

Qualifio for agencies



30 campaigns to sell to your clients



January 2017

You are an agency?

Help your clients engage their community
and build an effective data collection strategy.

Discover 30 of our campaign ideas to propose
to your clients

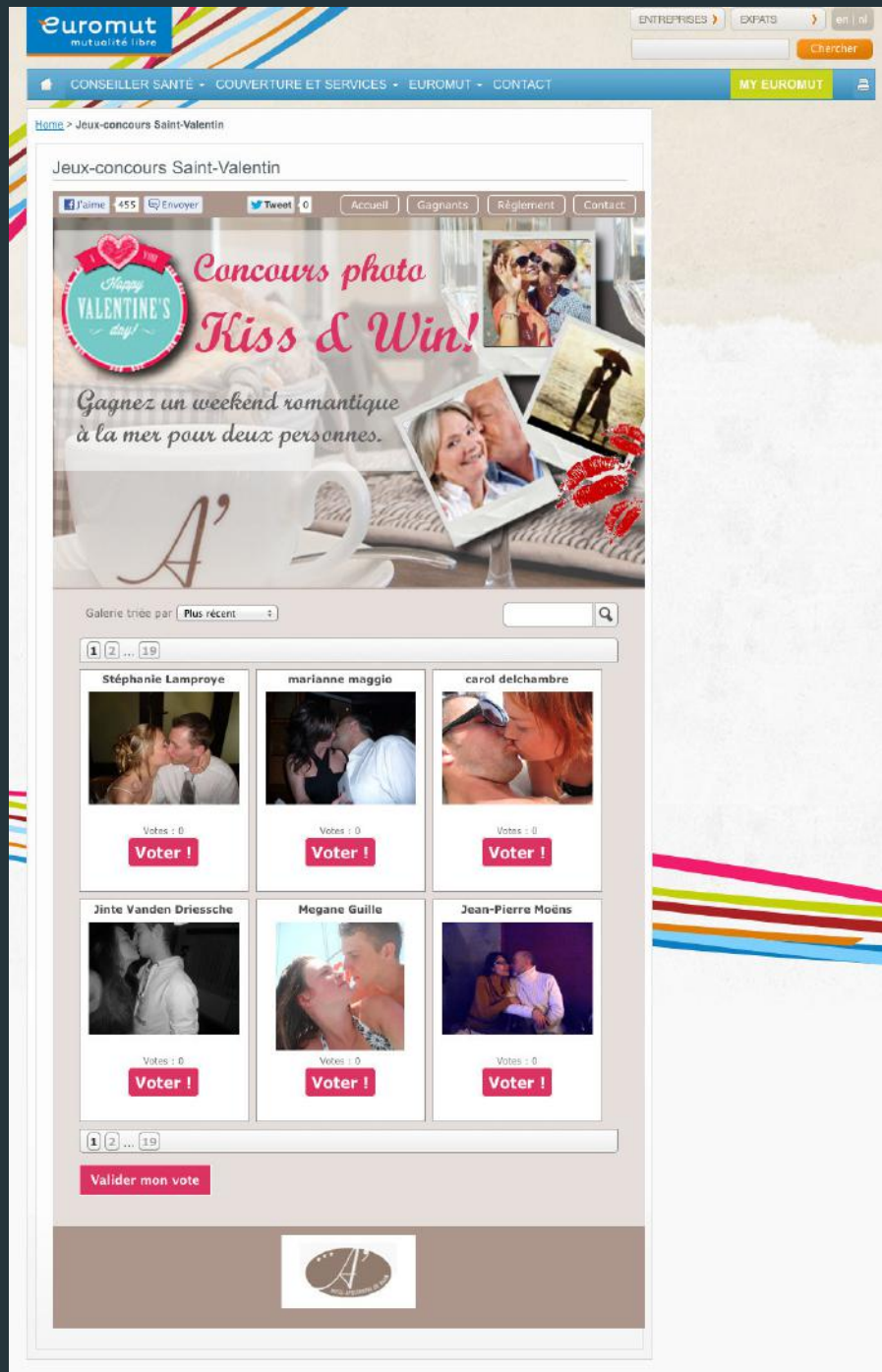


1

Customised form with data collection

- Customisable fields with data validation features
- Opt-ins for your clients
- Facebook Likes for your clients
- Automatic e-mail generation
- Push data to your client's CRM (optional)

The image shows a screenshot of a web page for a Star Wars contest. The page features a background with Darth Vader on the left and a Stormtrooper on the right. At the top, there's a Carrefour online logo and social media sharing options (Facebook, Twitter). The main heading is 'STAR WARS' in a large, stylized font. Below this, the form is titled 'Vos coordonnées' (Your coordinates) and asks users to fill out their details to participate in the contest. The form fields include: Nom * (Last name), Prénom * (First name), Date de naissance * (Date of birth), Email * (Email), Adresse * (Address), Code postal * (Postal code), Ville (City), and Téléphone (facultatif) (Phone, optional). There is a checkbox for newsletter subscription with the text 'En cliquant sur ce bouton vous acceptez de recevoir notre newsletter' (By clicking this button you accept to receive our newsletter). A large 'ENVOYER' (SEND) button is present. Below the button, there is a link 'Je participe sans m'inscrire à la newsletter' (I participate without signing up for the newsletter). At the bottom, there is a small disclaimer: 'Vos informations personnelles ne seront pas utilisées à des fins commerciales. Elles sont entièrement sécurisées et la propriété seule de Carrefour Online.' (Your personal information will not be used for commercial purposes. It is fully secured and the sole property of Carrefour Online.) The Disney logo is visible at the bottom right, along with the copyright notice '©2015 Disney ©2015 &™ Lucasfilm Ltd'.



