



30 Interactive ad campaigns your advertisers love



June 2016

Introduction

Advertisers are crazy about new, innovative, interactive ad formats. Such formats brings them visibility, traffic, new prospects, social networks followers. They perfectly integrate into your editorial content...without being blocked by adblocking!

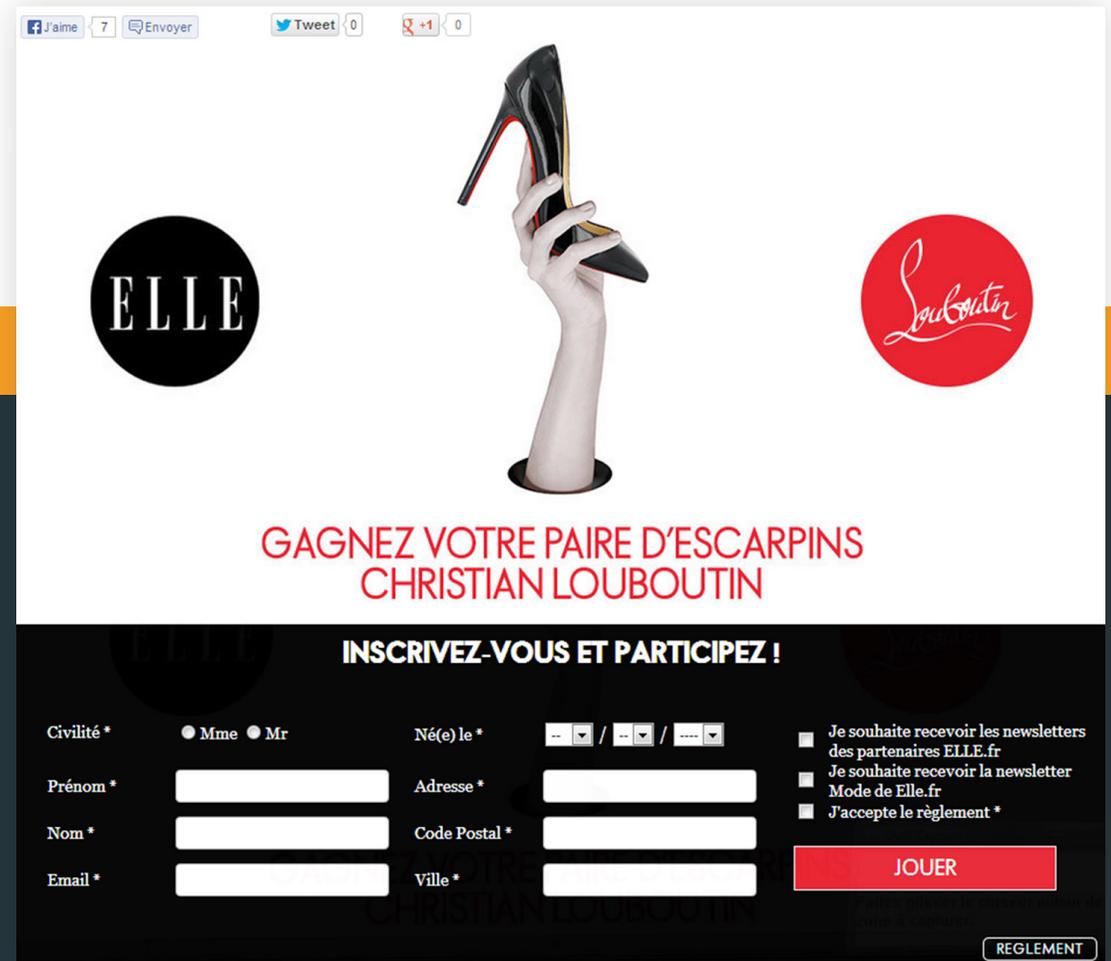
Here is a catalogue of **interactive brand content formats** you can easily build using the Qualifo app, customize with sponsor's logo & look and feel, and embed in your media (web or mobile sites and apps).



1

Customized form with data collection

- Customizable fields with data validation features
- Optins for sponsor
- Facebook Like for sponsor
- Automatic e-mail generation
- Push to sponsor's CRM (optional)



The image shows a web browser window displaying a contest registration form. At the top, there are social media sharing options: Facebook (7 likes), Twitter (0 tweets), and a plus sign for more options. The main content area features the ELLE logo on the left, a hand holding a black Christian Louboutin high-heeled shoe in the center, and the Louboutin logo on the right. Below the shoe, the text reads "GAGNEZ VOTRE PAIRE D'ESCARPINS CHRISTIAN LOUBOUTIN". The registration form is titled "INSCRIVEZ-VOUS ET PARTICIPEZ !" and includes the following fields: "Civilité *" with radio buttons for "Mme" and "Mr"; "Prénom *" and "Nom *" with text input fields; "Email *" with a text input field; "Né(e) le *" with a date picker; "Adresse *" with a text input field; "Code Postal *" with a text input field; and "Ville *" with a text input field. To the right of the form, there are three checkboxes: "Je souhaite recevoir les newsletters des partenaires ELLE.fr", "Je souhaite recevoir la newsletter Mode de Elle.fr", and "J'accepte le règlement *". A red "JOUER" button is located below the checkboxes. A "REGLEMENT" link is visible in the bottom right corner.

[VIDEO](#) • [FOTO](#) • [TV](#) • [ONLINE KRANT](#) • [LEZERSERVICE](#) • [ABONNEMENT](#)

U zoekt?

DMorgen.be

[HOME](#) [NIEUWS](#) [SPORT](#) [GELD](#) [MUZIEK](#) [OPINIE](#) [PLANET WATCH](#) [TECHNOCITY](#) [MAGAZINE](#) [CULTUUR & MEDIA](#)

Startpagina Reglement

I AM STADSFOTOGRAAF


Word jij de Nikon I AM Stadsfotograaf?

