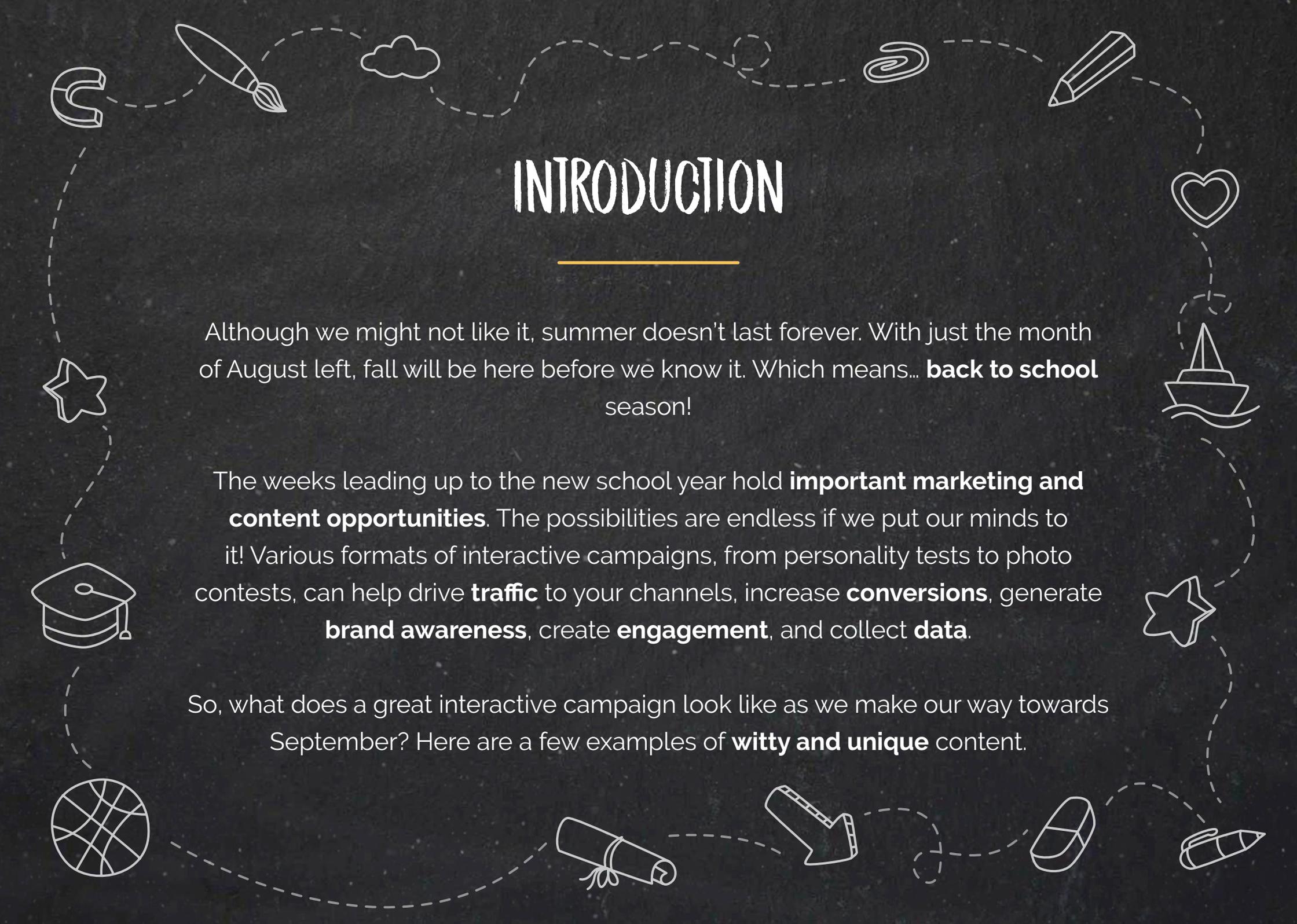


BACK TO SCHOOL





INTRODUCTION

Although we might not like it, summer doesn't last forever. With just the month of August left, fall will be here before we know it. Which means... **back to school** season!

