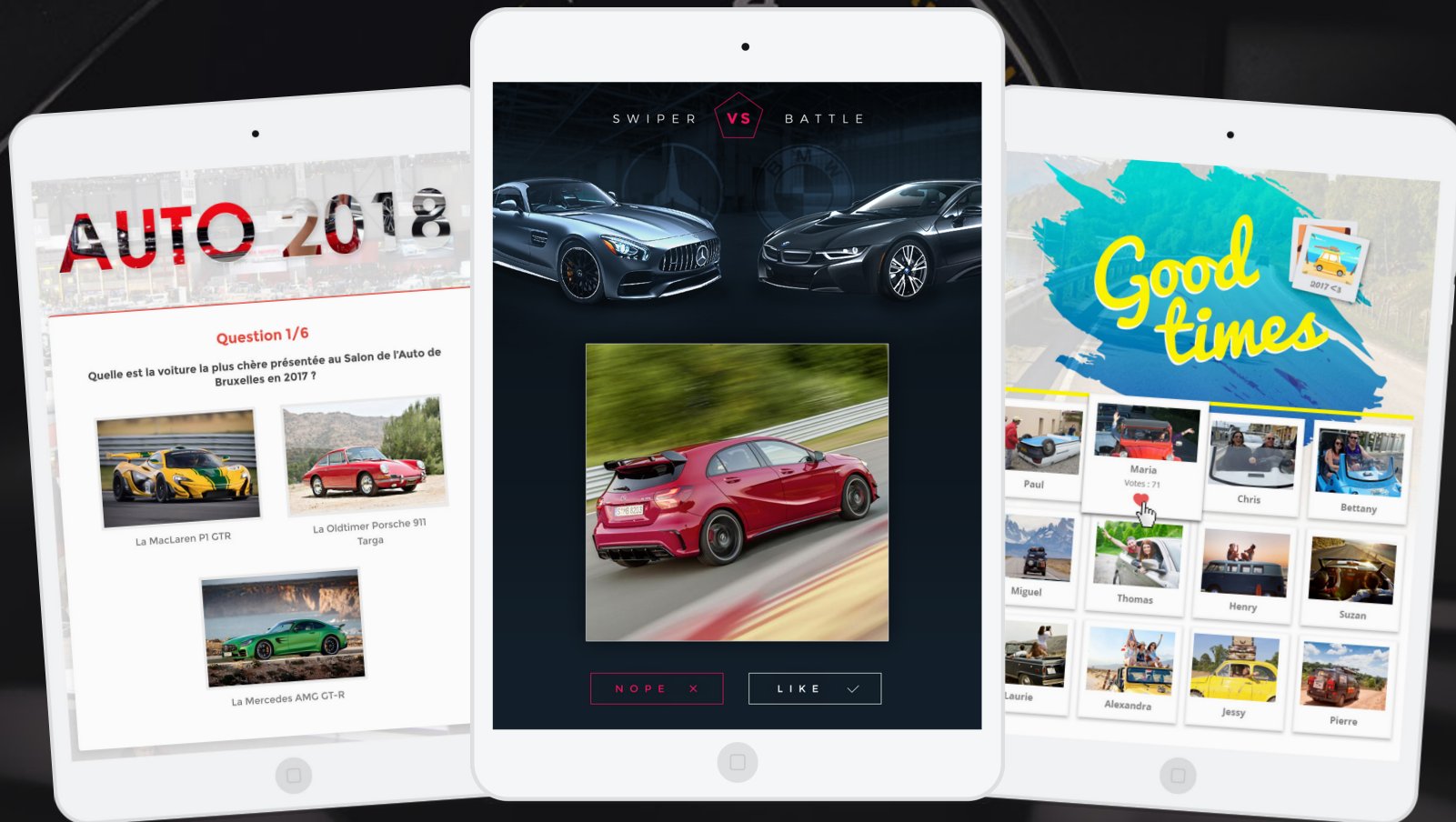


5 INTERACTIVE MARKETING IDEAS AROUND **MOTOR SHOWS**



THE MOTOR SHOW'S SEASON IS COMING !

Every year, **Motor Shows around Europe** arouse the curiosity of a large public. Everyone is extremely excited about the idea of being allowed to approach the cars that make them dream. They are must-see events and an exceptional opportunity of communication for media companies and brands.

