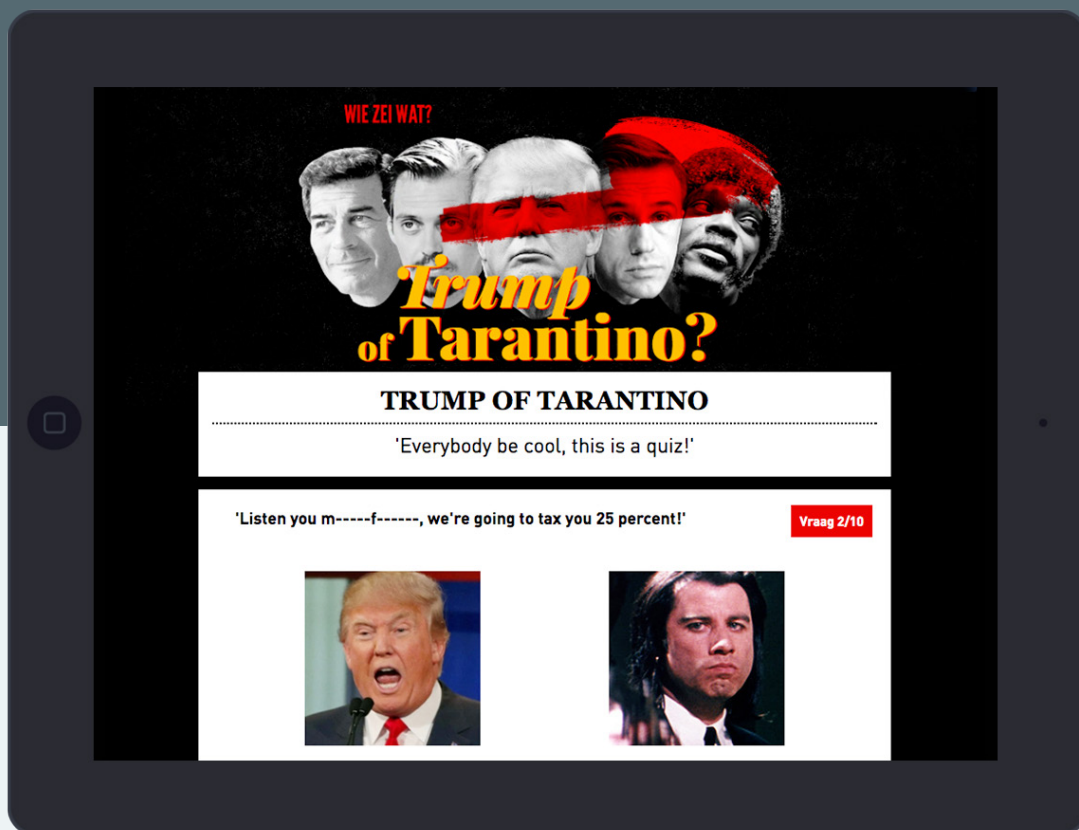


dS De Standaard

CASE STUDY

How *De Standaard* uses Qualifio to make political news interactive



INTERACTIVE



VIRAL



INFORMATIVE



▶ The case:

With Qualifio, De Standaard creates numerous interactive campaigns that allow them to talk about politics in a creative way. These campaigns, if often entertaining, are always pure editorial content. It is not about carrying out contests or having the audience win prizes. It is about offering moments of interaction and fun. All while continuing to carry out their mission as a media, which is to inform people.

▶ 4 examples:

The *Trump Memory* was a simple memory game based on the political news. There was nothing to win, so the objective was simply to entertain the audience.

▶ The result: over 10,000 participations and about 50 Facebook shares.

The *Trump or Tarantino: Who said it?* game was another example of pure editorial content. Instead of writing an article about the shocking quotes of Trump, De Standaard had the idea to mix those up with quotes from Tarantino's movies in a very creative quiz.