2

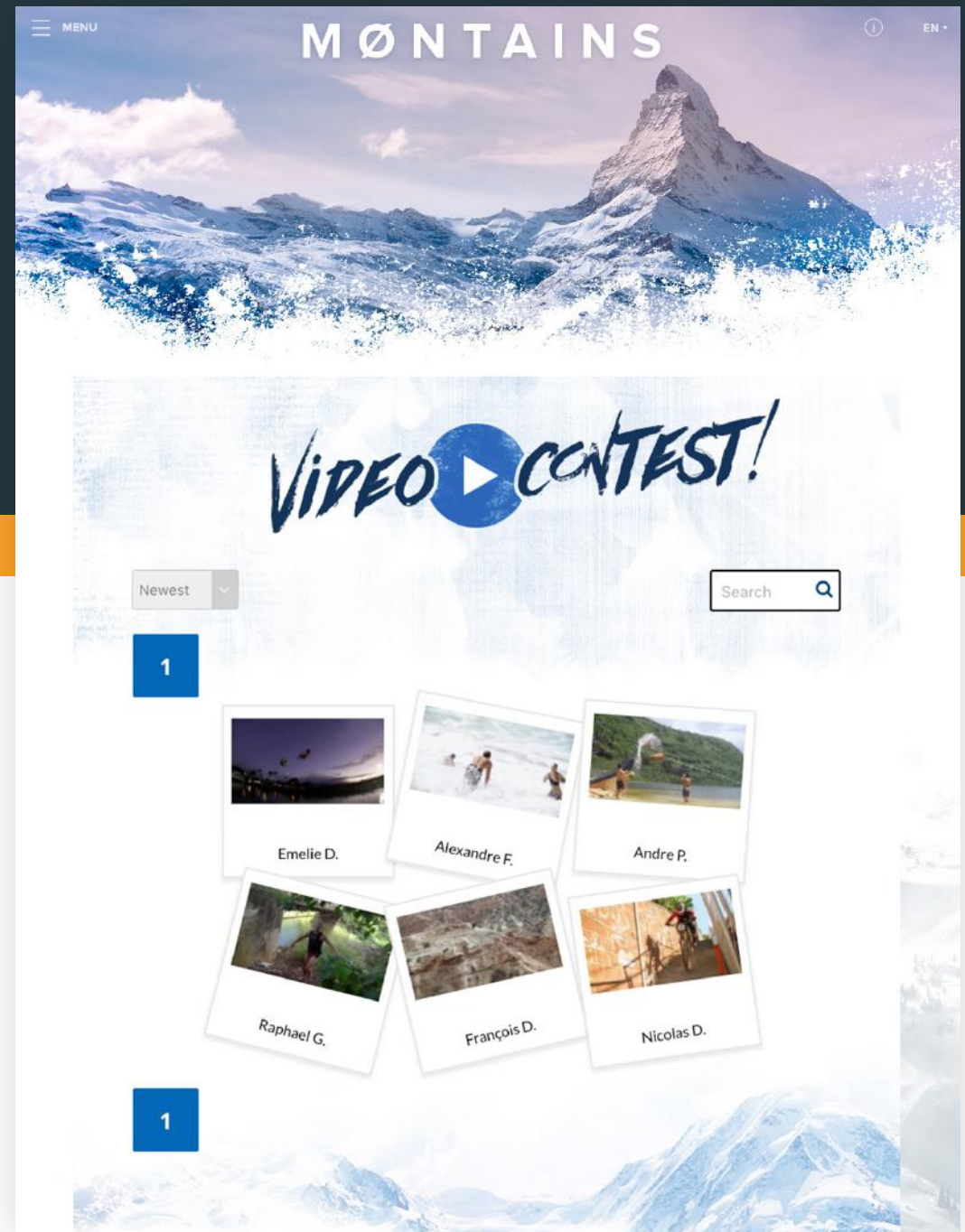
Photo contest with community voting

- Unlimited hosting space •
- Photo moderation •
- Various formats of galleries •
- Various voting methods •

3

Video contest with community voting

- Unlimited hosting space
- Video moderation
- Video encoding
- Various formats of galleries
- Various voting methods



4

Writing contest with community voting

Text moderation •

Various formats of galleries •

Plain text entries or PDF files •



The screenshot shows the Volkswagen website's contest entry page. At the top, there's a navigation bar with the VW logo, links to 'Accueil', 'Contact', 'Plan du site', 'Volkswagen Magazine', 'My Volkswagen', 'Véhicules utilitaires', and 'Nederlands'. Below this is a secondary bar with 'Showroom', 'Fleet', 'Services', 'Acheter un véhicule', and 'L'univers Volkswagen'. A 'Car Configurator' and 'Dealer Locator' are also present, along with social media icons. A 'RÈGLEMENT' button is in the top right corner of the main content area.

The main content area features a large image of a VW Beetle rally car at night with the text 'GAGNEZ VOTRE EXPÉRIENCE EN VW FUN CUP'. Below the image, there are two text input fields with the following prompts:

Pourquoi souhaitez-vous devenir pilote ?

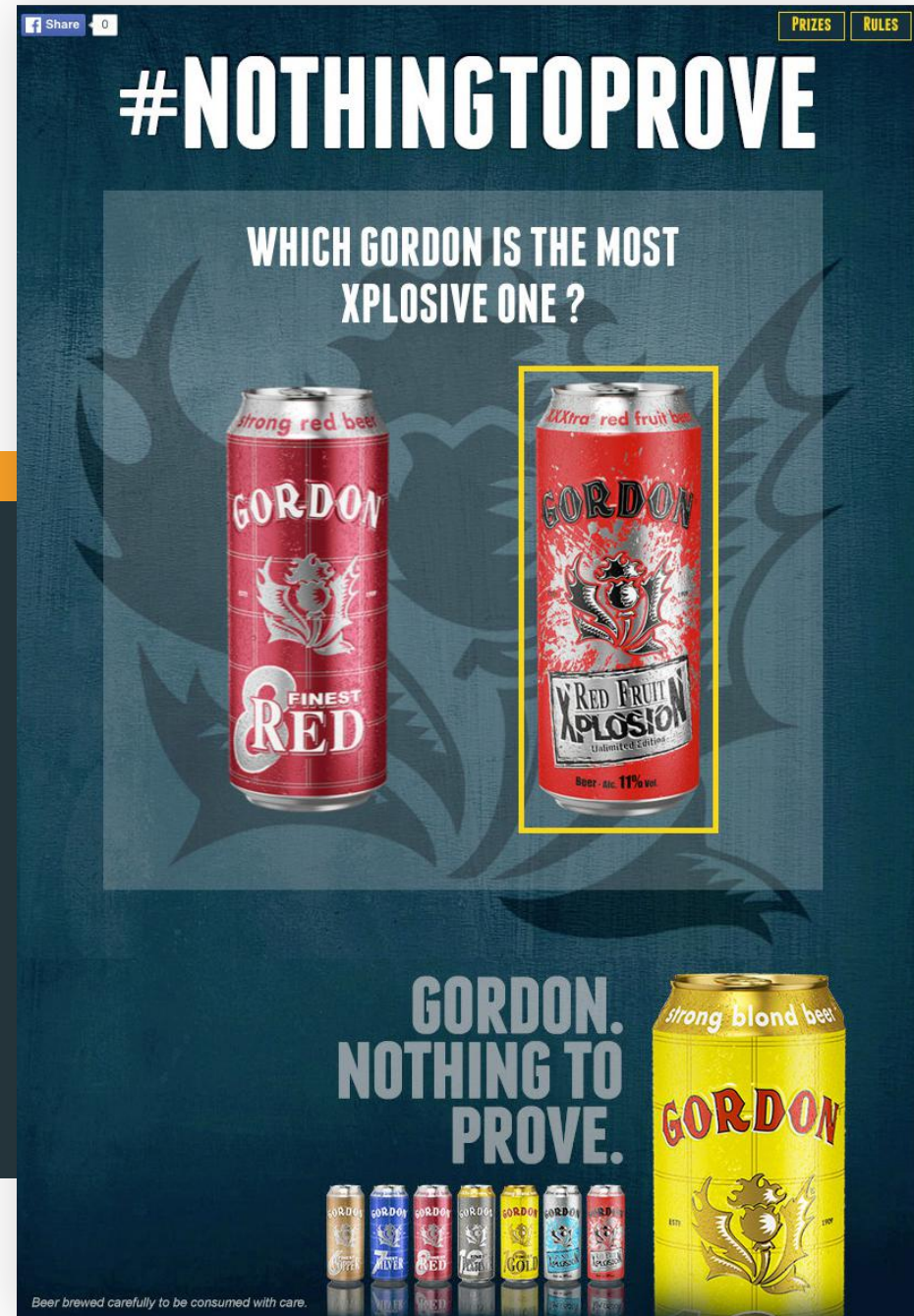
Que représente la Volkswagen Beetle pour vous ?

At the bottom of the form is a blue button labeled 'ETAPE SUIVANTE'.