How to differentiate from the competition? How to attract and retain customers? In order to give you some inspiration, we put together some **interactive marketing examples** easy to create that you could launch around such events. Whether you are a journalist looking for an original idea to boost your article or an automotive brand looking to attract more visitors to your stand, this ebook is made for you!

Good times



Paul



Maria
Votes : 71



Chris



Bettany



Miguel



Thomas



Henry



Suzan



Laurie



Alexandra



Jessy



Pierre

1/ PHOTO CONTEST

The photo contest is the ideal campaign format to **engage your audience and create virality**. Create a contest that invites people to upload their funniest moments in their car with their family or friends and publish the photo gallery on your website, your Facebook page or even a dedicated minisite. You can then suggest them to share their pictures on their social media and invite them to vote for the funniest picture of the week! It's up to you whether you want to add a prize.

LOOKING FOR SOMETHING SIMILAR?

Create a writing contest and invite your audience to answer an open question like: *"If you could choose anything, what completely crazy option would you like to have in your car?"*. Let your participants vote for the most original idea.

2/ UNIQUE CODE CONTEST

Generate unique codes and distribute these codes in a magazine, on a flyer, on a product or by email. Participants will have to enter their unique code (which will then be immediately burned so as not to be used anymore) in order to access the campaign. It's an **opportunity to say thank you to your customers or give them a "VIP" access** to your online campaigns.

TIP

Give the visitors a discount on your products thanks to unique codes that you will distribute during the event. If you are a media company, insert those unique codes in your newspapers/magazines to invite your readers to participate to your online contest.

TIP 2

Use these codes to attract a specific audience on your different channels (website, Facebook page, mobile app) and qualify it.





3/ PERSONALITY TEST

What car are you? What driver are you? Do you prefer brand X or brand Y? Create a fun personality test, invite your participants to discover their profile and suggest they share it on their social profiles. This format has a huge virality potential through the sharing options offered at the end of the test.

TIP

Make tablets available to visitors so they can take the test during the event!

TIP 2

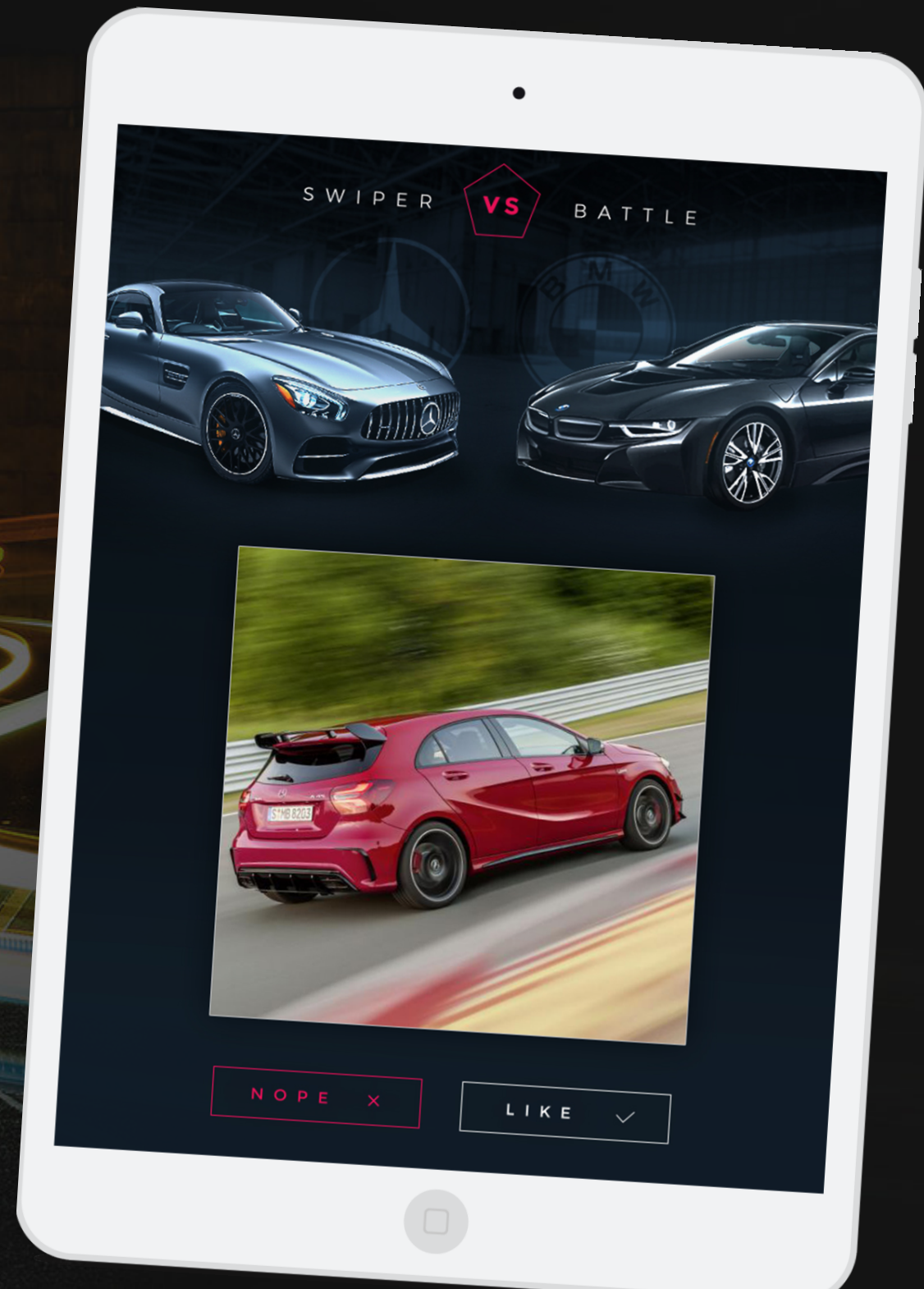
Add a call to action after the profile received by each participant inviting them to learn more about it on your website

