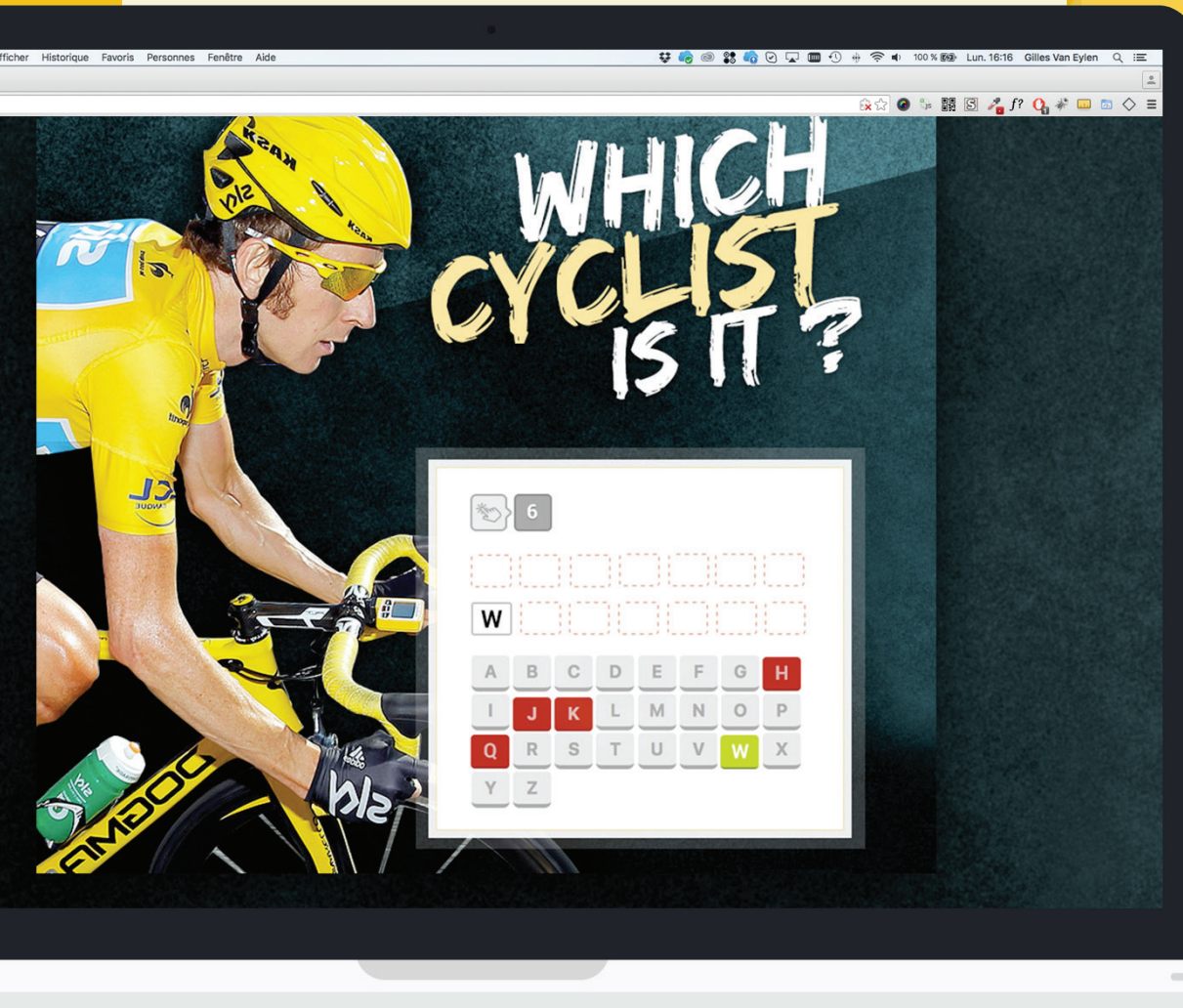
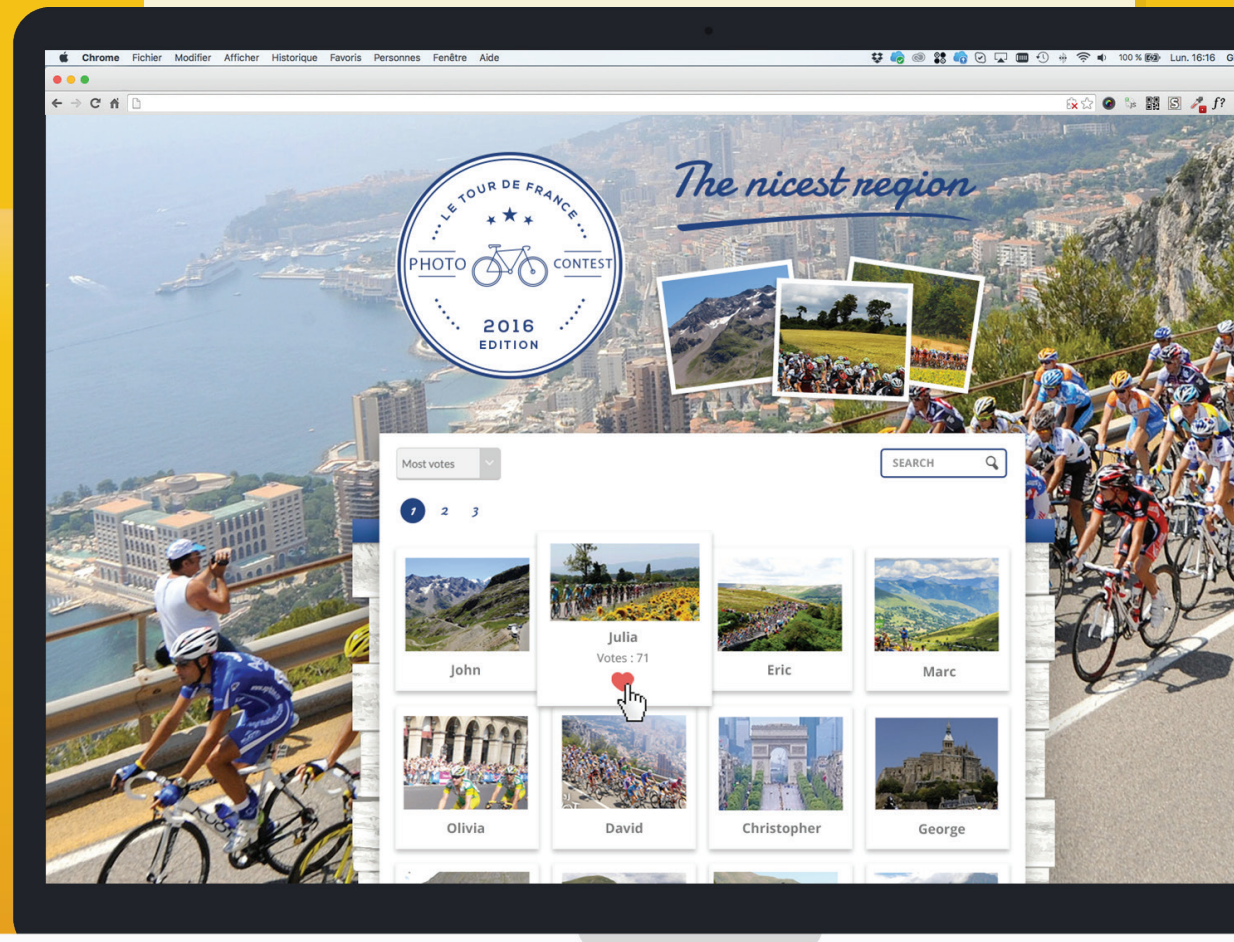


PHOTO CONTEST THE MOST BEAUTIFUL FRENCH REGIONS

The Tour de France is an opportunity to discover the most beautiful regions in France. You can organise a contest for the most beautiful photos of the regions the Tour passes through, proposing categories of photos by region, just as the newspaper La Dépêche does with its big photo contest.



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.)

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