5

Image-based quiz

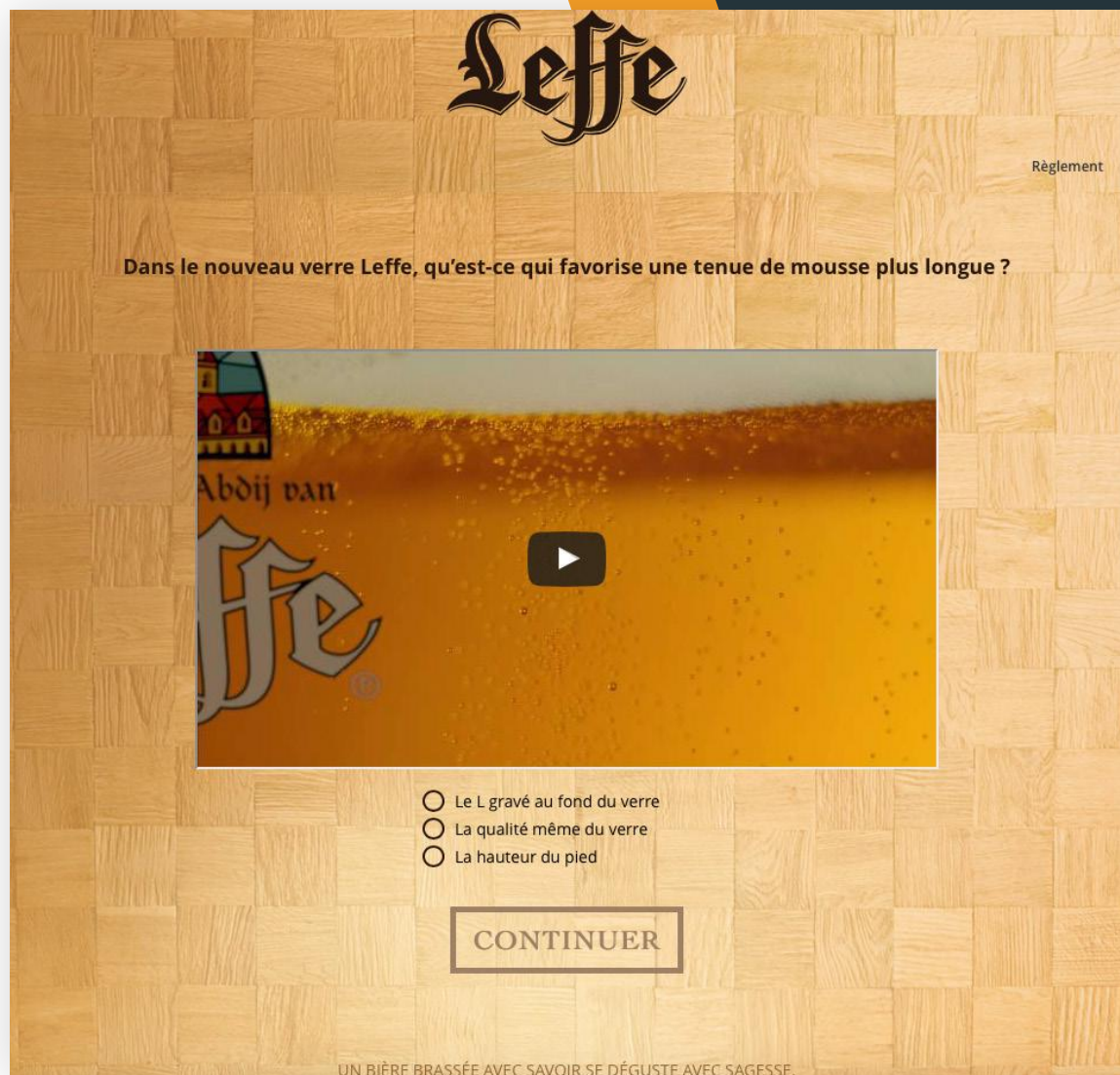
- Unlimited number of questions
- Mobile-optimised
- Display scores and winners
- Advanced winners' management



6

Video-based quiz

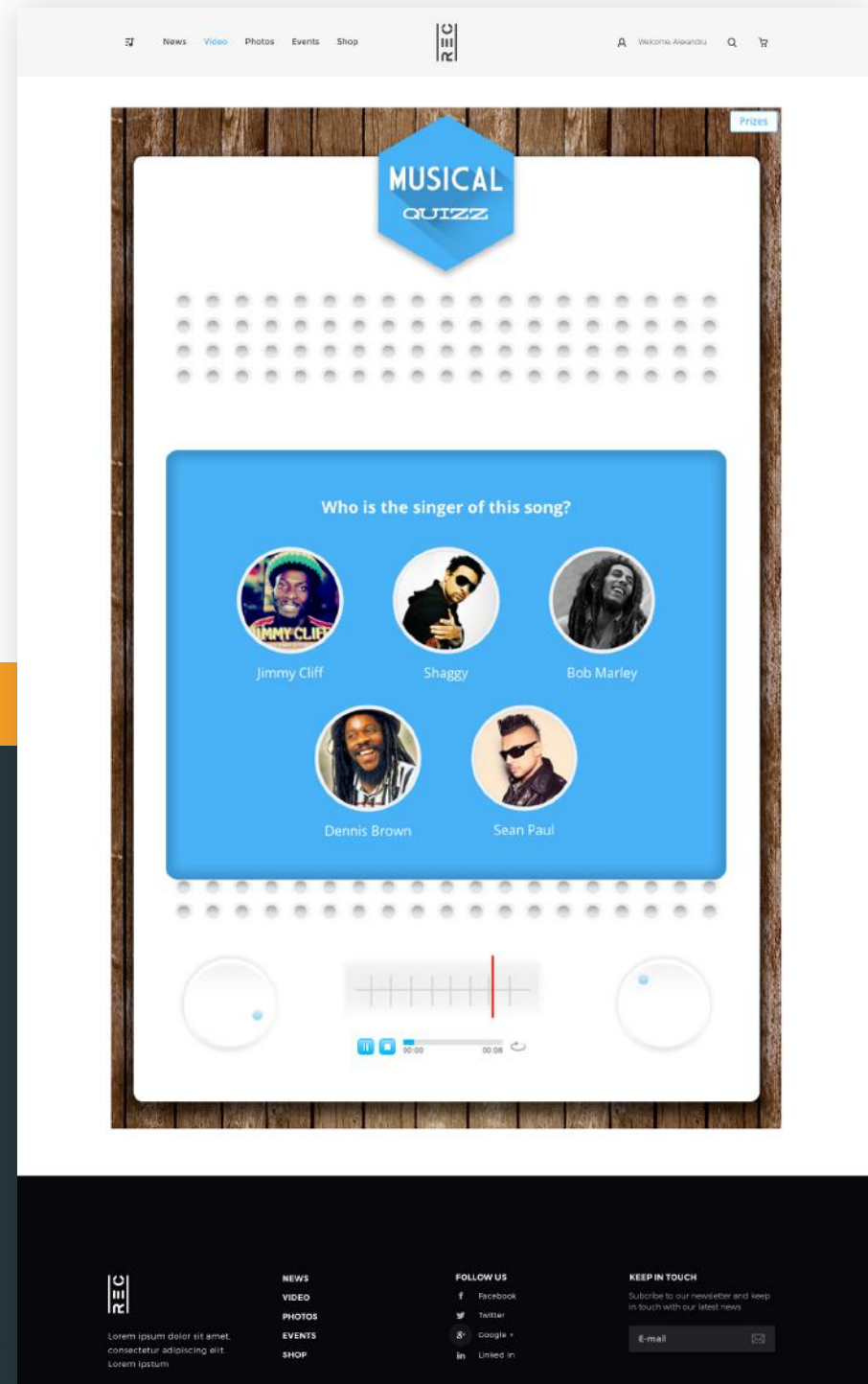
- Display your client's video and ask questions
- Unlimited number of questions
- Mobile-optimised
- Display scores and winners
- Advanced winners management



7

Musical blind test

- Display audio fragments
- Unlimited number of questions
- Mobile-optimised
- Display scores and winners



8

Sponsored checklist

- Users check propositions and get a score
- Unlimited number of list items
- Text or image-based items
- Display rating and share on social media

MENU

Chérie FM

POP LOVE MUSIC

Suivez-nous :

f

t

i

Lifestyle

by Chérie FM

Découvrez la nouvelle rubrique

LiFestyle by Chérie FM

Articles, tests et bons plans

avec Stéphanie Loire

en partenariat avec

SKIN

minute

+

by Body minute

Valentine's Day

HOW GREAT A VALENTINE ARE YOU?

GALLERIE

Lafayette

Check all that apply :

☐ You NEVER forget to plan something for February 14th

☒ You always offer flowers or chocolate(s) to your loved one on that day

☒ You often prepare a surprise for THE day

☐ On the February 15th you already think about next year - hum...seriously?!? -

☒ You are sooooo romantic that people call you "Valentine"

☐ Your name is Valentin(e)

☐ You always go to the hairdresser on the 13th, and the barber, manicurist, pedicurist...

