

NEED INSPIRATION FOR YOUR
END-OF-YEAR CAMPAIGNS?
FOLLOW US, IT'S THIS WAY!

WINTER HOLIDAYS

Which is your ideal winter destination ?

Your ideal winter destination is...
The Dominican Republic

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ulabore et dolore magna aliqua. Ut enim ad minim
veniam, quis nostrud exercitation ullamco laboris nisi
ut aliquip ex ea commodo consequat.

 Share my profile

Which is your ideal winter destination ?

What do you prefer
between these choices?

- ☐ Reading a book
- ☐ Discovering the nature
- ☒ Trying out a nice restaurant

Next question

PERSONALITY TESTS
"Which is your ideal winter destination?"

Create personality tests and
then show your end-of-year
promotions targeted according
to each participant's profile !

GET READY FOR CHRISTMAS

PERSONALITY TESTS

"Your ideal gadget to get 2015 started right."

Geeks will take the test to find out !

Another example :

"No idea what gift to offer your mother?"

Take the test to find out what kind of mother you have, and find her ideal present !

Create personality tests and then show your products or end-of-year promotions targeted according to each participant's profile !



POINTS TALLY

"7 crazy days!"

As the holidays approach, create a quiz where entrants can collect points during 7 days, with 1 gift to win each day and a big prize at the end for the person with the highest score.

With this type of competition, users can cumulate scores from multiple participations. This increases their loyalty by having them come back at regular intervals.



Guess the Price



MEMORY

"Is it the right price?"

Create a « right price » memory game to promote your products and end-of-year promotions in a fun way ! Your users have to turn cards over and match the « product/gift » card with the corresponding « price » card.



ADVENT CALENDAR

"One surprise per day"

Would you like to create an Advent calendar with access to a daily campaign starting 24 days before Christmas? This type of campaign is now available in Qualifio.

One surprise per day



LOOK BACK TO 2014!

BATTLE "Stars of 2014"

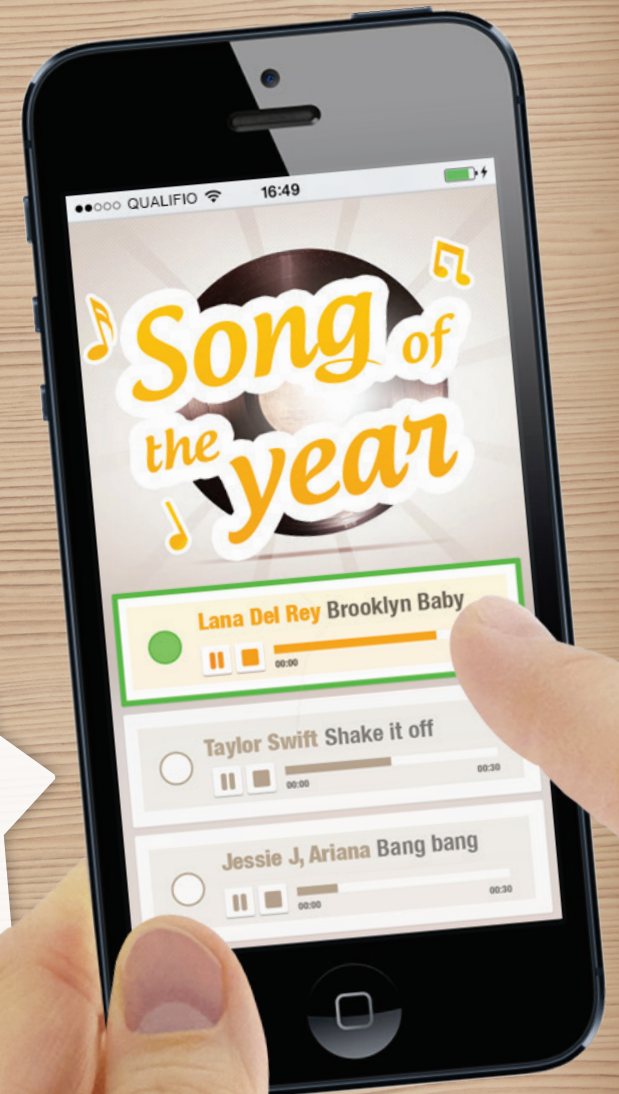
Beyoncé, Barack Obama or Pope Francis...who will be elected Celebrity of the Year?

Suggest "battles" pitting celebrities who made their mark on 2014 against each other, and create interaction!

A "battle" is a visual survey. Two or more pictures are displayed side by side, and participants have to make a choice by clicking one of them.

SURVEY & VOTE "Shake it off of Taylor Swift? Animals of Maroon 5?"

Create a survey with MP3 extracts and let your users vote for the best song of the year.



MUSICAL BLIND TEST

"The greatest hits of 2014"

Create a musical blind test, up against the clock, with songs from 2014. Players have to guess the song's title or singer in a certain amount of time. Any mistake, and the round ends. They'll get another chance the next day ! Interactivity guaranteed !

SUDDEN DEATH 2014 QUIZ

"Quiz of the year"

What was the score in the World Cup semi-final match between Brazil and Germany ? Which film won the Palme d'Or at Cannes ? What was the result of the Scottish independence referendum ?

Test your users' knowledge about the past year's events, and let them share their scores on Facebook.

« Sudden death » is a quiz where any wrong answer puts an end to the round.

THE GREATEST HITS OF 2014

SCORE



00:21:6



Quiz

The News in 2014



Who received the 2014 Nobel Peace Prize ?

6s

- ☐ Malala Yousafzai
- ☐ Tawakkol Karman
- ☒ Leymah Gbowee

Next question

Animate The New Year! 2015

VIDEO CONTEST

"Who went to the best fireworks display?"

Create a video competition where your users have to upload their best fireworks videos. You can then have the online community vote and/or a panel of judges select the best video.



WHAT IS QUALIFIO ?

Qualifio is a powerful and flexible application to **easily create and publish interactions with surfers, mobile users and Facebook fans** : competitions, sweepstakes, quizzes, personality tests, predictions, photo and video contests, polls, votes, memory games, battles, etc.

A great way to attract, engage, retain and qualify **digital communities** on web, mobile and social networks.

Qualifio is used by major media, brands and agencies in Europe, like : Yahoo!, France Télévisions, RTL, Elle, Mondadori, Le Monde, L'Oréal, Total, Ice-Watch, TBWA, Isobar, Kinopolis, VRT, Bridgestone, KBC, Grazia, etc.



QUIZ



INSTANT
WINS



SURVEYS



PHOTO
CONTESTS



VIDEO
CONTESTS



WRITING
COMPETITIONS



POLL
& VOTES



LANDING
PAGE



CHRONO
QUIZZES



FORMS



SWEEPSTAKES



MEMORY
GAMES



PREDICTIONS



PSYCHO
TESTS



SUDDEN
DEATH



BATTLE

YOUR NEEDS

- Unlimited access 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.

Qualifio
STUDIO

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