

HOW TO CAPITALIZE ON QUIZZES

Introduction

Quizzes have become an incredibly powerful way to engage your audience and advertisers. These fun, interactive pieces of content encourage users to post their results and challenge their friends and family leading to a viral campaign that's shared over and over again.

The versatility of a quiz means the possibilities are endless. You can create quizzes on general topics like holidays and sports or design more specific quizzes about unique content on your site or a particular advertiser.

As a media company, quizzes are an effective way for you to generate revenue, creatively engage your audiences, and enhance your content. No matter the department – sales, marketing, and digital content – a quiz has something to offer to everyone.



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WHAT'S IN THIS GUIDE:



Benefits of Quizzes

From audience engagement to driving revenue, discover all that quizzes have to offer.



Types of Quizzes

Understand the various styles of quizzes you can create.



How to Sell Quizzes

Simple steps to selling all types of quizzes.



How to Promote Quizzes

How to make sure the most people hear about your quiz.



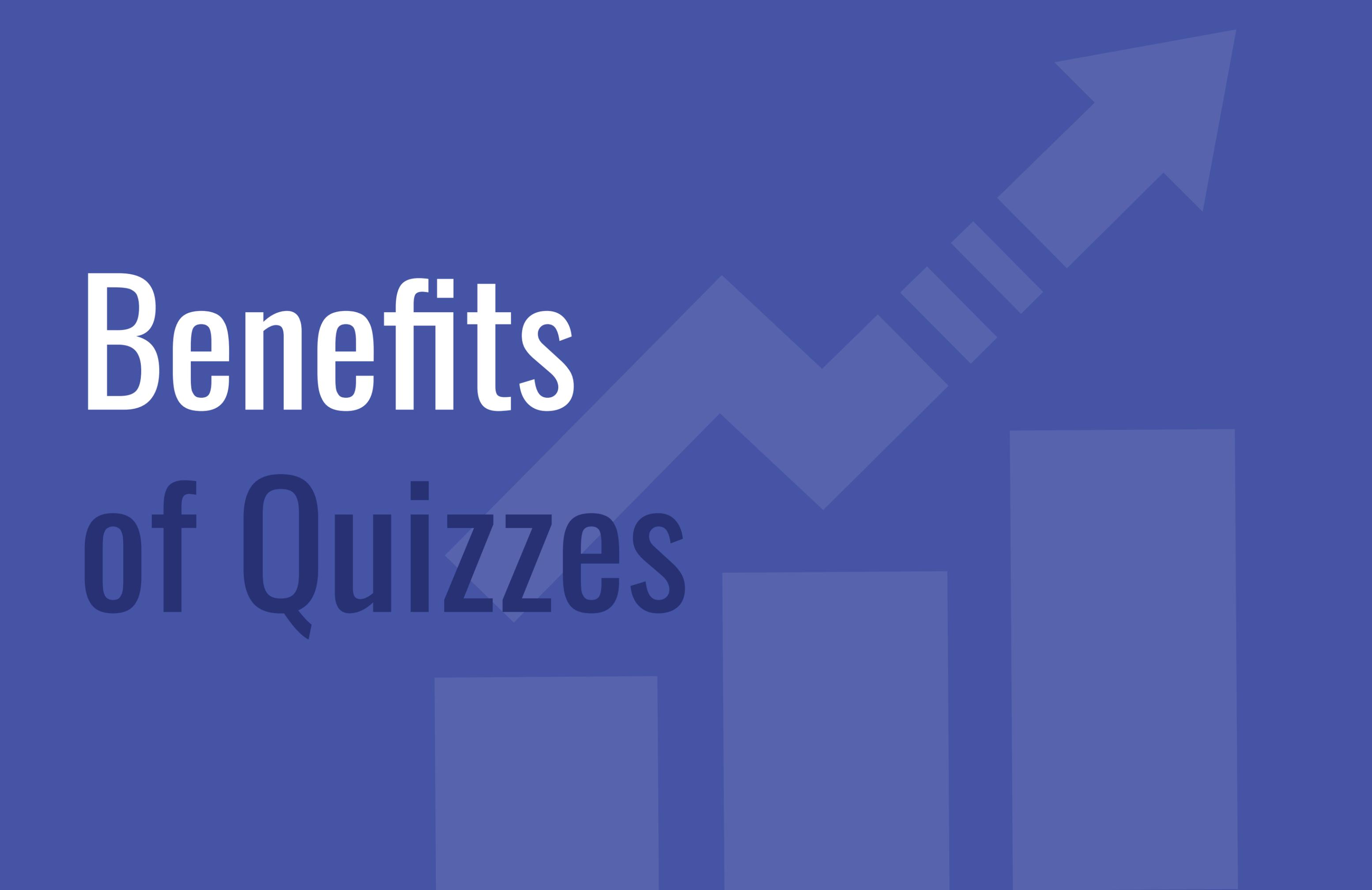
Case Studies & Inspiration

See tons of examples of how quizzes are working for media companies and their advertisers.