☐ You plan to ask her/him to marry you next Valentine's Day

☐ You plan a candlelit dinner at home

☐ You will decorate you room with flowers and hearts everywhere

9

Personality test

- Users answer questions and get a profile
- They can share their profile on social media
- Display targeted offers based on said profile

Quel amoureux de la Nature êtes-vous ?

Natuurlijk mineraalwater | Essi minerale naturale
VALVERT

Test de personnalité

100% Homo urbanus

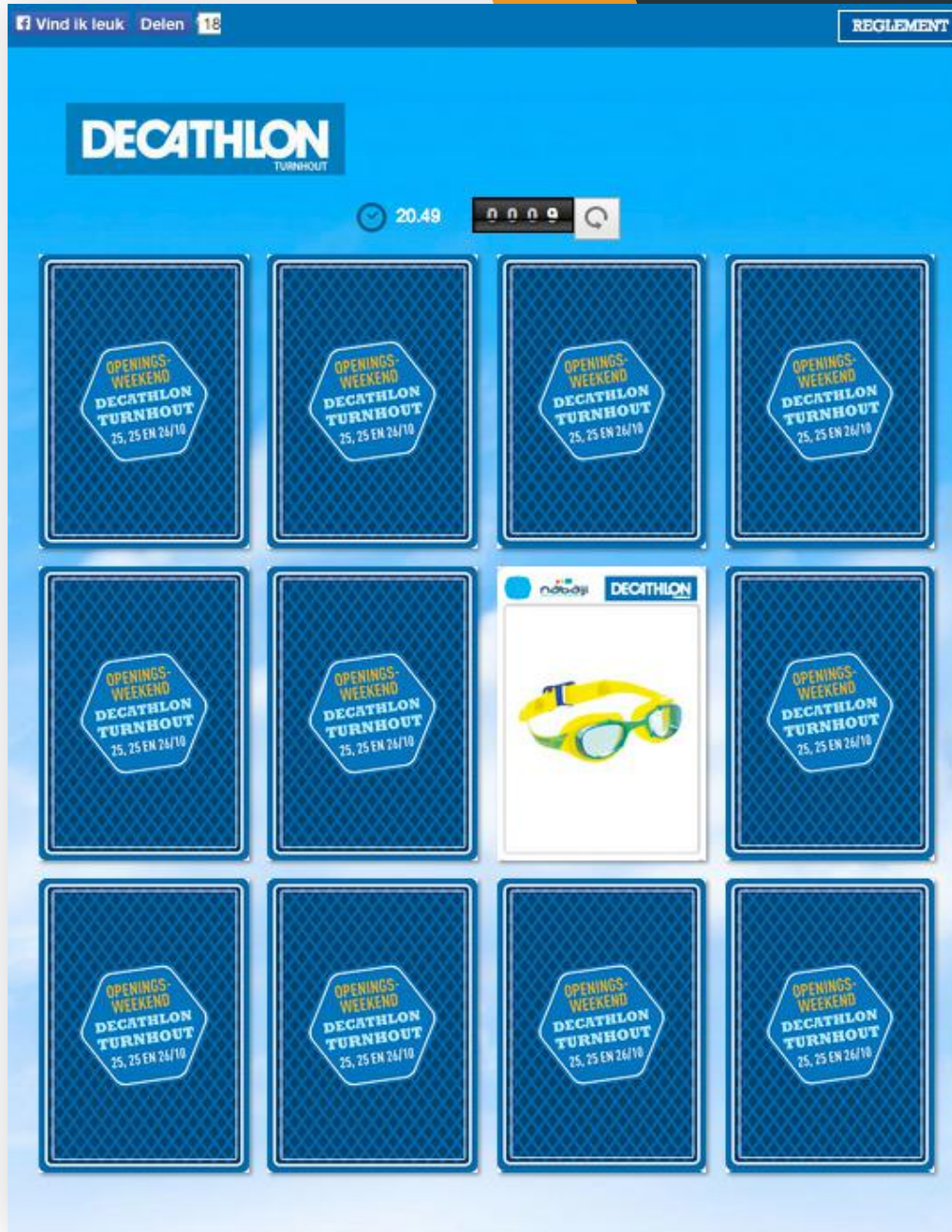
Honnêtement, il est un peu surprenant que vous ayez répondu à ce quizz car vous ne semblez pas très sensible aux charmes de Mère Nature. D'accord, vous n'avez rien contre les fleurs et les petits oiseaux mais votre milieu 'naturel', c'est plutôt la ville, son animation en rue, ses distractions, ses magasins... La campagne vous déprime et ce que vous appréciez tout particulièrement en Ardennes, ce sont les bons petits restos. Vous essayez bien de contrôler votre consommation énergétique mais c'est par souci d'économie. Car sans nier le problème de la couche d'ozone, vous trouvez tout de même que l'on exagère les menaces pesant sur la planète. De toute façon, que pouvez-vous y faire ?

Partager sur mon mur Facebook

Inviter mes amis

© Photo : Michel LAURENT - La Lorraine Gounaise

Accueil



10

Memory game

- Users find the matching pairs of cards
- Show your client's products
- Full customisation of cards (front & back)
- Indication of time and number of clicks

11

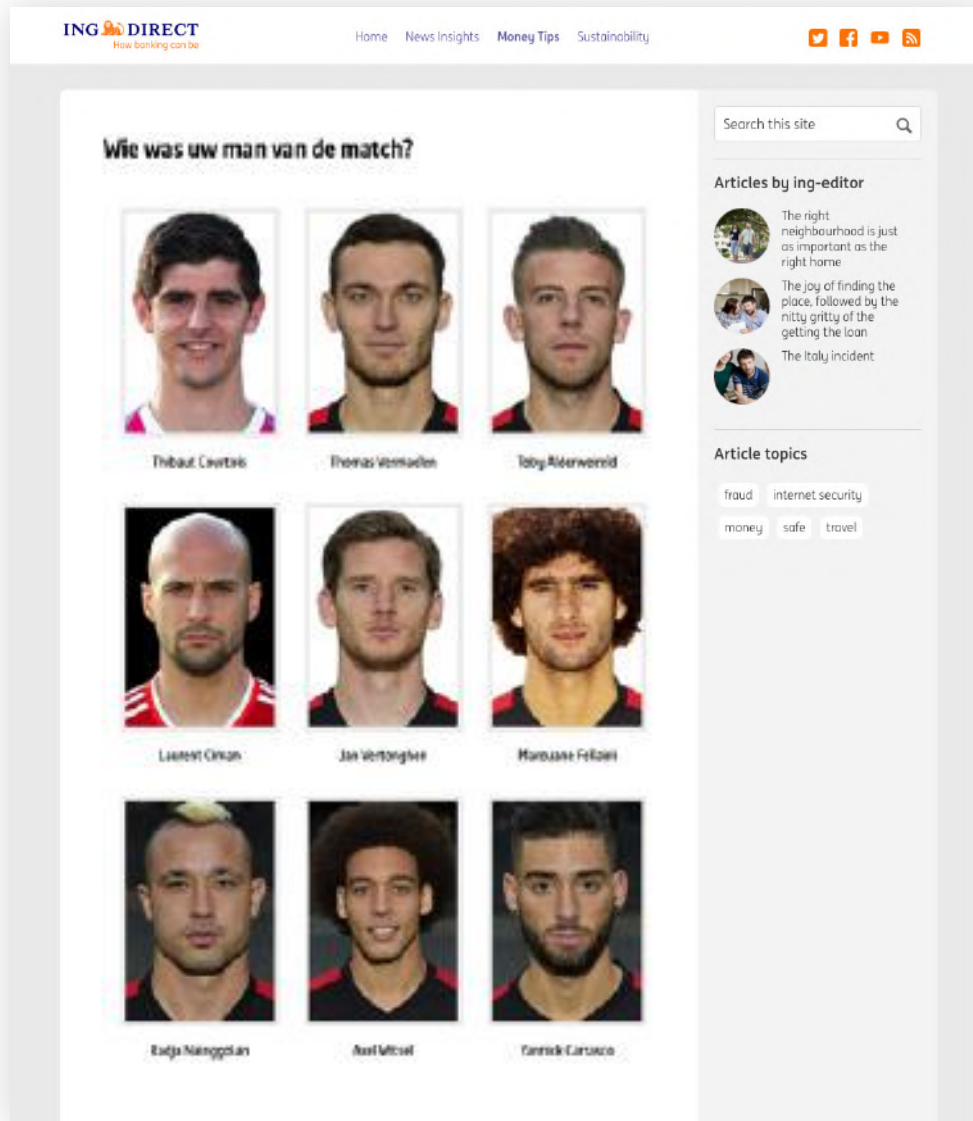
The Right Price

- Users match the items with their price
- Full customisation of cards (front & back)
- Indication of time and number of clicks