4/SWIPER BATTLE

Choose the **funny and popular format of Tinder** to engage your audience. The concept is very simple: the participants have to "swipe" left or right to answer the question. Through binary questions such as "like/don't like", you can organise a battle between different products or brands and collect accurate information about your audience's preferences. Other important advantage with this format: it **works very well on mobile**.

NEED AN ALTERNATIVE?

Use [conditional branching](#) to create a smart test that fits your participant's profile. You will be able to adapt the test questions along the way and obtain more accurate, reliable data!



5/quiz

AUTO 2018

Question 1/6

Quelle est la voiture la plus chère présentée au Salon de l'Auto de Bruxelles en 2017 ?



La McLaren P1 GTR



La Oldtimer Porsche 911
Targa



La Mercedes AMG GT-R

A quiz is a good way to **capitalize on hot news**, **generate traffic** and **discover who in your audience is interested** in Motor Shows. You can easily add it at the end of your article and invite your audience to test its knowledge for a chance to win tickets for the event, downloadable immediately at the end of the quiz. You can also invite visitors to take the quiz during the event.

TIP

Use [qualification questions](#) to find out who among participants plan on buying a new car within the next months or year!

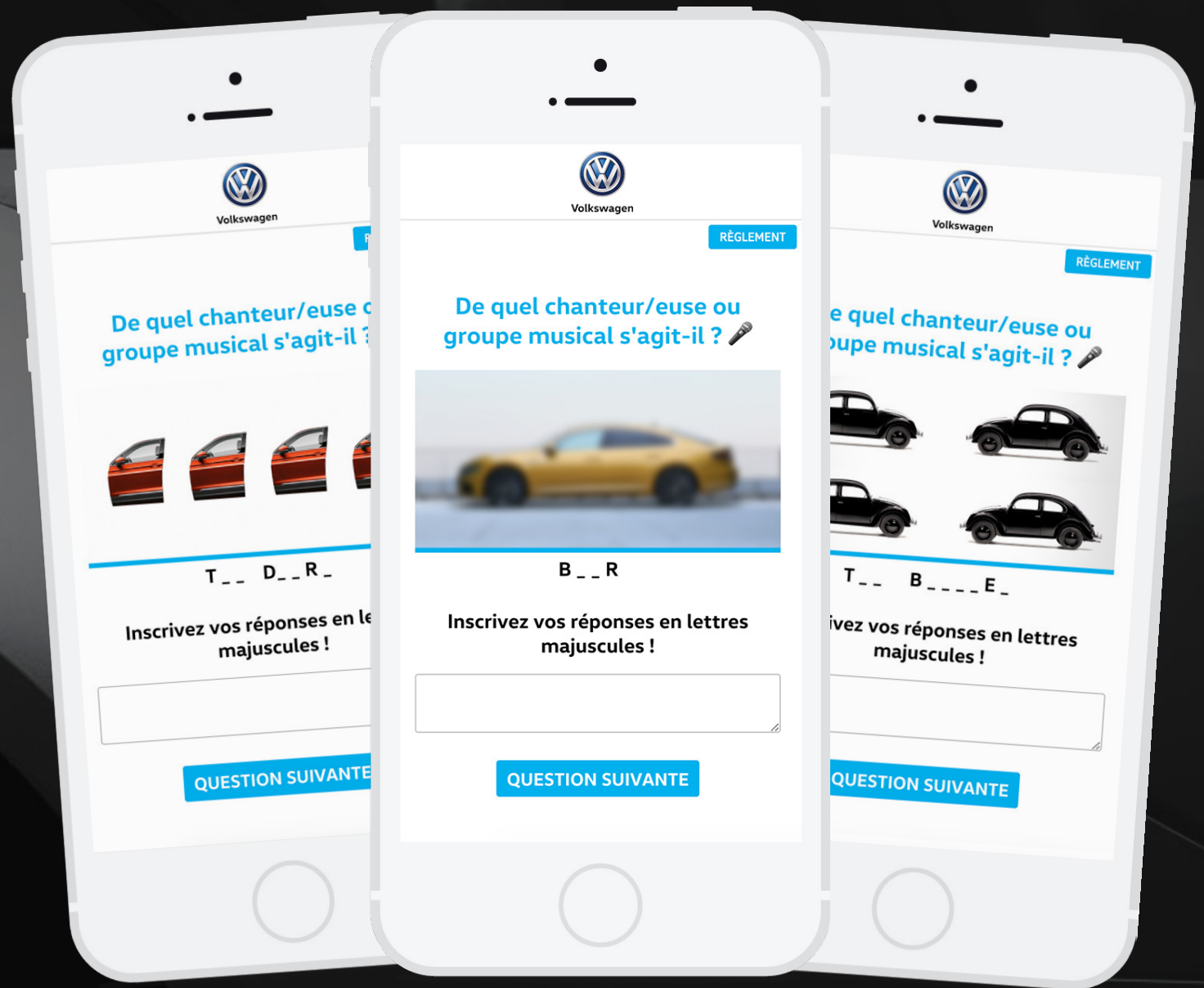
TIP 2

To build customers loyalty and make them come back, create a [quiz with cumulative points](#) by planning which questions will appear at what moment (through the "Planning" tab in the Manager). Your participants will want to come back on the dates specified to accumulate points and have more chances to win the prize!