This icon indicates an available ready-made quiz to be run as-is or customized for your company or your advertiser.

[See the Turnkeys](#) ✨

The background features a dark blue gradient. On the right side, there is a stylized bar chart with three vertical bars of increasing height from left to right. A large, light blue arrow points from the top of the first bar towards the top right corner of the image.

Benefits of Quizzes

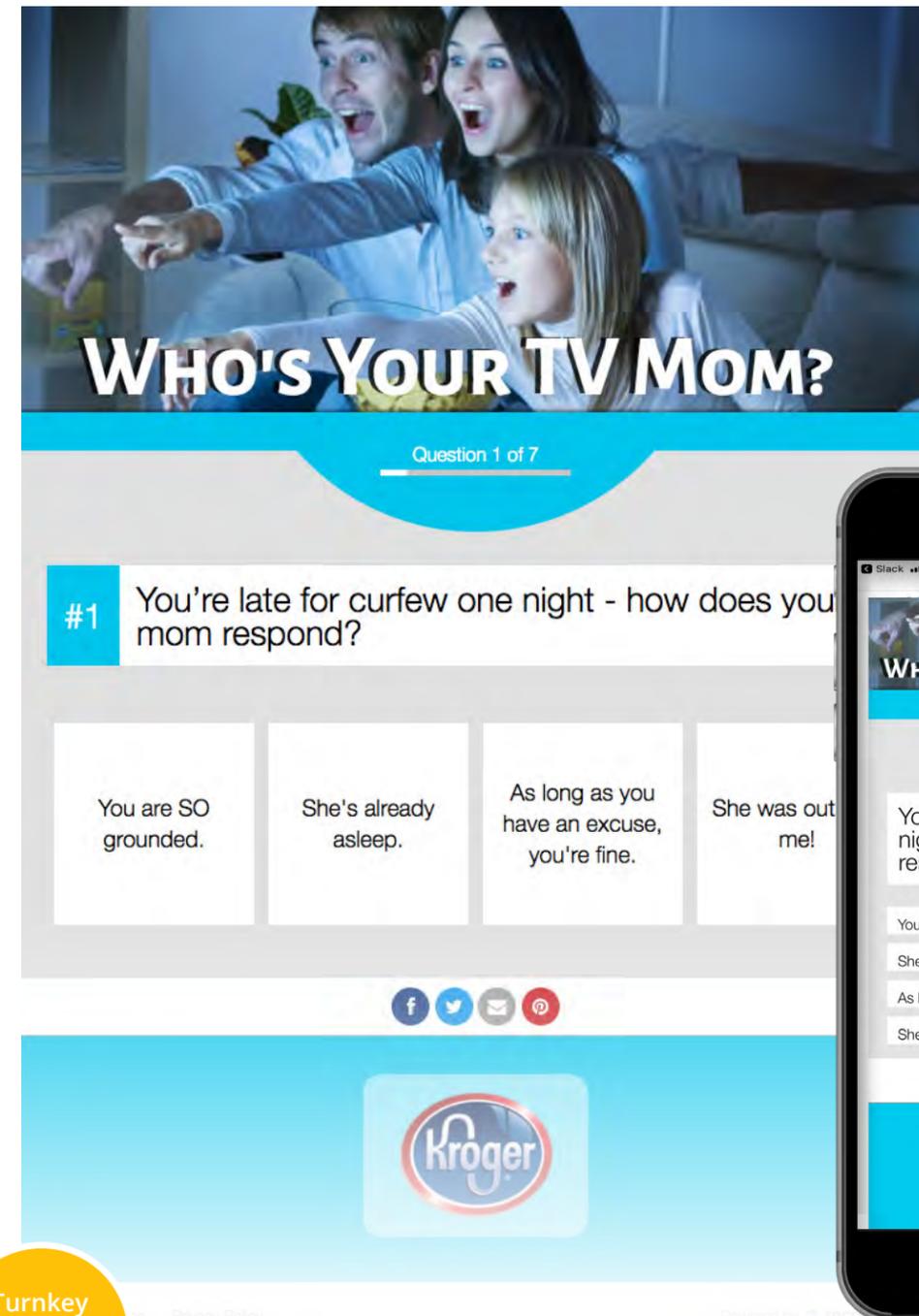
Drive Revenue

Quizzes are one of the best ways to drive revenue for your media company. Not only can a quiz or quiz bundle drive in significant revenue on its own, but a quiz can also make the perfect enhancement to an existing advertising campaign.

Who's Your TV Mom?

Atlanta Journal Constitution | Atlanta, GA | Circ: 405,549

Kroger, a local grocery store, wanted to advertise their Mother's Day food specials. The AJC suggested running a themed personality quiz, so Kroger and the AJC partnered up as a part of a \$25,000 sponsorship. The quiz was promoted on the AJC's website, through email, and on Facebook via sponsored ads. The quiz was such a success that it was taken by more than 11,000 users. Kroger was so impressed with their results that they have implemented quizzes as a regular part of their ad buys.