12

Voting widget under an article



Enrich your client's blog with interactive experiences •

Various voting method •

Use text, video, pictures, audio •

Automatic graphs with results •

13

Rating widget under an article

- Use a slider to rate personalities or your client's products and services
- Automatic graphs with results
- Unlimited number of items

The screenshot shows the website of the Nationale Loterij. The main navigation bar includes links for 'Waar spelen?', 'Verantwoord spel', 'Jobs', 'Pers', 'Veelgestelde vragen', 'Contacteer ons', and 'Promotie voor bedrijven'. The 'Nationale Loterij' logo is prominently displayed. Below the navigation bar, there are tabs for 'Spelen', 'Resultaten', 'Winnen en delen', and 'Over ons'. The main content area features a section titled 'SPELERSBEOORDELING' (Player Rating) with the subtitle 'HOEVEEL PUNTEN GEEFT U OP 10 PER SPELER?' (How many points do you give out of 10 per player?). This section lists 17 football players, each with a small profile picture and a rating slider. The players listed are: Thibaut Courtois, Toby Alderweireld, Vincent Kompany, Jan Vertonghen, Axel Witsel, Kevin De Bruyne, Marouane Fellaini, Romelu Lukaku, Eden Hazard, Dries Mertens, Daniel van Buyten, and Divock Origi. To the right of the rating section, there is a red banner for the 'Lotto' draw on Wednesday, December 7th, with a prize of €1,000,000. Below this, there are icons for 'Winkel' (Shop), 'Online', and 'Abonnement' (Subscription). At the bottom, there are two promotional banners: one for 'Geef een kadootje van de Nationale Loterij' (Give a gift from the Nationale Loterij) and another for 'Feestige Geluksdagen' (Festive Lucky Days).

Actualités Calendrier Phase de groupes Phase finale Palmarès Predictor Cantona Présentation des équipes

Du cancre Evra au chouchou Payet : le bulletin de notes du premier tour des Bleus

Mis à jour il y a 6 heures
Publié le 23/06/2016 à 10:35

Article de [Martin Mosnier](#)




Dans cet article

Euro

France

EURO 2016 – Après trois matches, les Bleus se sont trouvés deux nouveaux hommes forts : Kanté et Dimitri Payet. Laurent Koscielny s'est imposé comme le patron du secteur défensif Patrice Evra ne sort pas la tête de l'eau. Voici notre bulletin de notes des Bleus à la fin de la poules.

WHO WAS THE MAN OF THE MATCH DURING THE FIRST HALF ?

 Hugo Lloris
  Paul Pogba
  Antoine Griezmann

[NEXT QUESTION](#)

ING

14

Ranking widget under an article

- Drag and drop ranking
- Possibility to add photo, audio or video elements
- Automatic graph with results

15

Simple prediction

- Predict soccer, tennis, rugby games results
- Promote your client's sponsoring actions
- Filter winners on exact scores

The image shows a screenshot of the Carrefour website's UEFA 2016 prediction game. The interface is green and white. At the top, there's a Carrefour logo and a search bar. Below the logo, a banner reads "UEFA 2016". The main section is titled "MAKE YOUR PREDICTION". It features three rows of soccer matches, each with a "VS" in a green circle between the team names and flags. Each team name and flag is above a text input box for the score.

Match	Team 1	Team 2	Prediction Box
1	Belgium	Italy	<input type="text"/>
2	Belgium	Republic of Ireland	<input type="text"/>
3	Sweden	Belgium	<input type="text"/>

Below the matches, there's a question: "How many people will give their prediction from the 24.05 to 13.06 ?" with a text input box. At the bottom right, there's a "NEXT STEP" button.

16

Full tournament prediction

- Predict results for a whole tournament
- Promote your client's sponsoring actions
- Participants can share their prediction on social media

The screenshot shows a web interface for predicting the Euro 2016 tournament. At the top, it says "EURO PICKS 2016" and "Make your Euro 2016 predictions" with the InterMarché logo. The interface is divided into two main sections: "1 GROUP STAGE" and "2 KNOCKOUT ROUNDS".

GROUP STAGE: This section asks users to "Choose the 16 teams that will reach the knockout rounds" (6 group winners + 6 runners-up + 4 best third-place teams). It displays six groups (A through F) with their respective teams and positions (1st, 2nd, 3rd). Each team has a selection button.

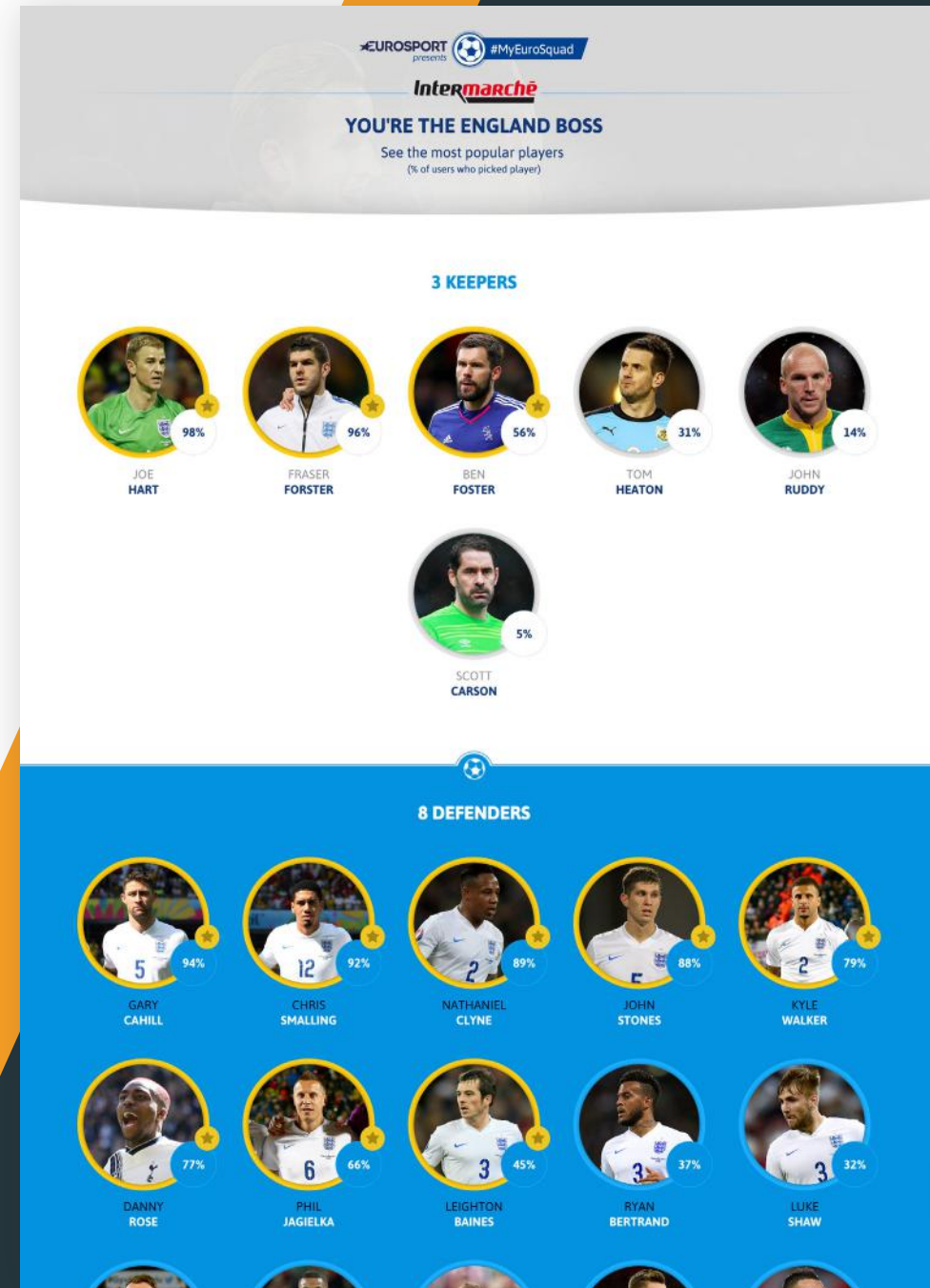
KNOCKOUT ROUNDS: This section asks users to "Pick the winner of each match". It shows a bracketed tournament structure with matches between teams. Each match has a selection button for the winner. The final winner is shown as Germany, holding the trophy.

