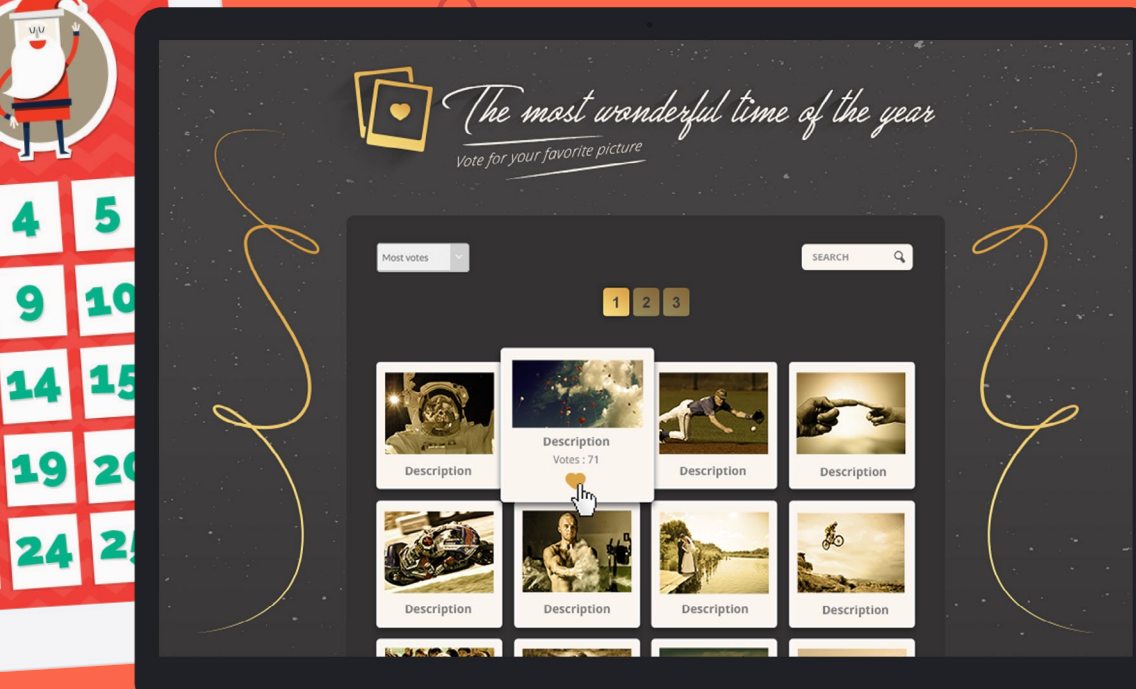


MERRY
CHRISTMAS





INTRODUCTION

As the busy holiday season slowly approaches, plenty of brands and media want to publish special content. Sounds familiar? Is it a challenge that you face every year?

The holidays are also an opportunity to use retargeting strategies around specific purchase intentions and to improve the qualification of your audience.

If you're looking for something more for your Christmas marketing, these interactive campaigns are for you.

