

Use Case Euronews

About

Euronews has been a customer of Qualifo since the beginning of 2018. The number one European news channel proposes interactive digital content to its online visitors and advertisers. To mark the beginning of this collaboration, Qualifo became a technical partner of the European Leadership Awards, an event organised by Euronews and the European Business Summit (EBS) and held in Brussels on May 22, 2018.

Challenges



Generate high
visibility & virality



Engage their
audience



Editorial
animation

Results (in 2 weeks)

+22,500

unique
participants

49%

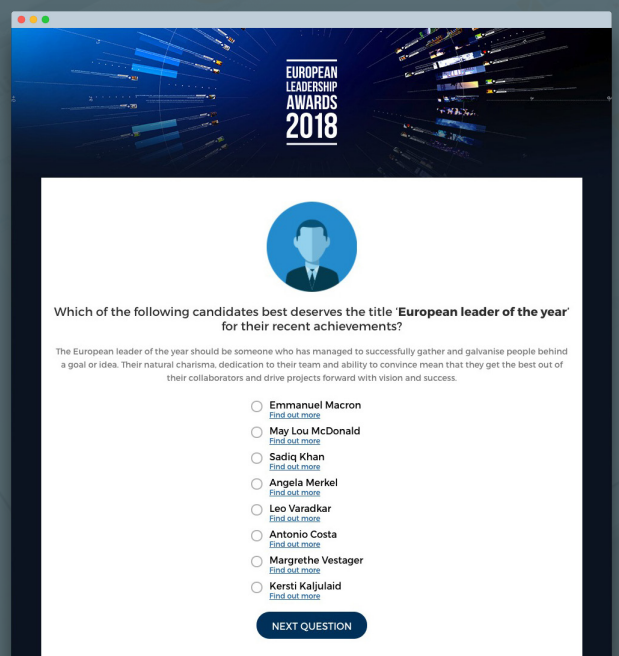
opt-ins to Euronews
newsletter

301,004

pages views

How?

The campaign allowed the spectators and the visitors of Euronews and EBS websites to honour outstanding achievers in business, politics and innovation by choosing online a shortlist of three candidates per category. These have been presented to a distinguished jury of experts. The initial nominees were put forward by Euronews' editorial teams and the European Business Summit. The winners were awarded at a ceremony in Brussels broadcasted live on Euronews and euronews.com. A good way to increase the impact and the virality of this event by reaching a public potentially very wide.



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