The weeks leading up to the new school year hold **important marketing and content opportunities**. The possibilities are endless if we put our minds to it! Various formats of interactive campaigns, from personality tests to photo contests, can help drive **traffic** to your channels, increase **conversions**, generate **brand awareness**, create **engagement**, and collect **data**.

So, what does a great interactive campaign look like as we make our way towards September? Here are a few examples of **witty and unique** content.

WHAT TYPE OF STUDENT ARE YOU?



Personality tests are one of the most well-liked and **popular type of interactive content**. You can leverage their potential to **collect data and retarget**, or simply to engage your audience and increase viral traffic. “What type of student are you?” is an example, but you can also think of **alternatives** such as “What should you major in?” or “What’s the best career for you?”

TYPE OF CAMPAIGN AND HOW-TO:

This one is obviously going to be a **Personality test**, whether you choose to make it an **identified or anonymous** campaign. It is pretty easy to set up: just enter your questions and answers. Each possible answer **has to be linked to a specific profile** that will appear at the end of the test (e.g. the very good student, the average Joe/Jane, the master doodler, etc.) **Tip:** Use Qualifio Manager’s various sharing/[Virality options](#) (Facebook, Twitter, email, etc.) to get more people involved!

PERSONALITY TEST

WHAT TYPE OF STUDENT ARE YOU ?

QUESTION 2/12

**An exam is coming up,
you prepare by...**

- Studying ahead of time
- Establishing a study group
(which ends up being an evening with friends)
- Figuring out who to copy off
- What? We have an exam?

NEXT

CLASSROOM ESSENTIALS

When you think “back to school”, the number one thing that comes to your mind is probably **shopping for school supplies**. Use these popular items (pens, notepads, etc.) in a Jackpot game around the theme of school.

TYPE OF CAMPAIGN AND HOW-TO:

Select our newest format, the **Jackpot**. You can configure it in 8 easy steps. Watch the video tutorial [here](#). Don't forget to highlight your best selling articles!



WOULD YOU GRADUATE FROM HIGH SCHOOL ?

English

“My friend felt frightened when she _____ the spider.”
What’s the correct spelling of the missing word?

- Sees
- Saw
- Seen

WOULD YOU GRADUATE FROM HIGH SCHOOL?

Hold a competition that looks **like an exam session!** You can reveal a **new question every day**, every two day, every week, etc. Each question relates to a different subject: spelling for **English class**, but also **math, history**... Use your imagination!

TYPE OF CAMPAIGN AND HOW-TO:

Choose a **Quiz with cumulative points**. What type of answer should you select? For the spelling test, you can use “Radio buttons” (the standard option in Qualifio Manager) or “Answer in the button”. For the math and history questions, the “Memo field with text matching feature” will be a good option. **Tip:** Use this format to gain popularity and to **capture people’s information** with an identification form (or you can just use a Facebook Connect or [your own SSO](#)).

WOULD YOU GRADUATE FROM HIGH SCHOOL ?

Math

Are you smarter than a 5th grader?

Sixteen more than a number is 9.
What is the number?

WOULD YOU GRADUATE FROM HIGH SCHOOL ?

History

Can you identify this famous historical figure?



I am an American politician who served as President of the United States. I had four children with my wife and won a Pulitzer prize.
Who am I?



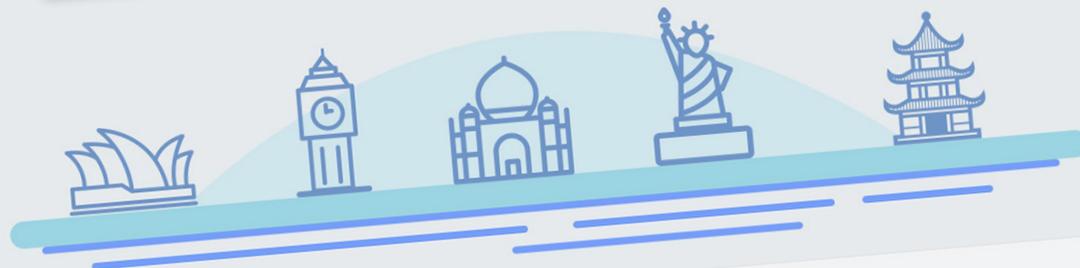
Would you graduate from high school?