Galerij gesorteerd op

1 2 ... 48

<p>Frank S.</p>  <p>Sterren : 0</p> <p>☆☆☆☆☆</p>	<p>Hannes B.</p>  <p>Sterren : 2.1</p> <p>☆☆☆☆☆</p>	<p>jenco E.</p>  <p>Sterren : 2</p> <p>☆☆☆☆☆</p>	<p>jenco E.</p>  <p>Sterren : 0</p> <p>☆☆☆☆☆</p>	<p>Annick DD.</p>  <p>Sterren : 2.5</p> <p>☆☆☆☆☆</p>
<p>Philippe VDV.</p>  <p>Sterren : 5</p> <p>☆☆☆☆☆</p>	<p>eva C.</p>  <p>Sterren : 0</p> <p>☆☆☆☆☆</p>	<p>Pato VH.</p>  <p>Sterren : 2</p> <p>☆☆☆☆☆</p>	<p>samson DP.</p>  <p>Sterren : 1.7</p> <p>☆☆☆☆☆</p>	<p>Frank V.</p>  <p>Sterren : 1.6</p> <p>☆☆☆☆☆</p>
<p>Romina K.</p>  <p>Sterren : 1.4</p> <p>☆☆☆☆☆</p>	<p>Hilde L.</p>  <p>Sterren : 1.2</p> <p>☆☆☆☆☆</p>	<p>Edward V.</p>  <p>Sterren : 1.6</p> <p>☆☆☆☆☆</p>	<p>Steve V.</p>  <p>Sterren : 2.9</p> <p>☆☆☆☆☆</p>	<p>Bob V.</p>  <p>Sterren : 3</p> <p>☆☆☆☆☆</p>

2

Photo contest with community voting

- Unlimited disk space
- Pictures moderation
- Various formats of galleries
- Various voting mechanisms

3

Video contest with community voting

- Unlimited disk space
- Video moderation
- Video encoding
- Various formats of galleries
- Various voting mechanisms

The screenshot displays the NRJ Talent website interface. At the top, there is a navigation bar with the NRJ logo, social media links (Facebook, Twitter, YouTube, Instagram), and options for Apps and NRJ Chat. The main header features the slogan "HIT MUSIC ONLY!" and navigation links for "RADIO", "ARTISTES", "CLIPS", "ACTUS", "JEUX", and "NRJ TALENT". A search bar is located in the top right corner.

The main content area is titled "Accueil > Talent" and features a large red banner with the NRJ Talent logo and the text "VOTEZ ET PARTAGEZ VOS VIDÉOS PRÉFÉRÉES". Below the banner is a grid of video thumbnails, each with the artist's name, video title, and current vote count:

Artist	Video Title	Votes
ALEXY LARGE	Hotline Bling	0
NOONA BAE	Breath Dance Video	5
ANGELA PEREIRA	Born to die	29
EMILIE MANOA	Mash Up	2
INÈS	Cover By Inès - Stone Cold	47
GINGERL	DON'T	104
T-YAM	La Tribu de dana	0
ANGIE ROBBA	Reprise - Mad World	4
LUCIE	Castle in the snow cover	1
LUCIE	Pas là - Vianney (Guitare)	1
SKIPDECEMBER	I know what you did last summer...	3
AUGUSTINH	TITANIUM	1

On the right side of the page, there is an advertisement for "NRJ DISCOVER" with the text "DÉCOUVREZ LES ARTISTES ET LES HITS DE DEMAIN !" and a "CLIQUEZ ICI" button.