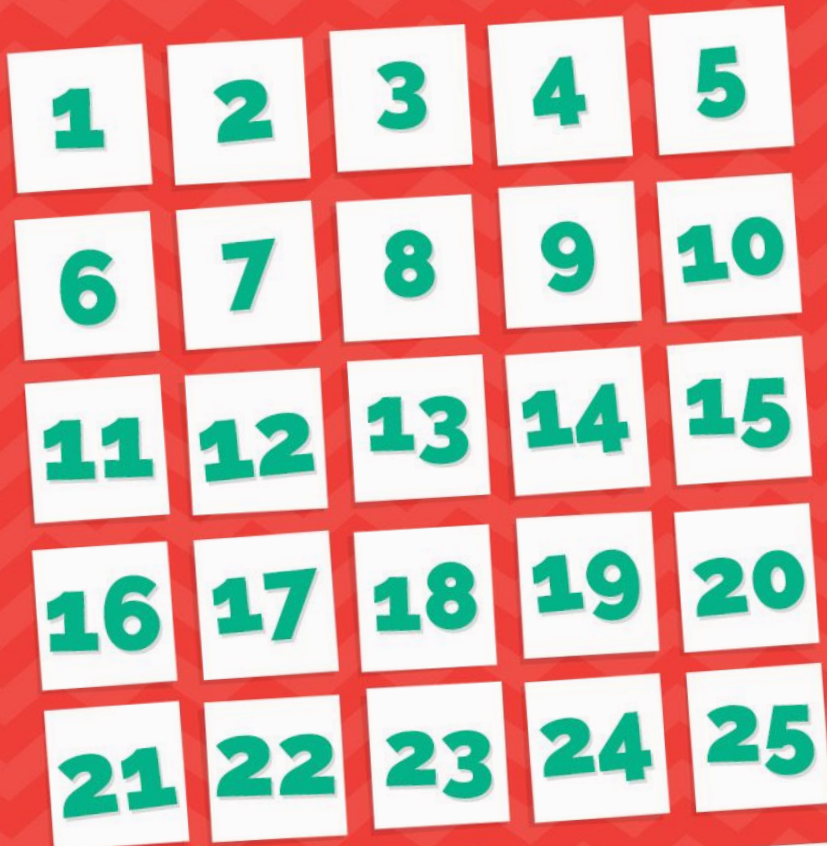
MAKE EACH DAY A SURPRISE

What better way to celebrate the end of the year than with an **advent calendar**? It's a well-known concept, but there are plenty of options to make it creative. Much like a real advent calendar, your advent calendar campaign will present something new every day. Depending on your mood, you can create a fun game, upload a beautiful picture or a moving video, or just let your audience enjoy a special offer!

Merry Christmas

ADVENT

Calendar



TYPE OF CAMPAIGN AND HOW-TO



Advent
Calendar

Create an Advent Calendar campaign with a different type of content for every day. Behind each door, you can hide a new Qualifio campaign, or a simple link to a video or a special voucher!

THE PHOTO EDITOR

This one's a good way of getting attention, while also creating shareable content for you. Simply put, whoever makes the best holiday photo wins a prize. Make it personal and creative by adding your own stickers and frames to the game! Think of a special branded frame; it will increase your brand's visibility when the photos will be shared.