Turnkey quiz available!

[Read the Full Case Study](#)

Collect Data

If you're looking to collect data, a quiz is one of your best options. You can easily tag each individual quiz question to identify user interest data about your quiz takers. Additionally, you can add on a couple survey questions to develop your customer profiles even further.

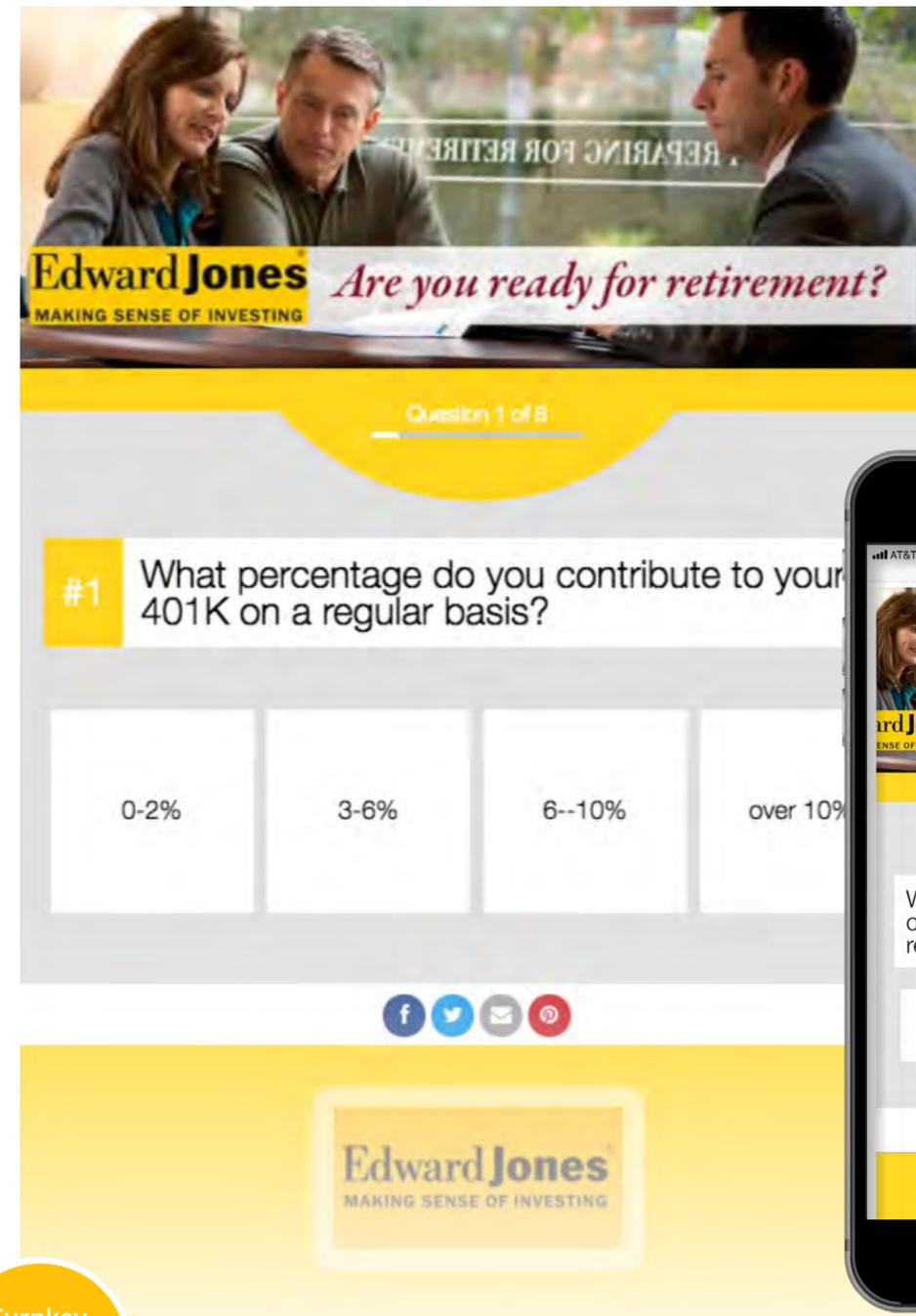
Are You Ready for Retirement?

WTRC-FM | Niles, MI | DMA: 96

Edward Jones was looking for ways to connect with potential clients. WTRC's developed and pitched an idea that was original and appealing to the advertiser. Within the quiz WTRC included a question that asked the users if they were ready to talk to a financial advisor. As a result WTRC was able to collect and provide Edward Jones with qualified leads. They were impressed with the results and agreed to future campaigns together.



Turnkey quiz available!