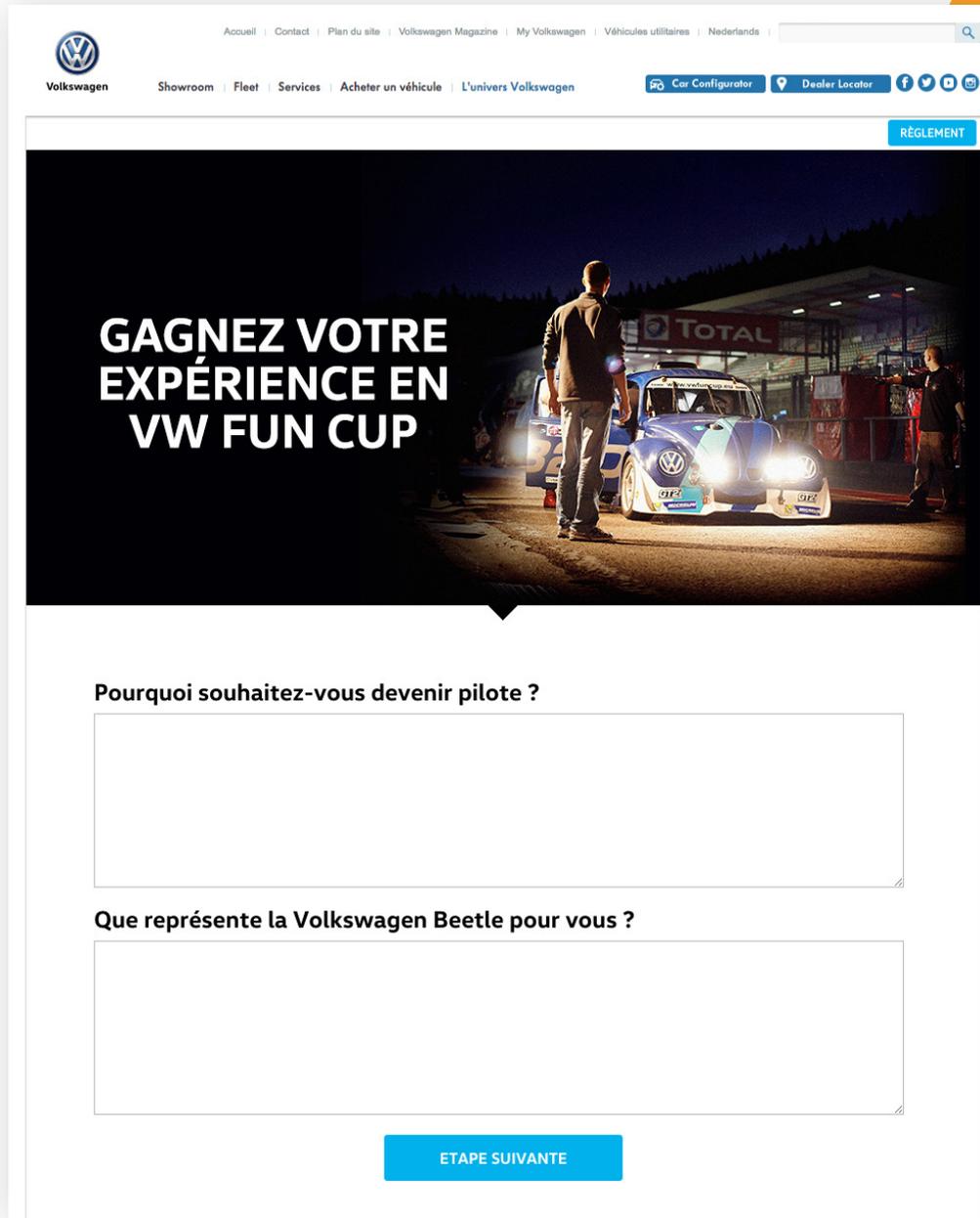
4

Text contest with community voting

Text moderation •

Various formats of galleries •

Plain text entries or PDF files •



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

The main content area features a large image of a blue and white Volkswagen Beetle rally car at night, with a person standing next to it. The text 'GAGNEZ VOTRE EXPÉRIENCE EN VW FUN CUP' is overlaid on the left side of the image.

Below the image, there are two text input fields:

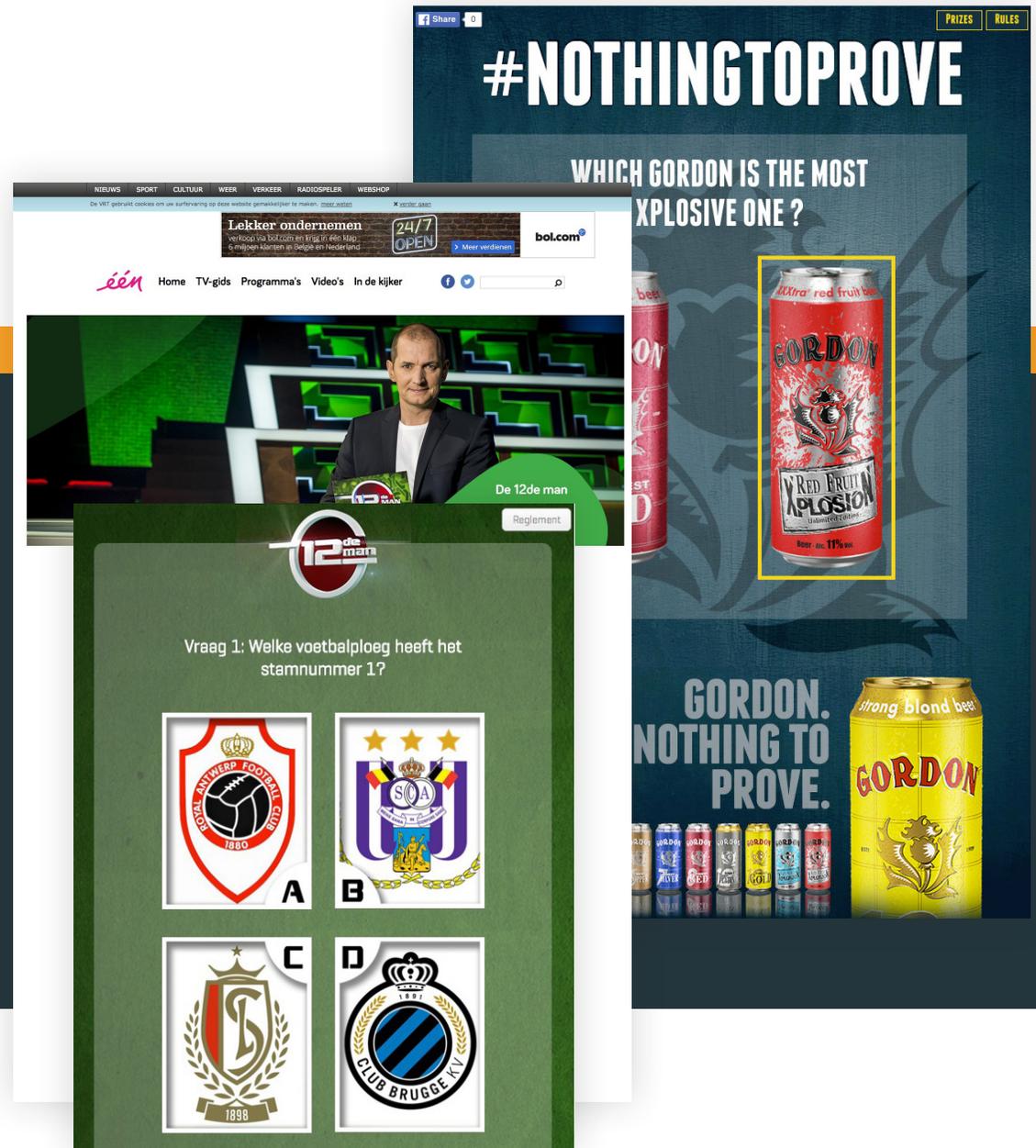
Pourquoi souhaitez-vous devenir pilote ?

Que représente la Volkswagen Beetle pour vous ?