TYPE OF CAMPAIGN AND HOW-TO



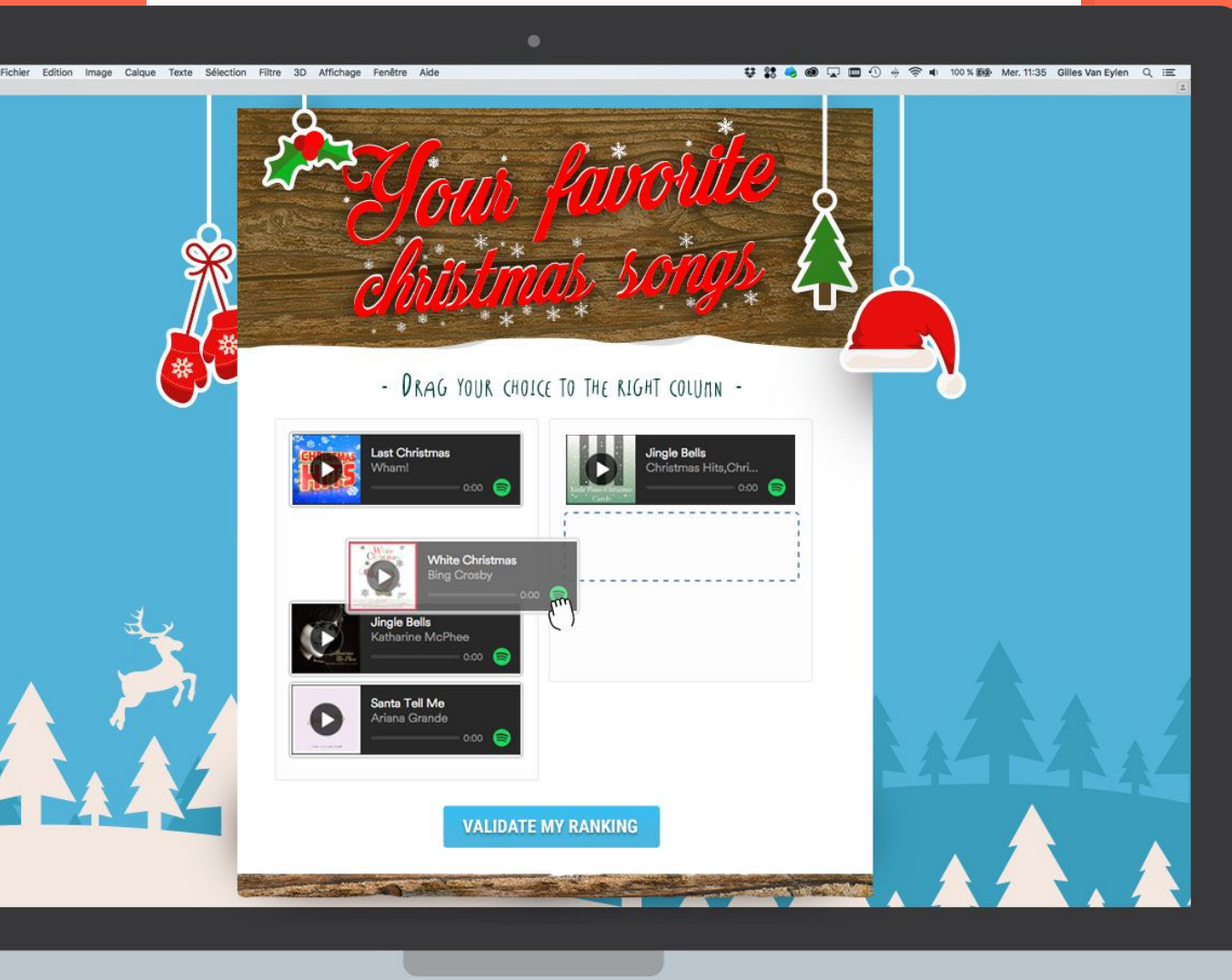
Photo Editor

Create a photo contest. Pick "photo editor" as the question type. Then, upload a set of Christmas-themed visual elements that allow the participants to edit their pictures (thematic frames, Santa hat, antlers, bells, misted and snowy windows...)



MAKE IT MUSICAL!

Who has never sung a Christmas song in the shower? Sure, it make our ears bleed. But in this case, it turns out to be an opportunity to stand out. What about a ranking campaign? Let your followers elect their favourite thematic song. You're a radio station? Even better! Why not broadcast the winning song during Christmas week?



TYPE OF CAMPAIGN AND HOW-TO



Poll

Create a poll campaign with one "ranking" question. Don't forget to include the multimedia elements in your answers!

HOLD A WRITING CONTEST!

Your campaign could also be about sending emails with personalized best wishes. It may seem old school for some people, but greeting cards remain a cause for excitement for many.