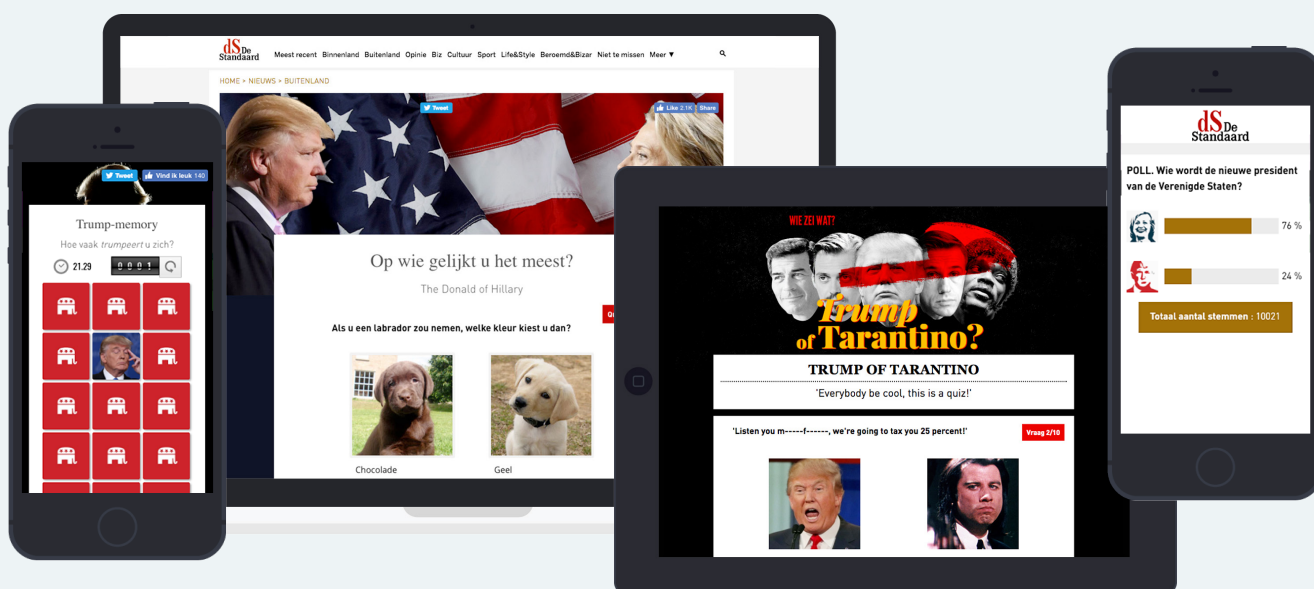
▶ The result: again, over 10,000 participations and about 50 Facebook shares.

Who will be the next president? This poll was a great example of both crowdsourcing and interaction for audience engagement. It was an easy action to set up and a great source of data to be used later on in other articles.

▶ The result: over 11,000 people answered the poll.

Finally, the *Are you more like Donald or Hillary?* personality test was also very appealing to De Standaard's audience. Questions were based on the candidates' programs and ideas. Based on their answers to those questions, participants had the opportunity to find out the candidate that was the best match for them.

▶ The result: about 50,000 participants took the test.





What De Standaard says about it:

“ Why have you chosen to create these campaigns? What was the intended purpose?

“When creating a content plan for a project, such as the American elections, we always bear in mind the diversity of our formats. Our motives are primarily content driven. We choose the formats to fit an idea. Traffic is sometimes used as an argument to exclude ideas: if we know in advance something won’t work – something we’ve learned with experience – we look for a different angle. But a high amount of pageviews are always the icing on the cake.”

What are, for you, the main results of these actions?

About the Trump Memory: “We mainly set up the memory to try out the format for the first time. It turned out to be very easy to set it up and provided a good counterbalance for the otherwise ponderous election news.”

About the Trump vs Hillary personality test: “We wanted to educate our readers without force-feeding them the entire programs of the candidates. So we decided to entertain them instead. Our readers didn’t need in-depth knowledge of the candidates viewpoints on certain issues, they could learn about them by taking the test. It was very popular, which is always a plus.”

How did Qualifio help you in setting up these actions?

“It helped us to set up the formats in an intuitive way. The interface is easy to use, so we can bypass development time. That is time we cannot afford to lose in a fast paced news environment.”

— *Andy Stevens, Special Projects Editor*



“ The leading online platform to engage digital audiences and collect data by creating and publishing viral interactions on websites, mobile apps and social media ”