Privacy Policy

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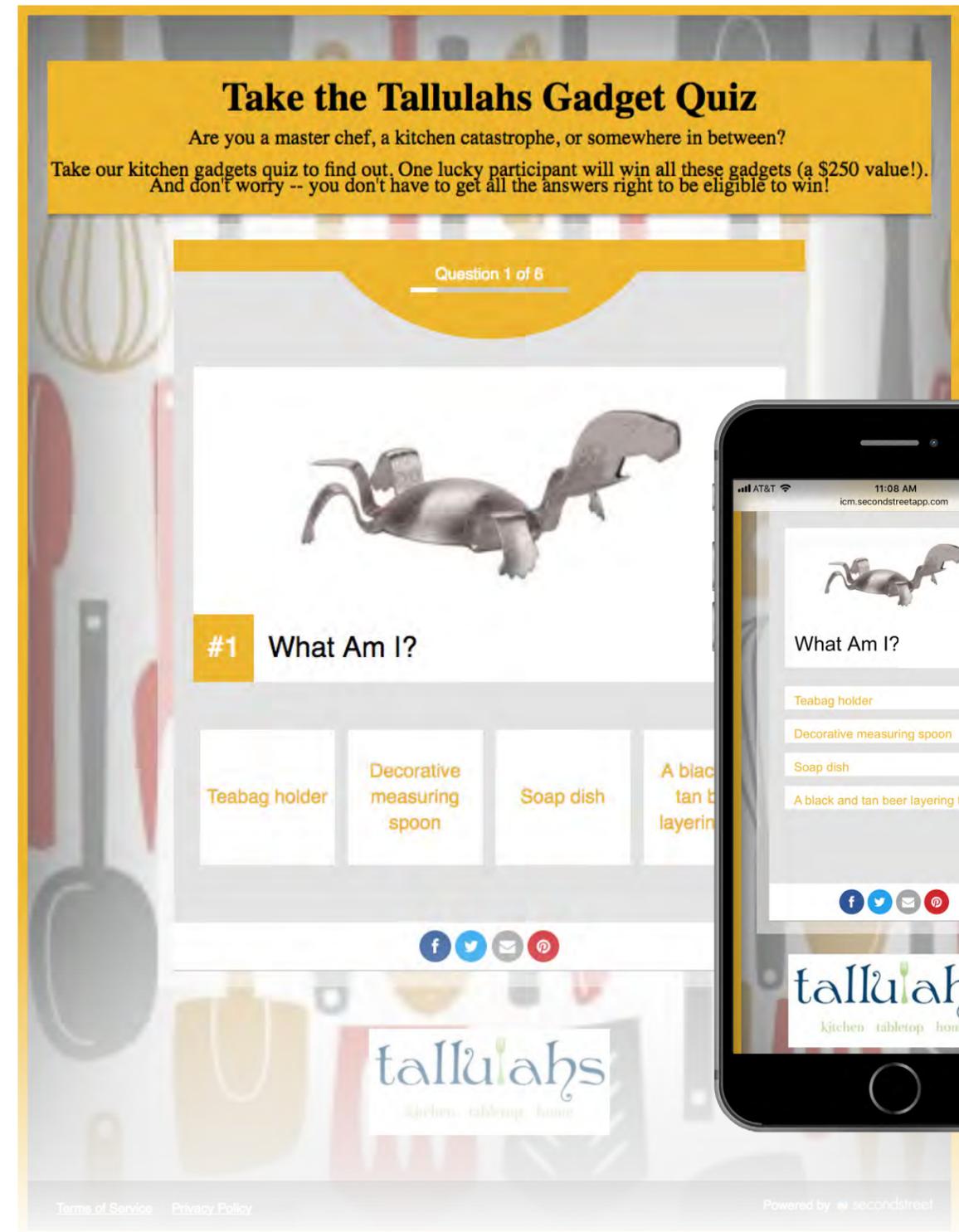
Offer a Customized Solution

The versatility of quizzes positions them in a great place for creating custom solutions for any advertiser in your market. Whether your advertiser is looking to showcase their products, educate their audience, grow their email database, or identify new leads, a quiz is ideal for achieving every one of their goals.

Tallulah's Gadget Quiz

Inside Columbia Magazine | Columbia, MO | Circ: ???

Local kitchen and cooking supply store, Tallulah's, was working with *Inside Columbia Magazine* to create a quiz that could show off the unique products they offered at their store. The magazine created this fun quiz using images of different kitchen gadgets and seeing if the audience could guess their uses. All users were entered in for a chance to win a grand prize of every gadget featured in the quiz (over \$250.) Not only did Tallulah's succeed in highlighting their products, but the quiz also added over 250 emails to the store's database.



Share Social Content

Quizzes are incredibly shareable and create excellent content for your teams to share with their followers. Encourage your teams (especially your talent and any advertisers involved) to take the quiz and post their results to their own social media pages.