TYPE OF CAMPAIGN AND HOW-TO



Writing Contest

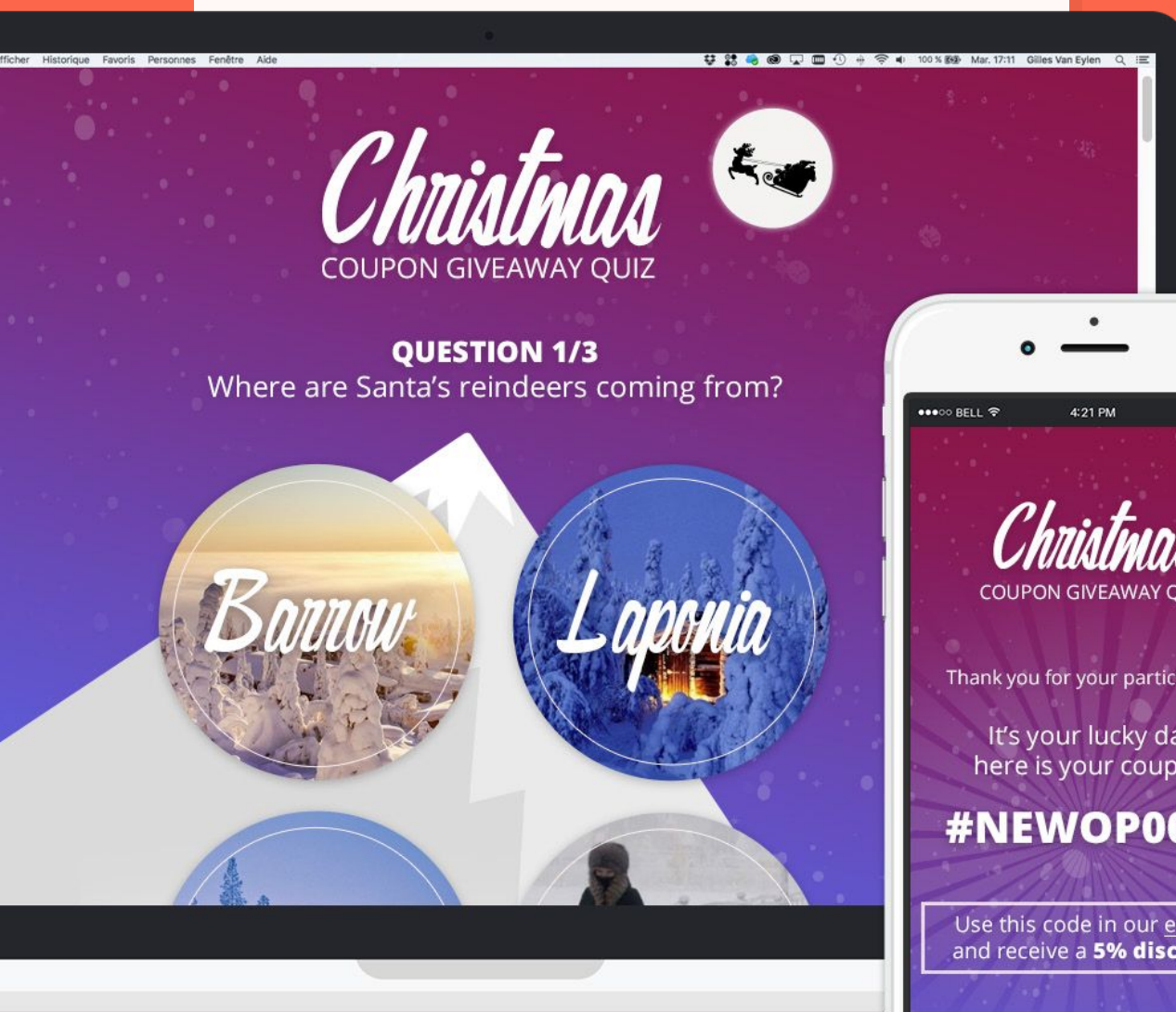
Create a writing competition (you'll need both a wording and vote campaign). To send an email to another person than the participant, you'll want to collect their email address* through an additional CRM variable. Here's [how to do so](#).

*Depending on what the law in your country says.



CLICK ON AN IMAGE QUIZ + UNIQUE CODE IN EXIT SCREEN

This one is a quick, easy and convenient way to engage your audience to buy gifts for their loved ones in your store. Think about the online/offline complementarity here: you can make use of unique codes offering little perks to enjoy in your store!



TYPE OF CAMPAIGN AND HOW-TO



Quiz

Start with a simple quiz campaign in which you will pick the "click on an image" type of question. In the exit screen, display unique codes for the participants to use in your store —or in your e-shop, for that matter. In order to do that, you can either insert your own list of unique codes or generate one through the Qualifio Manager.

