

# Use Case RTL Belgium

## About

RTL Belgium is a subsidiary of the audio-visual group RTL and the market leader among the French-speaking Belgian TV channels and radio stations. In Belgium, the group has three channels watched by more than two million viewers and two radio stations with 600,000 daily listeners. On the web, the group's website RTLinfo.be attracts more than 275,000 visitors each day that are entertained, among other things, through interactive formats.

## Challenges



Drive engagement



Increase fans & followers on social networks



Boost newsletter subscriptions & RTL profile creations



Increase sponsorship revenues  
by giving greater visibility to partners through interactive branded content

## Results

53%

optins

19,555

games played

9,387

new collected profiles

5,119

Facebook shares

+5,000

Facebook fans recruited

## How?

Radio Contact, one of RTL Belgium's radio stations, gave a huge opportunity to 180 of its listeners. The radio station created a prize draw for a chance to win a weekend to Disneyland Paris and an entry for the VIP party with the DJ Henri PFR. To have a chance to be one of the 180, participants had to answer correctly a question about Star Wars and validate their participation by entering their contact details. Radio Contact also used a Facebook Gate inviting people to like its Facebook page just before entering the game.