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

5 Image-based quizz

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



6

Video-based quizz

The screenshot shows a quiz interface for Leffe beer. At the top, the Leffe logo is displayed in a gothic font. Below it, the text reads: "Dans le nouveau verre Leffe, qu'est-ce qui favorise une tenue de mousse plus longue ?". A video player is embedded in the center, showing a close-up of a Leffe beer glass with a thick head of foam. The video player has a play button in the center. Below the video player, there are three radio button options: "Le L gravé au fond du verre", "La qualité même du verre", and "La hauteur du pied". A "CONTINUER" button is located below the options. At the bottom of the page, the text reads: "UN BIÈRE BRASSÉE AVEC SAVOIR SE DÉGUSTE AVEC SAGESSE."

Leffe

Règlement

Dans le nouveau verre Leffe, qu'est-ce qui favorise une tenue de mousse plus longue ?

Abdij van
Leffe

Le L gravé au fond du verre
 La qualité même du verre
 La hauteur du pied

CONTINUER

UN BIÈRE BRASSÉE AVEC SAVOIR SE DÉGUSTE AVEC SAGESSE.

- Display advertiser's video and ask questions

- Unlimited number of questions

- Mobile optimized

- Display scores and winners

- Advanced winners management

7

Musical blind test

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

Suivre Télé-Loisirs.fr f t+ 8+ Mobile & Tablette S'inscrire | Se connecter

PROGRAMME TV NEWS **TÉLÉ-RÉALITÉ** SÉRIES CINÉMA VIDÉOS STARS CODE PROMO MÉTÉO SUDOKU

Les anges de la télé-réalité L'amour est dans le pré Koh-Lanta Secret Story Les Chtis vs Les Marseillais Danse avec les stars

Programme TV

MUSICAL QUIZZ

SONY

Who is the singer of this song?

Jimmy Cliff Shaggy Bob Marley

Dennis Brown Sean Paul

CANDIDATS

VIDÉOS À NE PAS MANQUER

Insolite : une hôtesse du Tour de France met un énorme vent à Vincenzo Nibali

À VOIR ÉGALEMENT

Les anges de la télé-réalité 5 - Les anges de la télé-réalité 4 - Les anges de la télé-réalité 3 - Les anges de la télé-réalité 2 - Les anges de la télé-réalité 2011



Découvrez la nouvelle rubrique
LiFestyle by Chérie FM
Articles, tests et bons plans

avec Stéphanie Loire



en partenariat avec



Accueil > Lifestyle > Etes-vous prête pour Noël ?

Etes-vous prête pour Noël ?



1. Cliquez sur les choses que vous avez !

<p><input type="checkbox"/> Calendrier de l'avent terminé</p>	<p><input type="checkbox"/> Sapin décoré</p>	<p><input type="checkbox"/> Cadeaux achetés</p>
<p><input type="checkbox"/> Cadeaux emballés</p>	<p><input type="checkbox"/> Crèche mise en place</p>	<p><input type="checkbox"/> Bougies bien placées</p>
<p><input type="checkbox"/> Bonhomme de neige en déco</p>	<p><input type="checkbox"/> Père Noël en déco</p>	<p><input type="checkbox"/> Chaussettes de Noël accrochées</p>
<p><input type="checkbox"/></p>	<p><input type="checkbox"/></p>	<p><input type="checkbox"/></p>

8

Sponsored check list

- Let your users check propositions and get a score
- Present as many propositions as you want
- Text or images propositions
- Display rating and share on social networks

9

Personality test / Psycho test

- Let your users answer questions and get a profile
- Profile is sharable on social networks
- Display targeted offers, based on profile

ELLE

Nous suivre • S'identifier **ABONNEZ-VOUS**

A LA UNE MODE BEAUTE CULTURE PEOPLE ELLE À TABLE ASTRO **ELLE ACTIVE** CANNES

DECouvrez
COLOR RICHE
LE VERNIS À L'HUILE

L'ORÉAL
MAKEUP DESIGNER / PARIS

Elle

Psycho-test Beauté
AVEC L'ORÉAL MAKEUP DESIGNER / PARIS

QUELLE PARISIENNE
SOMMEILLE EN VOUS ?