MERRY MEMORY

You ever watch "The Price is Right"? Invite your audience to play this memory game in which they have to guess how much an item costs by pairing it with its right price.



TYPE OF CAMPAIGN AND HOW-TO



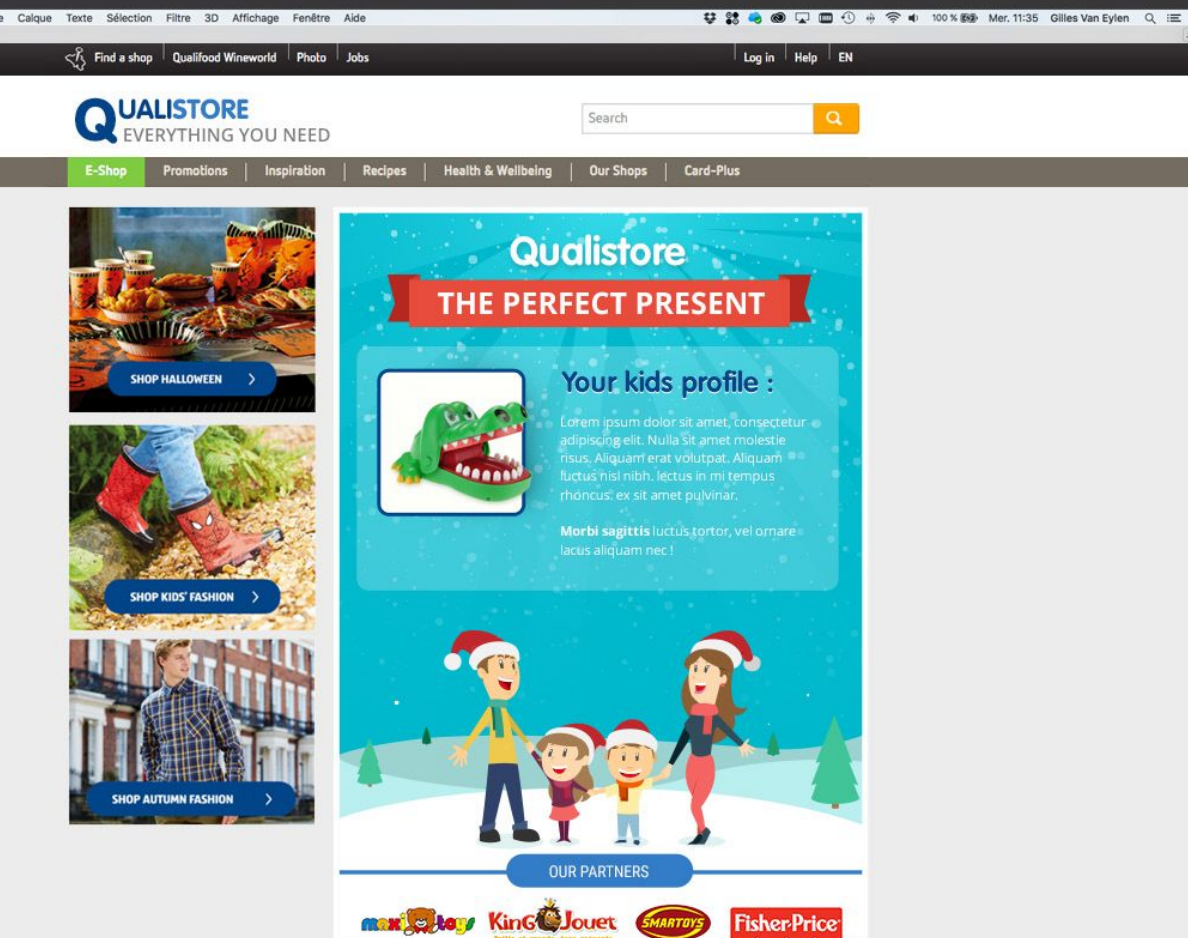
Memory

Create a memory game where each pair of cards isn't the same picture, but the image of a product and its price.