GEOGRAPHY



Find the flag

Can you match these countries to their flags?



NEED AN ALTERNATIVE?

You don't want to go for a Quiz with cumulative points? Play it simple with a one-time **geography homework**. For example, turn it into a **Memory** in which participants need to match countries with their flags (or capitals, or leaders, or typical dishes... Get creative!)



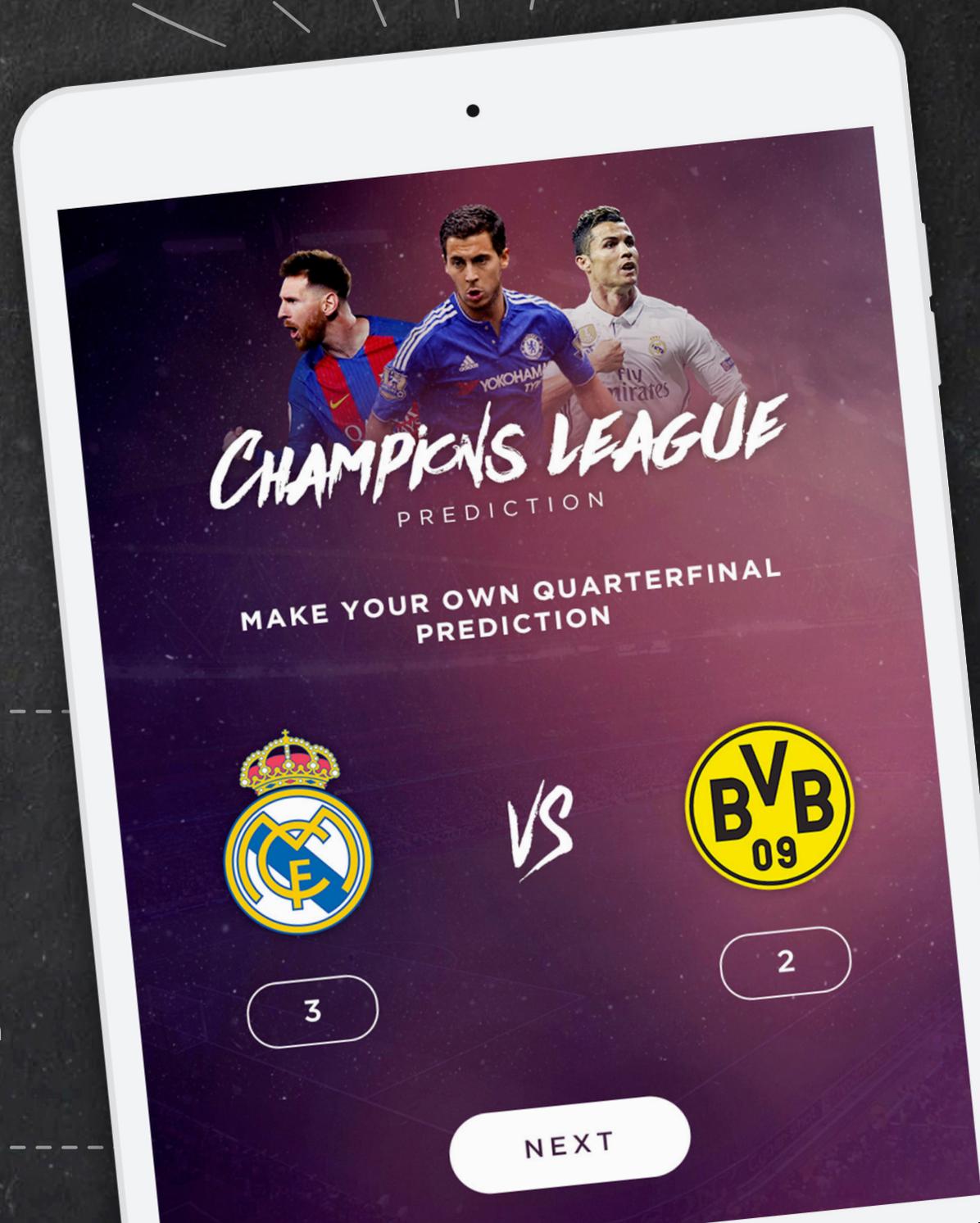
CHAMPION'S LEAGUE



Are you a media? Or a brand that thinks your products or services **don't fall into the "back to school"** category? Think differently. The beginning of a new school year means fall is about to begin. And with the fall comes **another beloved season: football** season! The sport is impossible to avoid at this time of year. This campaign allows participants to **make their prediction** on a match or a championship.

TYPE OF CAMPAIGN AND HOW-TO:

Opt for our **Prediction** format. You will need to create **one question per team** with the answer being a "Numeric field", so that participants can manually type their prediction on the scores. If required by national legislation (as in Belgium), you **can add a tie-breaker** question too. Once the event is over, enter the results in the Statistics of your campaign and you will be given the names of the participants who were **closest to the correct answer**. Read more [here](#).



VACATION DESTINATIONS

WHAT DOES THE TOP VACATION DESTINATION LOOK LIKE IN 2017?

What mode of transportation do you prefer to use to reach your destination?

- Foot
- Car
- Train
- Plane
- Boat
- The fastest

What is your favorite type of vacation destination?

- City
- Country
- Mountains
- Beach
- Domestic
- Foreign

What are your favorite activities on vacation?

- Tourist attractions
- Shopping
- Eating
- Experiencing the local flavor
- Outdoor adventures
- Relaxation

Done



BYE BYE, SUMMER!

If your audience isn't necessarily interested in school material, there are great alternatives for you to engage them anyway. (It's all about creativity!) Take the **summer vacation nostalgics**, for instance. Yes, going back to school means unfortunately that summer season comes to an end. Help them say "See you later!" to summer with this **sunny survey**.