FAITES LE TEST ET GAGNEZ UN VERNIS À L'HUILE

CARMIN
PARISIEN VIOLET
VENDÔME CORAL
TRIANGON CHÈRE
MACARON ORANGE
TRIOMPHE ROSE
BALETS ROUGE
SALVAGE

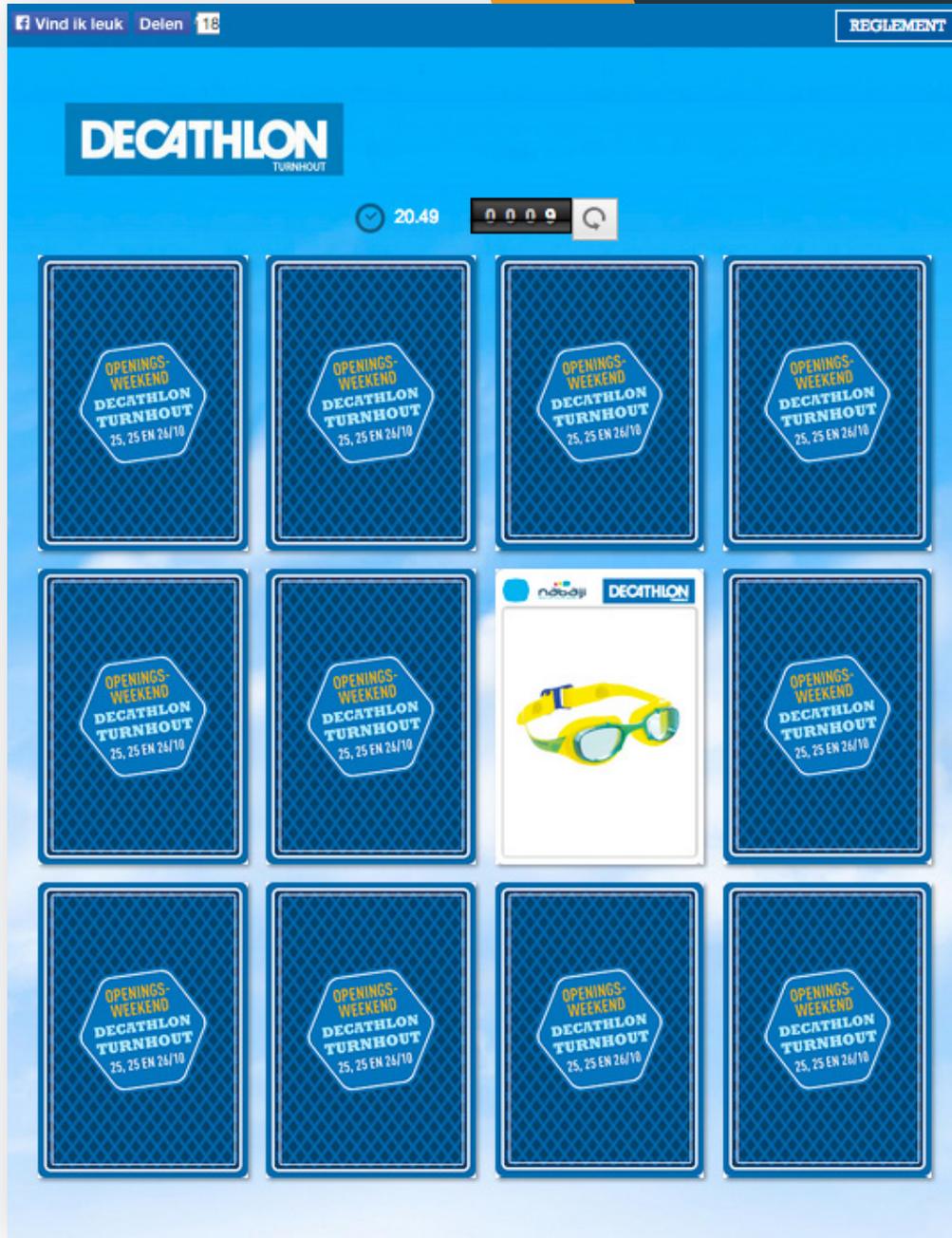
Votre monument parisien préféré...

L'Arc de Triomphe La Tour Eiffel La Place Vendôme

Votre repas préféré...

Un goûter macarons Un bowl cake Un petit dej' café/croissant

Vous vous déplacez...



10

Memory game

- Find the pairs
- Show your advertiser's products
- Full customization of cards (front and back)
- Indication of time and number of clics

11

Memory game The right price

- Full customization of cards (front and back)
- Indication of time and number of clics



12

Branded voting widget to include under an article

Publish any kind of voting mechanism

Use text, video, pictures, audio

Automatic graphs with results

The screenshot shows a news article on 'Het Nieuwsblad' website. The article title is 'UEFA lost spitsenprobleem Rode Duivels op' (UEFA lost the spitsen problem of the Red Devils). Below the title is a voting widget titled 'Wie was uw man van de match?' (Who was your man of the match?). The widget displays nine player portraits in a 3x3 grid, each with a name below it: Thibaut Courtois, Thomas Vermaelen, Toby Alderweireld, Laurent Ciman, Jan Vertonghen, Marouane Fellaini, Radja Nainggolan, Axel Witsel, and Yannick Carrasco. To the right of the article is a 'Dash' laundry detergent advertisement with the headline 'EEN PROPERE WAS VOOR IEDEREEN DIE TELT' and a 'Subito!' promotion offering prizes of €25,000, €100,000, and €250,000. Below the advertisement is a 'MEEST GELEZEN' (Most Read) section with a list of five articles.

1 Johan Bruyneel ontketent dopingrel met venijnige tweet

2 UEFA lost spitsenprobleem Rode Duivels op

3 Kevin De Bruyne: "Geboorte van mijn zoon wordt sowieso het grootste moment van mijn leven"

4 Geen kerstfeest bij Manchester United na Europese afgang

5 Waarom Ronaldo een "matig" seizoen beleeft

13

Branded **rating** widget to include under an article

- Use a slider to give ratings
- Automatic graphs with results
- Unlimited number of items

The screenshot shows a sports website interface. At the top, there's a navigation bar with 'HLN BE' and categories like 'NIEUWS', 'REGIO', 'SPORT', 'SHOWBIZZ', and 'MEER HLN'. Below this, a main headline reads 'Geef zelf punten aan de Rode Duivels!' (Give your own points to the Red Devils!). The central feature is a 'SPELERSBEOORDELING' (Player Rating) widget titled 'HOEVEEL PUNTEN GEEFT U OP 10 PER SPELER?' (How many points do you give out of 10 per player?). It lists 14 players with their names, small photos, and a horizontal slider for rating. 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, Divock Origi, Moussa Dembélé, and Nacer Chadli. To the right of the rating widget is a 'SPORTCENTER' section with 'LIVE VOETBAL' (Live Football) showing match results for Australia vs. Nederland, Spanje vs. Chili, Kamerun vs. Kroatië, and Rusland vs. Zuid-Korea. Below that is a 'GERELATEERD NIEUWS' (Related News) section with three articles. At the bottom right, there's a 'WED NU' button and a 'VOLGDE STEP' (Next Step) button.

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](#) 

14

Branded ranking widget to include under an article

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

15

Simple prediction

- Predict soccer, tennis, rugby,... results
- But also politics, culture,...
- Filter winners on exact scores

The screenshot shows a website interface for predicting soccer matches. At the top, there is a navigation bar with 'SPORT' and a search box. Below that, a menu includes 'À la une', 'Fil Info', 'Scores', 'UEFA EURO 2016™', 'Football', 'Cyclisme', 'Tennis', 'Formule 1', 'Moto GP', 'Rallye', and 'Tous les sports'. The main content area is titled 'Diablies' and features a 'Carrefour' logo. The central focus is a 'MAKE YOUR PREDICTION' section for the UEFA EURO 2016. It contains three match prediction cards: 1. Belgium vs Italy, 2. Belgium vs Republic of Ireland, and 3. Sweden vs Belgium. Each card displays the national flag and a 'VS' icon, with a text input field below for the prediction. At the bottom of the prediction section, there is a question: 'How many people will give their prediction from the 24.05 to 13.06 ?' with a corresponding input field and a 'NEXT STEP' button. On the right side, there is a 'Les + populaires' section with a list of five popular articles or news items.