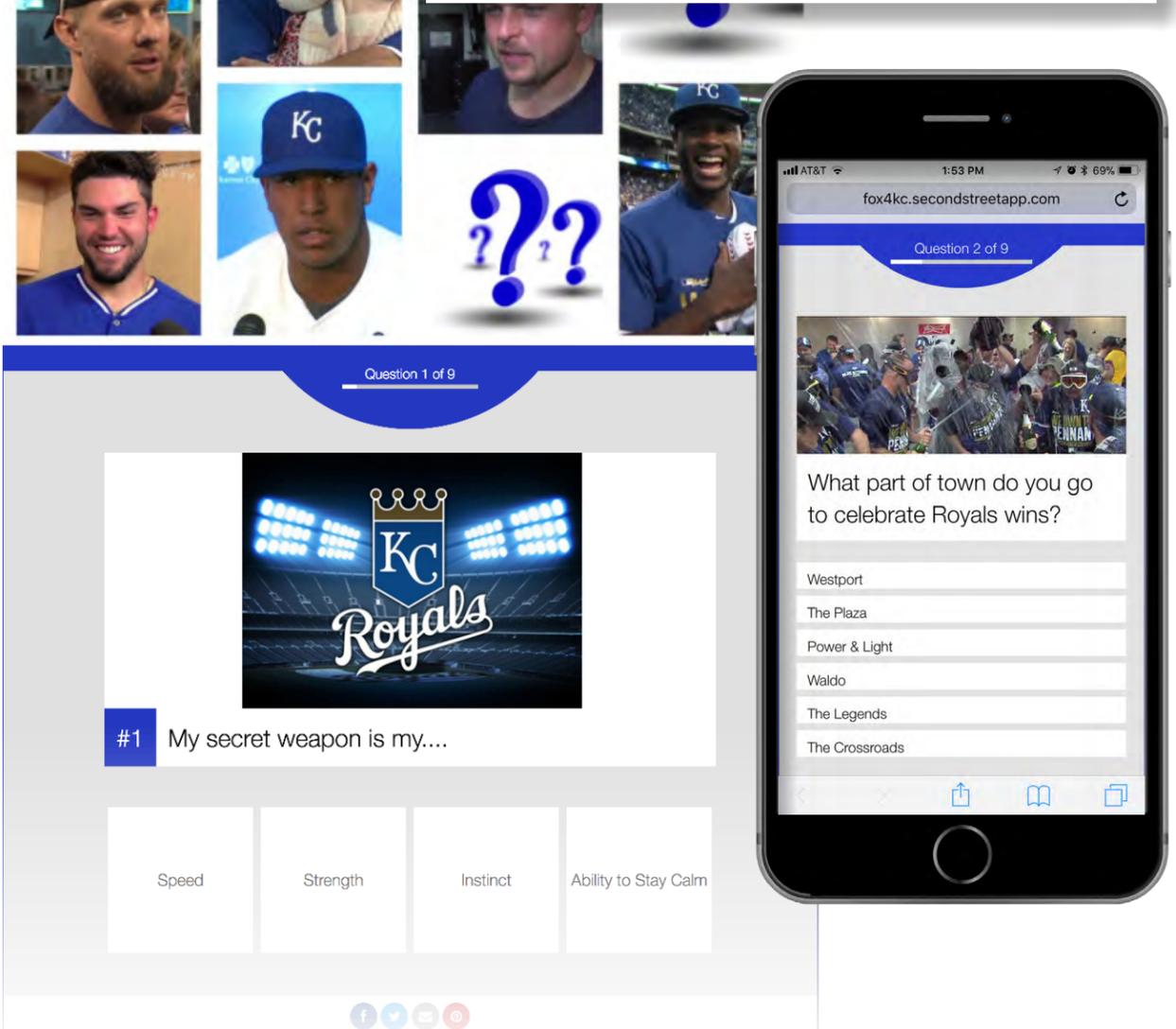
Which Royals Player Are You?

WDAF-TV | Kansas City, MO | DMA: 31

WDAF-TV's "Which Royals Player Are You?" quiz was shared all over social media and eventually got the attention of then Royals player, Billy Butler. When he took the quiz, he got himself as the outcome and tweeted it out to his nearly 95,000 Twitter followers. While the quiz had been generating lots of engagement since it launched, Billy's tweet caused a huge spike of 40K users in just one day. Not only did the quiz get a boost from Billy, but WDAF talent also took the quiz on air – even more invaluable promotion.



Which Royals player are you?



Inspire Digital Content Teams

You don't need to sell quizzes for them to drive results for your media company. Quizzes are also fantastic tools for your newsroom, digital content, marketing, programming, and editorial teams to leverage to drive a ton of engagement.

Which FOX59 Morning News Personality Are You?

WIXN-TV | Indianapolis, IN | DMA: 25

Television station, WIXN used a quiz to have their audience learn more about the station's Morning Show personalities. This fun quiz, posed a variety of questions which resulted in pairing the users with the FOX59 Morning Show host they're most like. The team talked about the quiz on-air and shared it on social media. Their audience loved the quiz, and so far, more than 4,300 people have found out which FOX59 Morning Show host they're most like.



WHICH FOX59 MORNING NEWS PERSONALITY ARE YOU?