At the bottom, there is a "CONFIRM MY PICKS" button.

17

Team composition

- Users compose their team (soccer, cycling etc.)
- Promote your client's sponsoring actions
- Align your content marketing with the news
- They can share it on social media





18

Social Hub

- Provide a complete overview of what people say on social media around an event
- Include Twitter and Instagram texts and pictures
- Automatic, real-time update

19

Product feedback

- Users vote for their favourite product

Goed
Gevoel

ReglementPrijzen

Win design koffiewonders
van Melitta!

Duid hier het toestel van uw keuze aan :



Melitta® Caffeo® Barista®



Melitta® Caffeo® Varianza® CSP



Melitta® Therm Mug: Coffee to Go



Melitta® Caffeo® Solo®



Melitta® CREMIO®



Melitta® Look® Timer



Melitta® het geheim van goede koffie



20

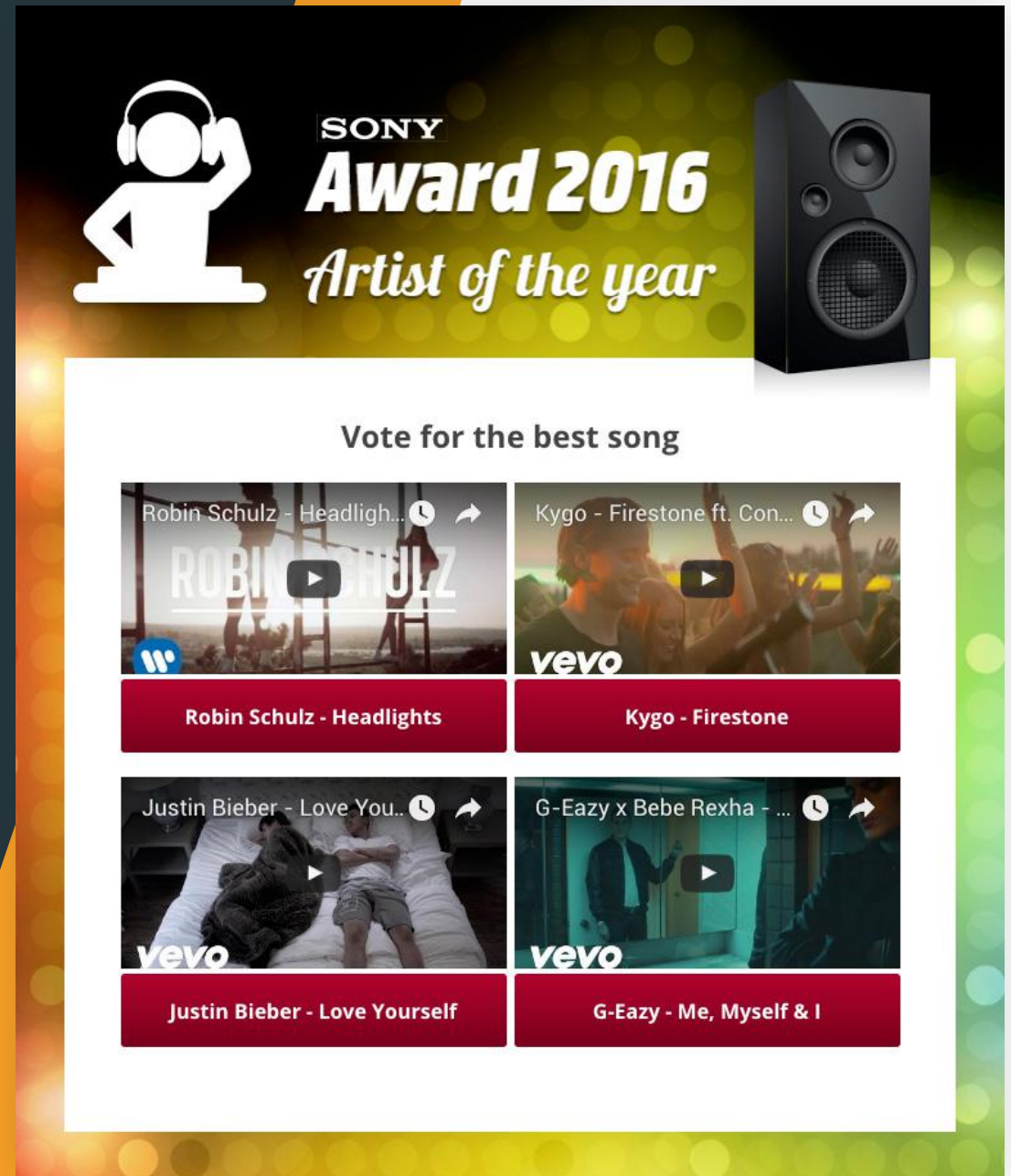
Hashtags battle

- Vote via a personalised tweet or Facebook share
- Display voting results in real time
- Vote in a widget or on social media

21

Playlist composition





- Users create their playlist
- Use .mp3 files or embeds from Spotify, Soundcloud, YouTube etc.



The image shows a voting interface for the Sony Award 2016 Artist of the Year. At the top, there is a banner with a white silhouette of a person wearing headphones on the left, the text "SONY Award 2016 Artist of the year" in the center, and a black speaker on the right. Below the banner, the text "Vote for the best song" is centered. There are four song options displayed in a 2x2 grid. Each option consists of a video thumbnail with a play button, a Vevo logo, and a red button with the song title. The songs are: Robin Schulz - Headlights, Kygo - Firestone ft. Con... (likely Conrad), Justin Bieber - Love Yourself, and G-Eazy x Bebe Rexha - Me, Myself & I.

SONY Award 2016 Artist of the year

Vote for the best song

 Robin Schulz - Headlights	 Kygo - Firestone
 Justin Bieber - Love Yourself	 G-Eazy - Me, Myself & I



22

Become a Facebook fan and receive a free sample

- Include a softgate on your campaign to generate new fans & followers
- Reward new Facebook fans & followers with a sample, for example

23

Unique codes
to enter the
campaign

- Insert unique codes on
your client's products

- Ask participants to enter
this code to access the
campaign



The banner features a dark blue header with a photo of chef Pierre Augé on the left. The main text in the header reads 'GRAND JEU TOP CHEF' in large white and orange letters, followed by 'À GAGNER | PIERRE AUGÉ S'INVITE CHEZ VOUS ET CUISINE POUR 10 PERSONNES' and '10 INVITATIONS POUR 2 DANS UN DES RESTAURANTS DES TOP CHEF'. A 'perrier fines bulles' logo is in the top right. Below the header, a light blue section contains the text 'POUR JOUER, JE SAISIS :'. On the left, a bottle of Perrier is shown with a label that says 'LE CODE BARRES'. On the right, the text 'PACK 6 X 1 LITRE PERRIER FINES BULLES' is displayed above the instruction 'SAISISSEZ SANS ESPACE LE CODE BARRES CI-DESSOUS'. Below this is a white input field for the code, and a 'JE VALIDE' button. A 'VOIR LE RÈGLEMENT' button is also present in the top right of the light blue section.