TRY OUR DEMO CAMPAIGN!

6/BONUS

One more for the road: "The mute musical quiz" created by **Volkswagen** and their creative agency DDB, in which they invited participants to guess artists' names from car pictures. Another fun and interactive way to engage your audience!



WHAT'S QUALIFIO?

Qualifio is Europe's leading online platform to create interactive marketing campaigns to engage your audience and collect data on your websites, mobile apps and social media.

WITH QUALIFIO, YOU CAN:

- Publish your interactive campaigns on multiple channels: websites, social media, mobile apps, or even dedicated minisites;
- Boost engagement;
- Get live statistics, including your number of participations, profiles collected and Facebook shares;
- Pick one or more winner(s) randomly or manually (based on skill or voting) and reward them in an easy and safe way;
- Do all of that with no special IT skills needed!

Want us to help you easily run interactive campaigns?

CONTACT US TODAY!

CREATE INTERACTIONS



PUBLISH ON MULTIPLE CHANNELS



MEASURE RESULTS COLLECT PROFILES



Quiz



Chrono Quiz



Instant win



Memory



Photo contest



Poll & Vote



Writing Contest



Personality test



Video contest



Websites



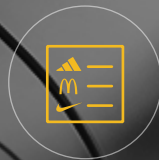
Mobile



Mini-sites



Facebook



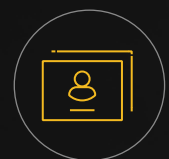
Display Ads



XML Feed



Live Reporting



CRM



SSO
(single sign-on)



Google Analytics



DMP

AND MANY MORE