RAY CORTOPASSI ANGELA GANOTE SCOTT JONES

Have you ever wondered which FOX59 Morning personality you can find out! Take this quiz to see who you have in common!

Question 1 of 10

Result

Sherman Burdette

You are Sherman Burdette!

Share your result and see what your friends get!

Question 2 of 10

What's your favorite TV show?

- American Horror Story
- Breaking Bad
- Survivor
- Scandal
- Big Bang Theory
- I only watch sports!
- The Golden Girls

Educate your Audience

The versatility of quizzes positions them in a great place for creating custom solutions for any advertiser in your market. Whether your advertiser is looking to showcase their products, educate their audience, grow their email database, or identify new leads, a quiz is ideal for achieving every one of their goals.

How Well Do You Know the Flu or Common Cold?

KYTV-TV | Springfield, MO | DMA: 75

In the height of winter, it seems like everyone is sick. A local pharmacy was looking for a way to collect leads and generate a list of potential new customers. TV station, KYTV worked with them to create an educational quiz about how to identify the flu and the common cold. To increase value to the advertiser, the station included two important survey questions for Downtown Pharmacy. The quiz added 426 email addresses to the advertiser's database and identified over 200 hot leads for them to contact about prescriptions and flu shots.



How well do you know the Flu or Common Cold?
DOWNTOWN PHARMACY

Take our quiz for a chance to win a \$50 Visa Gift Card!

Question 1 of 11

#1 Which illness is known as a viral upper respiratory tract infection?

Common Cold Flu Sinus Infection Fever

Do you like to have your perscriptions delivered or picked up at the pharmacy? Required

Delivered
 Pick up

Do you get immunization shots at your Doctor's office or at your Pharmacy? (Flu, tetnis, HPV...etc) Required

Doctor's Office
 Pharmacy

Question 6 of 11

At the peak of the season, what percentage of the U.S. population gets the flu each year?

10% 20% 35% 45%

Turnkey quiz available!

Types of Quizzes



Types of Quizzes

As you set out to create your quiz, you must first decide which type is a better fit for your needs. While similar, Personality Quizzes and Trivia Quizzes are unique and have their own benefits.

Personality Quiz

Users answer a variety of questions and discover something about themselves

- Questions shouldn't have right and wrong answers.
- Aim for about seven questions – long enough to cover your topic, but short enough to be done quickly.
- Keep questions short and simple and answers down to one-three words.
- Don't make the answers obvious or easily point to a specific outcome.
- Start and end your quiz with your most exciting questions.
- Make sure you have an answer for every user.

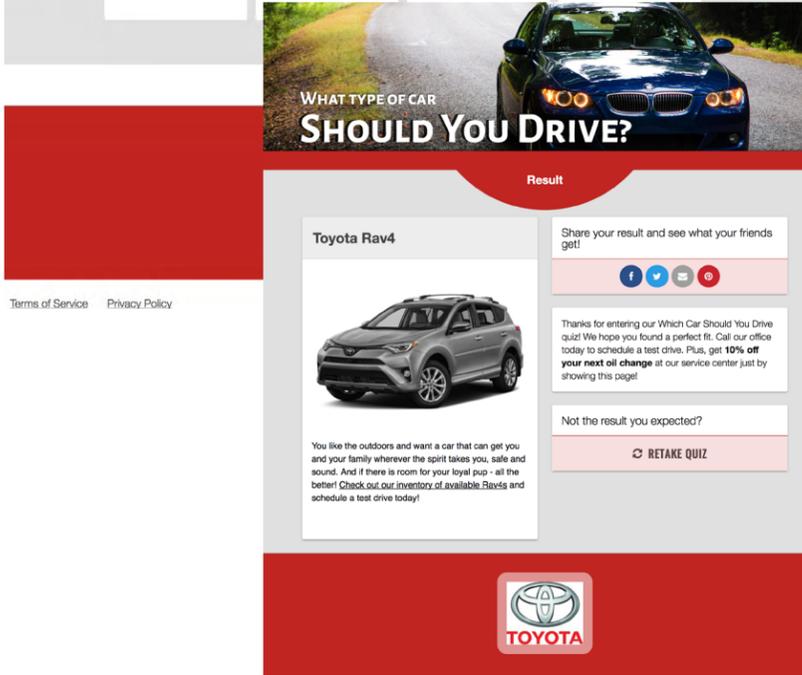
Personality Quiz



Question 1 of 10

#1 How many passengers will you normally have?

1-2 2-4 4-6 6+



Result

Toyota Rav4

Share your result and see what your friends get!

Thanks for entering our Which Car Should You Drive quiz! We hope you found a perfect fit. Call our office today to schedule a test drive. Plus, get **10% off your next oil change** at our service center just by showing this page!