Info | Sport | Culture | Auvio | TV | Radio | 27° | Plus

SPORT Rechercher sur le site...

À la une | Fil Info | Scores² | UEFA EURO 2016™ | Football | Cyclisme | Tennis | Formule 1 | Moto GP | Rallye | Tous les sports

Diablies | Infos | Calendrier/résultats | Equipe/Palmarès

Carrefour

UEFA EURO 2016

MAKE YOUR PREDICTION

Belgium VS **Italy**

Belgium VS **Republic of Ireland**

Sweden VS **Belgium**

How many people will give their prediction from the 24.05 to 13.06 ?

NEXT STEP

Les + populaires

- 1 Le fil infos Diablies Rouges à l'Euro 2016
- 2 Les Diablies s'imposent difficilement face à la Suède et affronteront la Hongrie en 1/8èmes (vidéos)
- 3 De Bruyne : "Je m'en bats les c***** tant qu'on gagne"
- 4 Marc Wilmots a une patte de lapin ou plutôt de ... dinosaure
- 5 Wilmots: "On nous avait enterrés, mais on est en huitièmes"

EUROSPORT Share on  

#Euro2016Champion

EURO PICKS 2016

Make your Euro 2016 predictions

Intermarché

1

GROUP STAGE

Choose the 16 teams that will reach the knockout rounds
6 group winners + 6 runners-up + 4 best third-place teams

GROUP A	GROUP B	GROUP C	GROUP D	GROUP E	GROUP F
1st <input checked="" type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>
1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>
1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>	1st <input type="radio"/> 2nd <input type="radio"/> 3rd <input type="radio"/>

2

KNOCKOUT ROUNDS

Pick the winner of each match

vs	vs	vs	vs
vs	vs		
vs			

 **Germany**

CONFIRM MY PICKS

16

Full tournament prediction

- Predict results for the whole tournament
- Share prediction on social networks

17

Team composition

- Compose team (soccer, cycling...)
- Share your composition on social networks

EUROSPORT presents #MyEuroSquad

Intermarché

YOU'RE THE ENGLAND BOSS
See the most popular players
(% of users who picked player)

3 KEEPERS

Player	Percentage
JOE HART	98%
FRASER FORSTER	96%
BEN FOSTER	56%
TOM HEATON	31%
JOHN RUDDY	14%
SCOTT CARSON	5%

8 DEFENDERS

Player	Percentage
GARY CAHILL	94%
CHRIS SMALLING	92%
NATHANIEL CLYNE	89%
JOHN STONES	88%
KYLE WALKER	79%
DANNY ROSE	77%
PHIL JAGIELKA	66%
LEIGHTON BAINES	45%
RYAN BERTRAND	37%
LUKE SHAW	32%



18

Social Hub

- Provide a full view of what people say on social media around an event
- Cover Twitter and Instagram texts and pictures
- Automatic, real time update

19

Product feedback

- Ask participants to choose your sponsor's product they like best.

Goed Gevoel

Reglement Prijzen

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

Melitta® het geheim van goede koffie

EUROSPORT

OM vs PSG

LE MATCH DES SUPPORTERS

CHOISISSEZ VOTRE TRIBUNE !

4 703
20 822

25 084 SUPPORTERS vs 9 037 SUPPORTERS

74% vs 26%

SOUTENEZ L'OM ! Pour l'OM ? Cliquez-ici

SOUTENEZ LE PSG ! Pour le PSG ? Cliquez-ici

#BattleEurosport

#TRIBUNEOM #TRIBUNEPSG

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EUROSPORT

Powered by Swelly

20

Hashtags battle

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

21

Playlist composition

- Ask your participants to create their playlist.
- Use Mp3 files or embed players from Spotify, Soundcloud, etc.



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 product sample



L'OREAL
HAIRCOLOR EXPERT/PARIS

Life PLUS
MAGAZINE

SUNKISS JELLY
BY CASTING

Likez la page de L'Oréal et
recevez un échantillon

Sunkiss Jelly apporte du soleil dans vos cheveux.

Retrouvez-nous sur Facebook

L'Oréal Paris

19 115 369 personnes aiment L'Oréal Paris.

Je continue sans liker la page

CASTING
Sunkiss
JELLY

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

23

Ask for a unique code to enter the campaign

- Include **unique code** on your sponsor's product.
- Ask participants to enter this unique code to enter the campaign.

© PIERRE OLIVIER TMB

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**

[VOIR LE RÉGLEMENT](#)

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

Distribute a unique **discount code** to participants or winners

- Upload or generate a list of unique discount coupons.
- Distribute to your winners (Instant wins) or to all participants.

The screenshot shows a web page from Archant. At the top left is the 'Awesome media' logo. A search bar labeled 'Search Archant' and social media icons for Facebook, Twitter, and LinkedIn are at the top right. The main content area features a 'Contest unique code' section with the DVDP logo. Below this is a large red banner with a soccer ball and the word 'CONTEST' in white. The central message reads 'YOU WON!' followed by 'HERE IS YOUR CODE' and the code 'VT456DE' in large red letters. A blue button says 'SHARE THIS CAMPAIGN'. On the right side, there is an 'Archive' section with links for years 2012 through 2016, and contact information for Victoria Cole, Marketing Communications Manager, including her address, phone, and email.

Awesome media

Search Archant

Contest unique code

DVDP

CONTEST

YOU WON !

