

# Use Case M6 Group

## About

M6 Group is a powerful multimedia group offering a wide range of programming, products and services : television, radio, as well as content production and acquisition, advertising, digital, e-commerce, cinema, music, events, etc. M6 Group has gradually expanded its operations through targeted diversification activities and innovative offers such as 6play, its digital platform launched in 2013. The goal is to develop synergies between the group's brands in order to respond to the expectations of its various audiences and their new viewing patterns.

## Challenges



Engage  
their audience



Increase visibility  
& virality



Boost the number  
of subscribers to  
the newsletter



Increase  
visitors' loyalty  
by encouraging them to  
come back thanks to fun  
& engaging interactivities

## Results

5,851

opt-ins to Haier  
newsletter

57,000

games played

12,860

new collected  
profiles

2,900

Facebook  
shares

## How?

M6 launched a big contest over a period of 15 weeks! The Group had scheduled different questions for every week and limited participations so that each participant could only play once a week. Participants had to come back every week to enter the campaign and increase their chance to win. M6 often creates campaigns that last for several weeks (with different questions for each week or with questions released only by the end of the week) to encourage participants to come back to its channels.

Jouez et tentez de gagner  
15 téléphones Haier V6

Participez pendant 15 semaines  
et jouez toutes les semaines  
pour augmenter vos chances !

**Haier**

Civilité\*  Femme  Homme

Email\*

Nom\*

Prénom\*

Adresse\*

Code postal\*