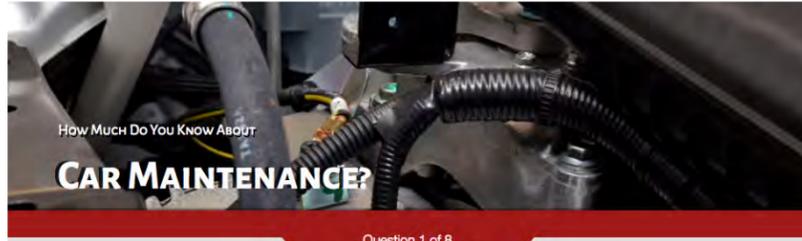
Not the result you expected?

RETAKE QUIZ

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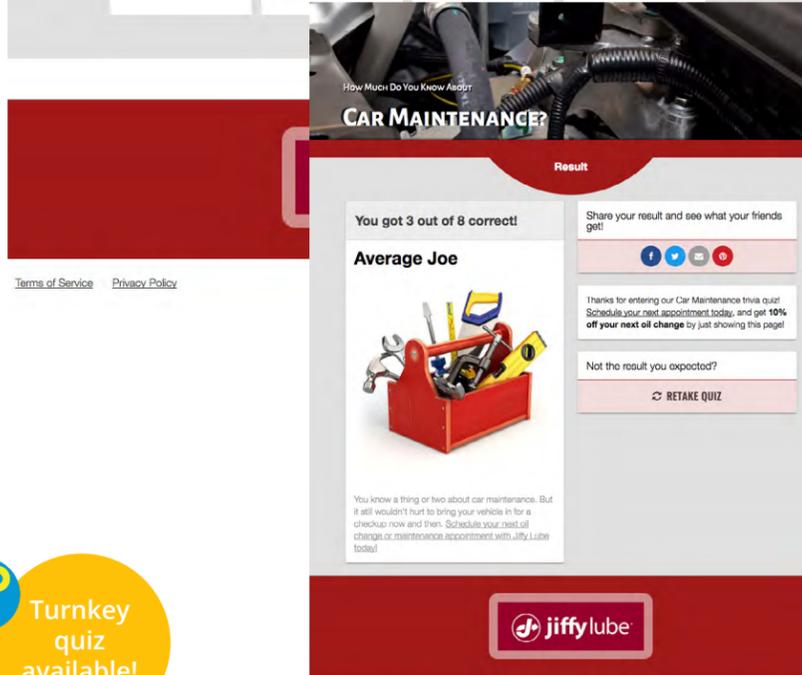
Trivia Quiz



Question 1 of 8

#1 When I change a tire I should...

Tighten the lug nuts until they squeak Tighten each lug nut really tight while installing them Tighten the lug nuts with a torque wrench Tighten the lug nuts with a pneumatic wrench



Result

You got 3 out of 8 correct!

Average Joe

Share your result and see what your friends get!

Thanks for entering our Car Maintenance trivia quiz! Schedule your next appointment today, and get **10% off your next oil change** by just showing this page!

Not the result you expected?

RETAKE QUIZ

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Turnkey quiz available!

Trivia Quiz

Designed to test a user's knowledge or educate the audience on a topic

- Start with the easier questions to give people confidence, then add in harder ones.
- Shoot for between seven-ten questions so people can easily compute their percentage they got correct.
- Randomly position the correct answers, so that users can't easily guess where the right answers are.
- Include survey questions to drive data specifically for the advertiser.
- True-and-false questions need to be worded as a statement, not a question.
- Make your wrong answers believable.

Sponsored Quiz

Quizzes are an excellent opportunity for driving revenue.

Not only can you incorporate a sponsor's name and branding into the quiz title and questions, but you can also include customized survey questions, an email opt-in, or a coupon to drive even more value for them.

Be sure to remind your potential sponsors that quizzes are excellent for being shared on social media and are excellent at increasing brand awareness.

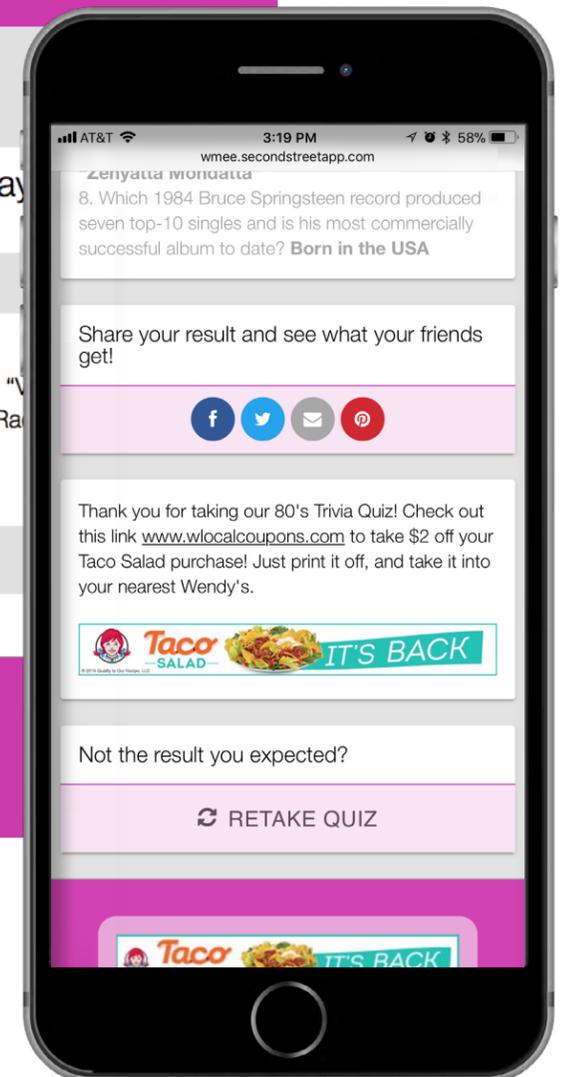
Wendy's Taco Salad Presents 80s Music Trivia