HERE IS YOUR CODE

VT456DE

SHARE THIS CAMPAIGN

Archive

- 2016 Archive News
- 2015 Archive News
- 2014 Archive News
- 2013 Archive News
- 2012 Archive News

Victoria Cole
(Marketing Communications Manager)

Prospect House,
Rouen Road,
Norwich NR1 1RE

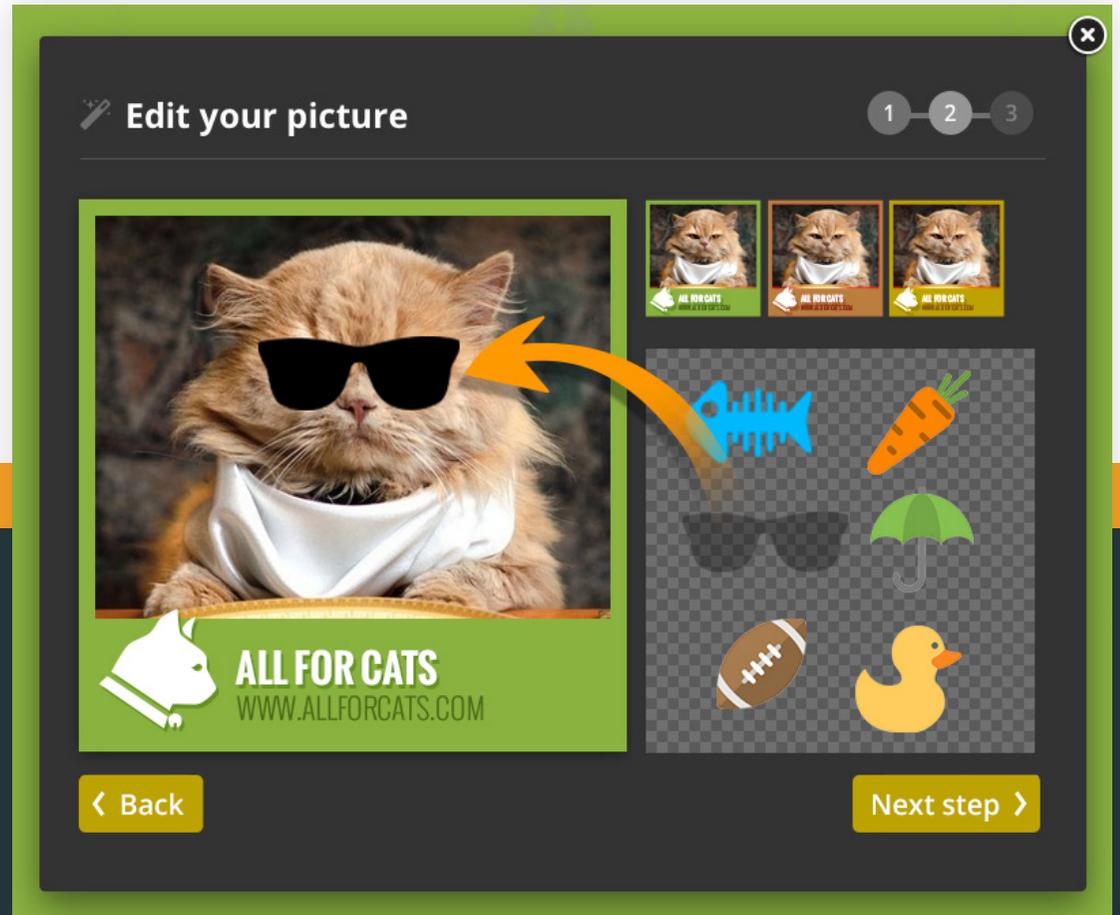
Tel: 01603 772185
Mob: 07976 632648

E-mail:
victoria.cole@archant

25

Add advertiser's brand (logo, object, frame) in uploaded pictures

- Participants must add a sponsor touch (logo, object, frame...) to their pictures
- This customized picture is shared on the social networks



26

Send a personalized message, picture or discount coupon to your wife/friend/mother

- Let participants send a text, a picture, a discount coupon, an invitation to the person they choose.

The screenshot shows a website with a dark purple background. At the top left is the 'Beauty' logo. A navigation bar contains 'New', 'Clothing', 'Bags', 'Contest' (highlighted), and 'Cosmetics'. A central banner features a 'GIFT VOUCHER' with a 'VALUE € 50' in a diamond shape. Below the banner, text reads: 'Fill out the form and a discount coupon to your mother for the Mother's Day!'. A form with five input fields (Name, Firstname, Email, Phone, Birthday) and a 'Send' button is present. At the bottom, there is a footer with the 'Beauty' logo, a navigation menu (Home, services, Prich, Gallary, Blog, Contact), and social media icons for Facebook, Instagram, Twitter, YouTube, and LinkedIn.

27

Product Battle

- Organise a battle between your advertiser's products or any kind of editorial battle (football players, singers...) sponsored by your advertiser

The collage features three distinct product battle advertisements:

- Top Ad:** A comparison between an iPhone 6+ and a Samsung Galaxy Note 4. The iPhone is on the left, and the Samsung is on the right, separated by a large 'VS' in a white circle. Below each phone is its respective logo and a list of technical specifications.
- Middle Ad:** A comparison between two burgers. The burger on the left is labeled 'ORIGINAL' and the one on the right is labeled 'BACON'. Above them, the text reads 'QUI SORTIRA VAINQUEUR?' (Who will be the winner?). A large 'VS' is placed between the two burgers.
- Bottom Ad:** A comparison between eating Lay's chips with hands versus using chopsticks. The left side shows a hand holding a chip, with the text 'Avec les mains / Met je handen'. The right side shows a person using chopsticks to pick up a chip, with the text 'Avec des baguettes / Met een tang'. A large 'VS' is in the center. At the bottom, a yellow table football game is shown with a 'WIN' badge on the right side, indicating that using chopsticks is the winning method.

Who is he ?

He is an american retired basketball player. He is 2.16m tall and he played for six teams throughout his 19-year NBA career. Who is he ?