THE HOLIDAY GIFT GUIDE

Create a top-notch quiz to help your audience determine what to offer to their kids (or mum, or dad, or geek friend) for Christmas. This will also allow you to segment your target, by the way. So it's also relevant to retarget and stimulate the purchase, for example by offering a promo code on a specific assortment of products afterwards.



TYPE OF CAMPAIGN AND HOW-TO



Personality Test

Create a personality test. Assign each answer to a defined profile and display the result on the exit screen. You want to go for retargeting? Concretely, you can just insert different tracking tags in the each exit screen displaying a personality profile and you're done! That way, you will be able to (re)target and segment the participants based on their results.

FLASH CONTEST

Make your audience feel extra special by getting them a Christmas gift. Here, we created a “flash contest” in which the first 100 participants receive free tickets to the Kids Show on Ice.



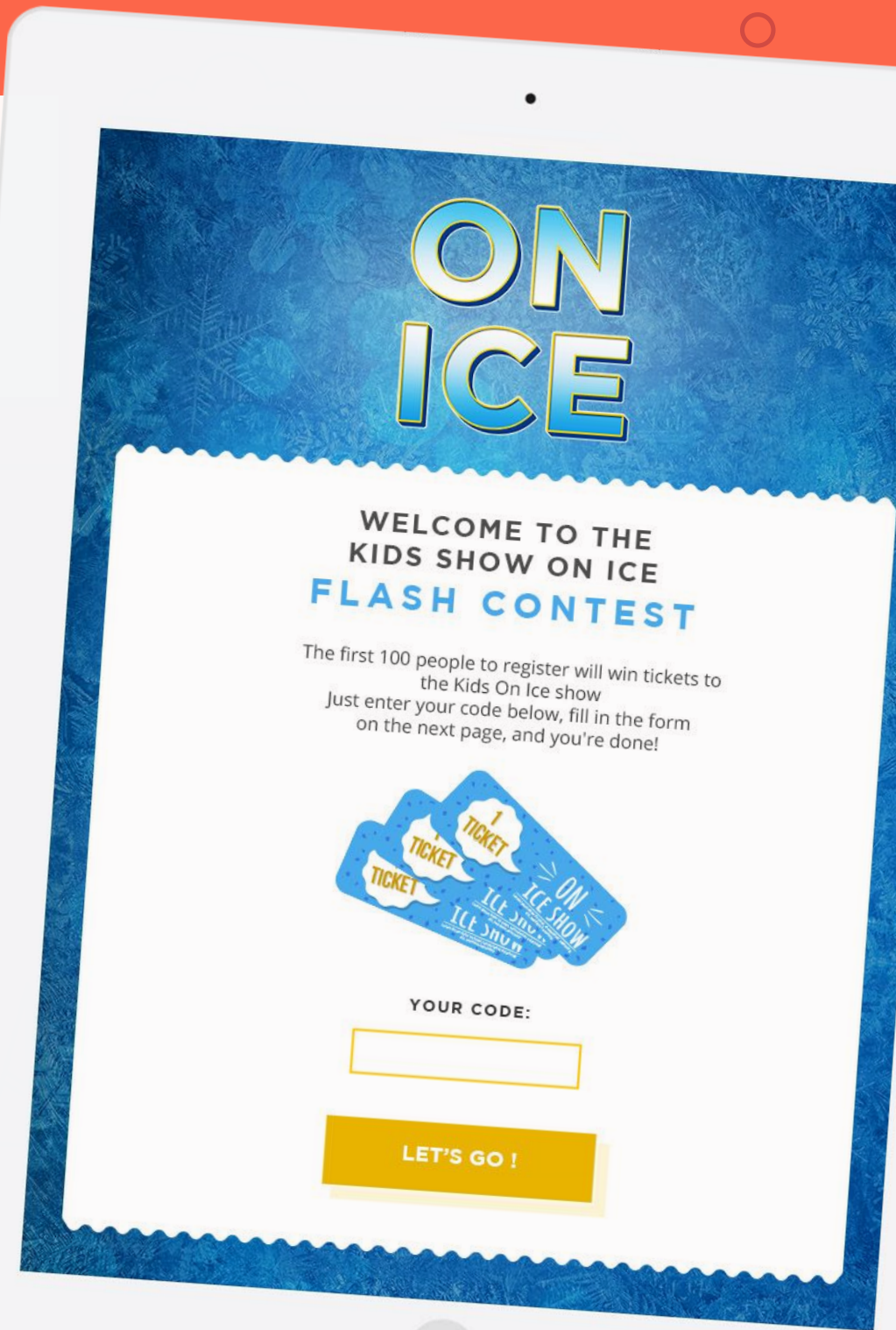
TYPE OF CAMPAIGN AND HOW-TO



Identification
Form

Create a simple identification form —or any other type of campaign, depending on what you want. In this case, the campaign is limited to 100 participants. Use the exit screen to display the prize, which can be shown in any form (bar code, unique code, url to tickets etc.).

Tip: don't forget to prepare a message for people who will not be among the first 100 participants, that is to say those trying after the campaign has ended. This can easily be done through the welcome screen of your campaign (“After the campaign” section).



THE MOST WONDERFUL TIME OF THE YEAR

Invite your readers to take a digital journey through time! Let them pick the most memorable news picture of the year thanks to a photo contest gathering the main highlights of 2016.



The most wonderful time of the year
Vote for your favorite picture

Most votes

SEARCH

1 2 3



Description



Description

Votes : 71



Description



Description



Description



Description



Description



Description