GRAND JEU **TOP CHEF**

À GAGNER | **PIERRE AUGÉ** S'INVITE CHEZ VOUS ET CUISINE POUR 10 PERSONNES

10 INVITATIONS **POUR 2** DANS UN DES RESTAURANTS DES **TOP CHEF**

perrier fines bulles

VOIR LE RÈGLEMENT

POUR JOUER, JE SAISIS :

LE CODE **BARRES**

PACK 6 X 1 LITRE PERRIER FINES BULLES
SAISISSEZ SANS ESPACE LE CODE BARRES CI-DESSOUS

CODE :

JE VALIDE

24

Unique discount codes for participants or winners

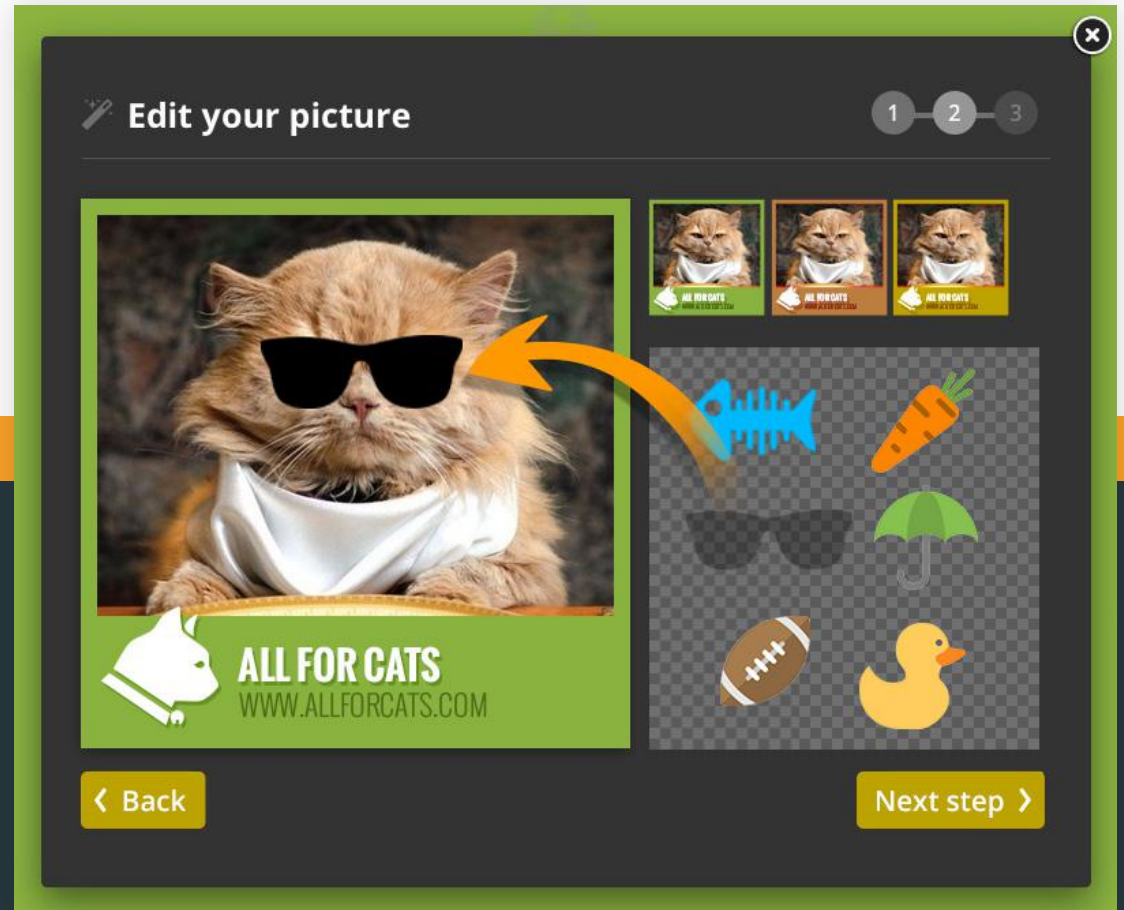
- Upload or generate a list of unique discount coupons
- Distribute those to winners (via instant wins) or all participants



25

Add your client's brand in uploaded pictures

- Participants must add your client's brand elements (logo, sticker, customised frame) to their uploaded pictures
- Customised pictures can be shared on social media



26

Personalised message for a friend

- Participants send a text, picture, discount coupon, or special invitation via e-mail to the person of their choice

The screenshot shows a website for 'Beauty' with a dark purple background. At the top, there is a navigation bar with links: 'New', 'Clothing', 'Bags', 'Contest' (highlighted in red), and 'Cosmetics'. Below the navigation bar is a large banner for a 'GIFT VOUCHER' with a 'VALUE € 50'. The text 'Fill out the form and send a discount coupon to your mother for the Mother's Day!' is centered below the banner. The form consists of five input fields: 'Name', 'Firstname', 'Email', 'Phone', and 'Birthday', each followed by a red asterisk. A red 'Send' button is located below the 'Birthday' field. At the bottom of the page, there is a footer with the 'Beauty' logo, a navigation bar with links: 'Home', 'services', 'Prich', 'Gallery', 'Blog', and 'Contact', and a row of social media icons: Facebook, Google+, Twitter, LinkedIn, RSS, and a heart icon.

Beauty

New Clothing Bags Contest Cosmetics

GIFT VOUCHER

VALUE € 50

Fill out the form and send a discount coupon to your mother for the Mother's Day!

Name *

Firstname *

Email *

Phone *

Birthday *

Send

Beauty

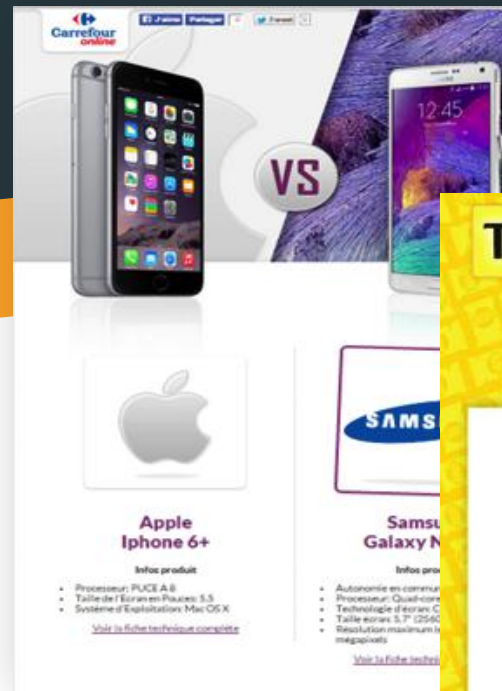
Home services Prich Gallery Blog Contact