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A	B	C	D	E	F	G	H
I	J	K	L	M	N	O	P
Q	R	S	T	U	V	W	X
Y	Z						

Additional facts about him :

Following his career at Louisiana State University, he was drafted by the Orlando Magic with the first overall pick in the 1992 NBA Draft. He quickly became one of the top centers in the league, winning Rookie of the Year in 1992–93 and later leading his team to the 1995 NBA Finals.

"And if the big dog ain't me, then the house won't get guarded—period."

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Guess the word

- Let your participants guess a word, name, brand,... in less possible clicks

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Event or Advent calendar

- Display a calendar for any type of event: every day, a window automatically opens to display a promo, a quizz, a exclusive content...



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Quiz with cumulative points

- Allow users to play every day
- Cumulate points and give a prize for winner
- Increase loyalty and repeat visits

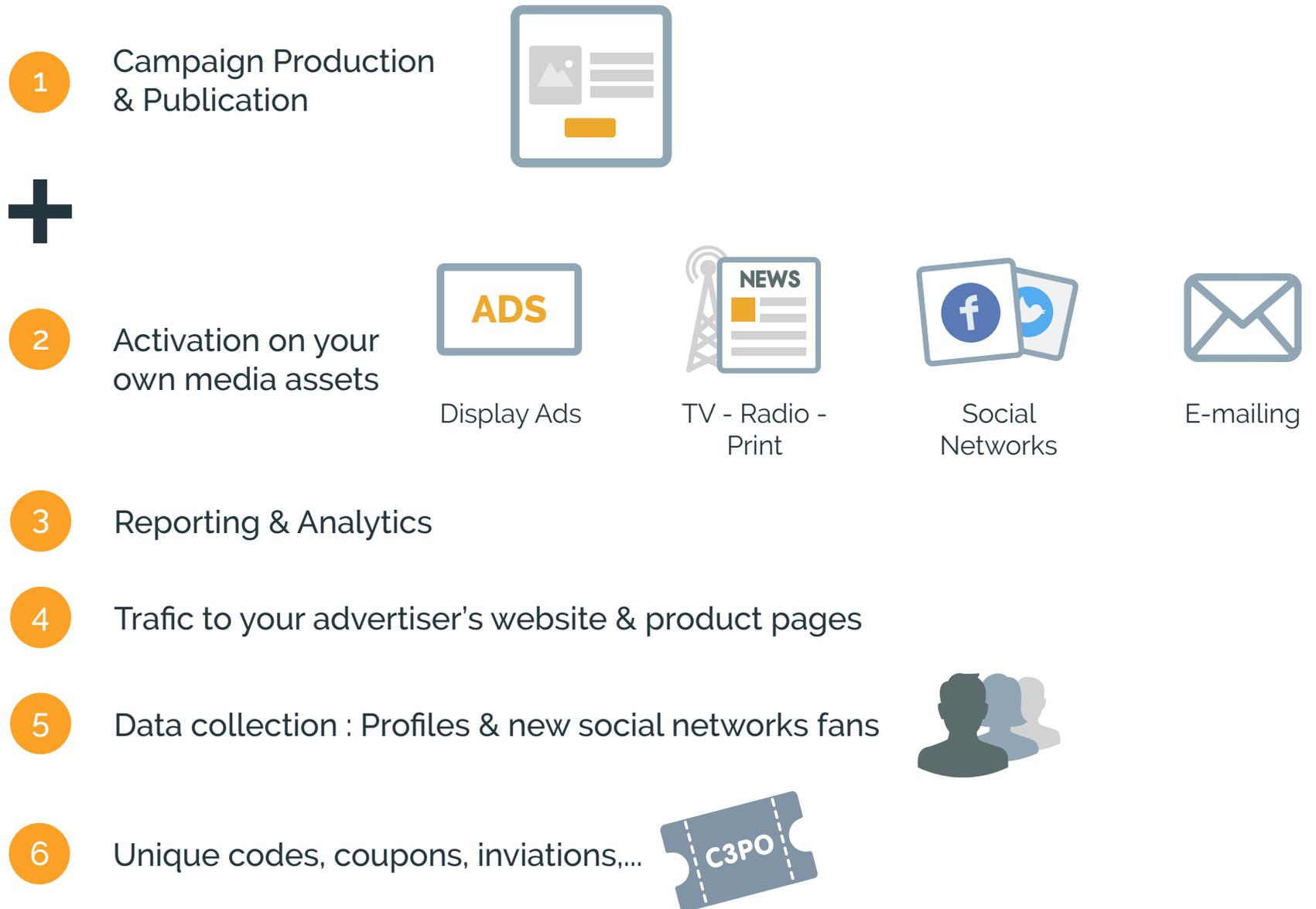
The screenshot shows a news website interface. At the top, there's a navigation bar with the logo 'ds De Standaard' and links for 'NIEUWS', 'KRANT', 'AVOND', and 'ARCHIEF+'. Below this is a search bar and a weather widget showing 2°C, 69km, and -0,96%. A banner for 'Renault TALISMAN' is visible, with the text 'Totale controle' and 'ONTDEK HEM >'. The main content area features a quiz titled 'HERKENT U DEZE AUTOLOGO'S?' with a progress indicator 'Vraag 1/16'. The quiz displays the Toyota logo and asks 'Van welk automerk is dit het logo?'. Below the question is an input field and a 'Volgende vraag' button. The background of the quiz area is decorated with a pattern of colorful cars.

Basic features

-  Full graphical customization with strong advertiser identity
-  Real time Reporting & exports
-  Fully customisable identification forms with possible real time push to advertisers CRM or E-mailing platform
-  Availability of Stats for advertisers
-  Capture of optins or Facebook Like/Twitter followers for advertiser
-  Automatic e-mails to all participants

Etc

Sell a full-package to your advertisers



Sales houses from these prestigious media across Europe use Qualifio :



And many more



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