TYPE OF CAMPAIGN AND HOW-TO:

Create a **Survey** campaign. In the **Questions** step, you can enter all your questions and answers. Then, if you wish to do so, check the option "Display **all questions on the same page**."

KIDS GO BACK TO SCHOOL

Back to school is about **kids**. Make your audience submit their own pictures (and **let them do your content** creation!) and **share your campaign** for increased reach. Perhaps you can put together a pack consisting of your top back to school products and give it away to the contest's winner(s).

TYPE OF CAMPAIGN AND HOW-TO:

Select the **Photo contest** format. You will have to set up both **an upload and a vote** campaigns, so as to allow your audience to submit their picture and/or to vote for their favourite. (Unless you don't want your audience to vote, which is also a possibility.) Read more [here](#). And in case you're looking for something a bit different, you can also try our [Photo Editor](#).

Try this campaign now



WHAT IS QUALIFIO?

Qualifio is the leading engagement and data collection platform. It allows publishers, brands and agencies to easily create and publish viral interactions on websites, mobile apps and social media. Quizzes, polls, tests and other innovative formats allow them to collect data and to engage, grow and qualify

their digital audiences. Qualifio is used by major media, brands and agencies in Europe, such as TF1, France Télévisions, RTL, ELLE, Mondadori, TBWA, Isobar, Kinopolis, VRT, KBC, Grazia, Guerlain, L'Oréal, Lagardère, Media Markt, Danone, etc.



Quiz



Instant
Win



Survey



Photo
Contest



Video
Contest



Writing
Contest



Poll
& Vote



Landing
page



Advent
Calendar



Chrono
Quiz



Jackpot



Memory



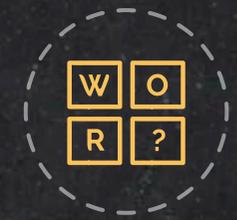
Prediction



Personality
Test



Battle



Guess the
Word

And many others

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