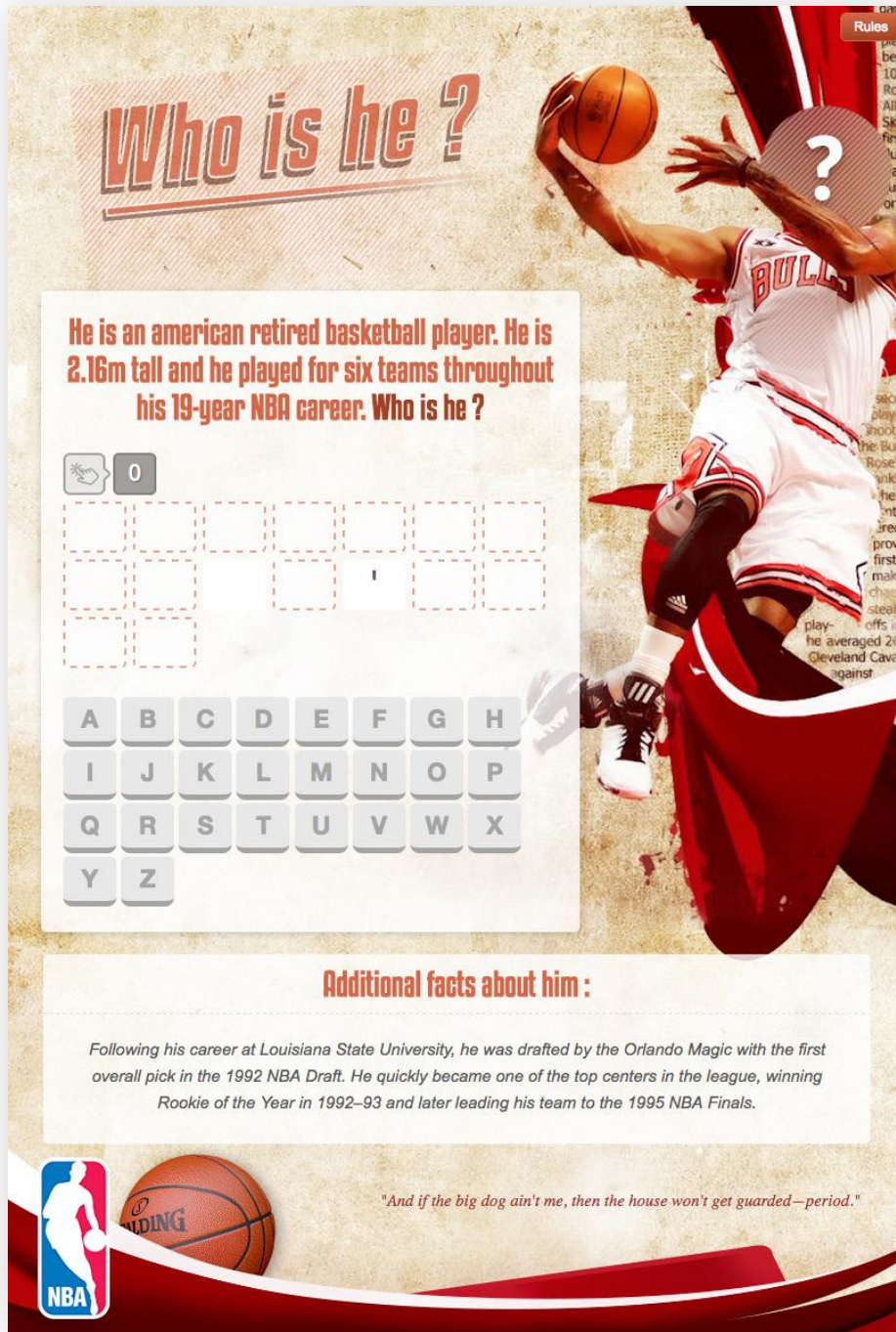
f g t li rss

27

Product battle

- Organise a battle between some of your client's products
- Can also be done with editorial battles (soccer players, celebrities etc.) sponsored by your client





28

Guess the word

- Participants guess a word, a name, a brand... in the least possible clicks
- Use multimedia tips (image, video, audio etc.)

29

Advent calendar

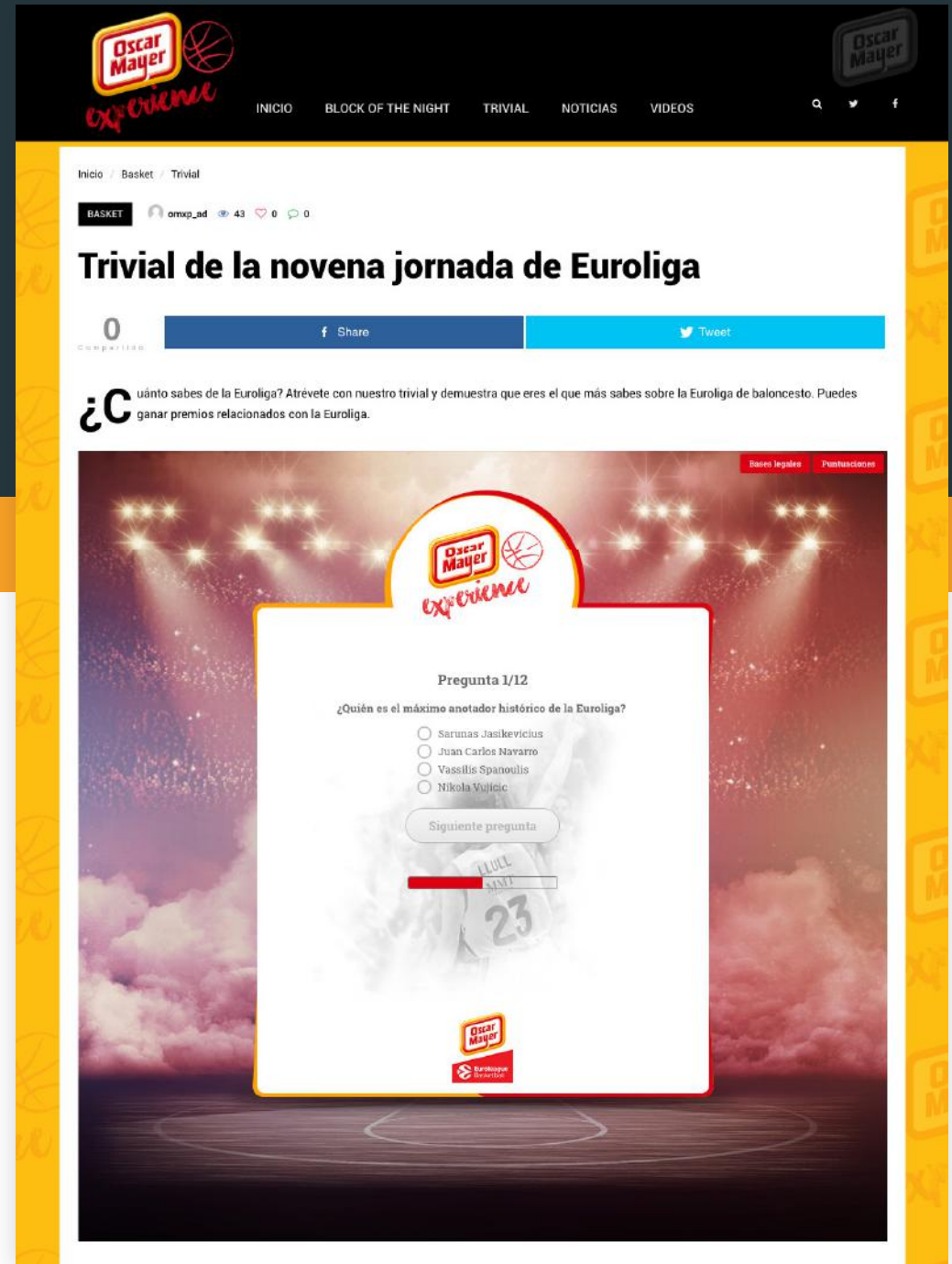
- Display a calendar for any type of event
- Each day, a case automatically opens to display a promo, a quiz, a video or any other type of exclusive content



30

Quiz with cumulative points

- Allow users to play every day
- They accumulate points
- Increase loyalty and encourage comebacks



Features



Full customisation of the design on the basis of your client's graphic chart



Statistics and results available in real time and exportable



Custom identification forms



Qualifio connects to your client's CRM, e-mailing system, DMP or SSO (Single Sign-On)



Possibility to create an access to the statistics module for your client



Opt-ins, Facebook Likes or Twitter followers collection



Automatic e-mail to all participants (optional)

Services to offer around Qualifio campaigns



Qualifio interactive campaigns also allow you to offer a wide range of additional services, both before and after the campaign publication itself. Complete your package with content redaction, design, activation, reporting etc.

Many European agencies chose Qualifio

BBDO



HAVAS

idweaver
STRATEGIC D/G/TAL AGENCY

Social.Lab

Leo Burnett



R+S
RISE AND SHINE

SAATCHI
&
SAATCHI

DDB^o

TBWA

LM
Y&R

isobar

JUST.
AGENCY

And many more



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