TYPE OF CAMPAIGN AND HOW-TO



Photo
Contest

Create a photo contest (you'll want to pick the vote campaign in this case). For each answer, just insert a picture that illustrate the proposed time of the year.

SWELLY - PERSONALITIES OF THE YEAR 2016

Sports, politics, cultural events... 2016 has been full of emotions! Finish it off in style by asking your audience to select their personalities of the year. You can either make a campaign with different categories (participants will have to cast a vote for each of them) or make a specific campaign (woman of the year, man of the year, athlete of the year, company of the year...) After selecting their favorite candidate, participants can share it on social networks and compare their choice with their friends'.



TYPE OF CAMPAIGN AND HOW-TO

**Studio
swelly**
by  qualifo

This type of campaign is only available through the Swelly Studio. Contact us for more information.



NEXT



WHAT IS QUALIFIO ?

Qualifio is the most powerful online platform that enables publishers, brands and agencies to easily create and publish viral interactions on websites, mobile apps and social networks. Viral quizzes, polls, tests and other innovative formats allow them to engage, grow and qualify their digital audiences.

Qualifio is used by major media, brands and agencies in Europe, like :

TF1, France télévision, RTL, ELLE, Mondadori, Le Monde, ING, Total, TBWA, Isobar, Kinopolis, VRT, The Walt Disney Company, KBC, Grazia, Guerlain, etc.



Quiz



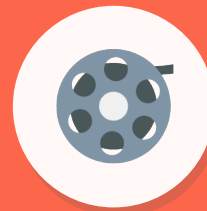
Instant
Win



Survey



Photo
Contest



Video
Contest



Writing
Contest



Poll
& Vote



Landing
page



Advent
Calendar



Chrono
Quizz



Prize
Draw



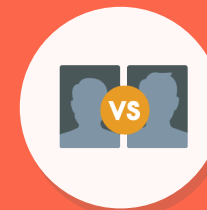
Memory



Prediction



Personality
Test



Battle



Guess the
Word

AND MANY OTHERS

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Unlimited acces to our platform?

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[Studio Qualifo](#) can create your campaign in 3 days.



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