WMEE-FM | Columbia, MO | Circ: ???

When radio station WMEE-FM found the turnkey 80s Music Trivia quiz, they knew it'd be a hit with their audience. The next step was finding the perfect sponsor. Fast food chain, Wendy's was looking to drive awareness about the return of their Taco Salad – a favorite in the 1980s – and seemed like a perfect fit. The station incorporated Wendy's throughout the quiz, even including a coupon for \$2 off their Taco Salad on the quiz results page. When all was said and done, the contest added over 600 addresses to Wendy's database and secured \$7,000 in sponsorship revenue for the station.



Turnkey quiz available!



Advertiser Quiz

The versatility of quizzes makes them a perfect option for every single advertiser in your market.

By creating an entire quiz all about your advertiser, you can highlight their products or services, collect invaluable consumer data, and grow their email database.

Whether you're looking to create a brand new revenue stream or reinvigorate an existing advertising partnership, creating an advertiser quiz is your solution.

How Well Do You Know Silver Dollar City?

KYTV-TV | Springfield, MO | Circ: 75

KYTV has worked with local attraction and theme park, Silver Dollar City for years. This time, the station decided to do something incredibly creative to really highlight the park's history. Not only was this entire quiz created all about Silver Dollar City and hosted on the theme park's Facebook Page, but every entrant was entered in for a chance to win tickets to the park. Over 3,300 people took the quiz and more than 1,500 new addresses were added to Silver Dollar City's email database.



How Well Do YOU Know Silver Dollar City?
Enter to win a Family 4 Pack to Silver Dollar City & White Water

Question 1 of 10

SILVER DOLLAR CITY
America's Celebration of Family

#1 What has Silver Dollar City been famous for since the beginning?

Our Delicious Taffy Marvel Cave Our Fun Rides Our Amazing Craftsmen

Question 2 of 10

What ride in Silver Dollar City is famous for being the only wood coaster to twist upside down three times?

WildFire®
PowderKeg®
Outlaw Run®
Thunderation®

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Editorial Quiz

While a quiz does have the potential to be your next big revenue generator, quizzes present an even bigger opportunity for audience engagement.

No matter your subject material, quizzes can be great supplemental content to existing programming or even create stand-alone content as well.

Consider creating a quiz covering the week's top news stories, asking trivia about a popular singer, or finding out which television family best fits your personality, to develop unique content for your site.

Do You Recognize These Carolina Panthers Players?

Charlotte Observer | Charlotte, NC | Circ: 214,159

Looking for a fun way to kick off the start of football season, the *Charlotte Observer* presents a lot of content to introduce the team to their readers. Instead of a traditional article, the editorial team created this clever quiz using the headshots of the players. Their audience really enjoyed the quiz, and it was shared on social media over and over again. To this date, the quiz has been taken nearly 10,000 times driving tons of pageviews to the paper's website.



How to Sell Quizzes



4 Steps to Selling Quizzes

1 Download the Seller's Guide

This is the ultimate resource for your sales team. With chapters dedicated to **40+ advertising categories**, each chapter provides creative **campaign ideas**, custom **survey questions**, tailored **prize ideas**, and much more.

[Download the Seller's Guide](#) ✨



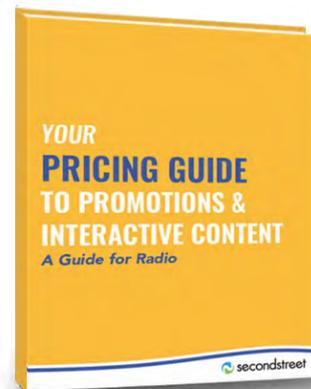
2 Conduct a CNA Meeting

Before you begin pitching engagement campaign ideas, have a **Consumer Needs Analysis meeting** to determine what's most important to your advertiser and how you can best achieve them.

3 Create Your Package

Now you've designed your killer campaign, it's time to assign a price to all of it. Remember – everything you provide an advertiser is worth something – **don't undervalue your product!** In our Pricing Guides, you'll find suggestions to help price out your quizzes including advertiser branding, emails, and social media posts.

[Download the Pricing Guides](#) ✨



4 Make the Pitch + Sell the Benefits

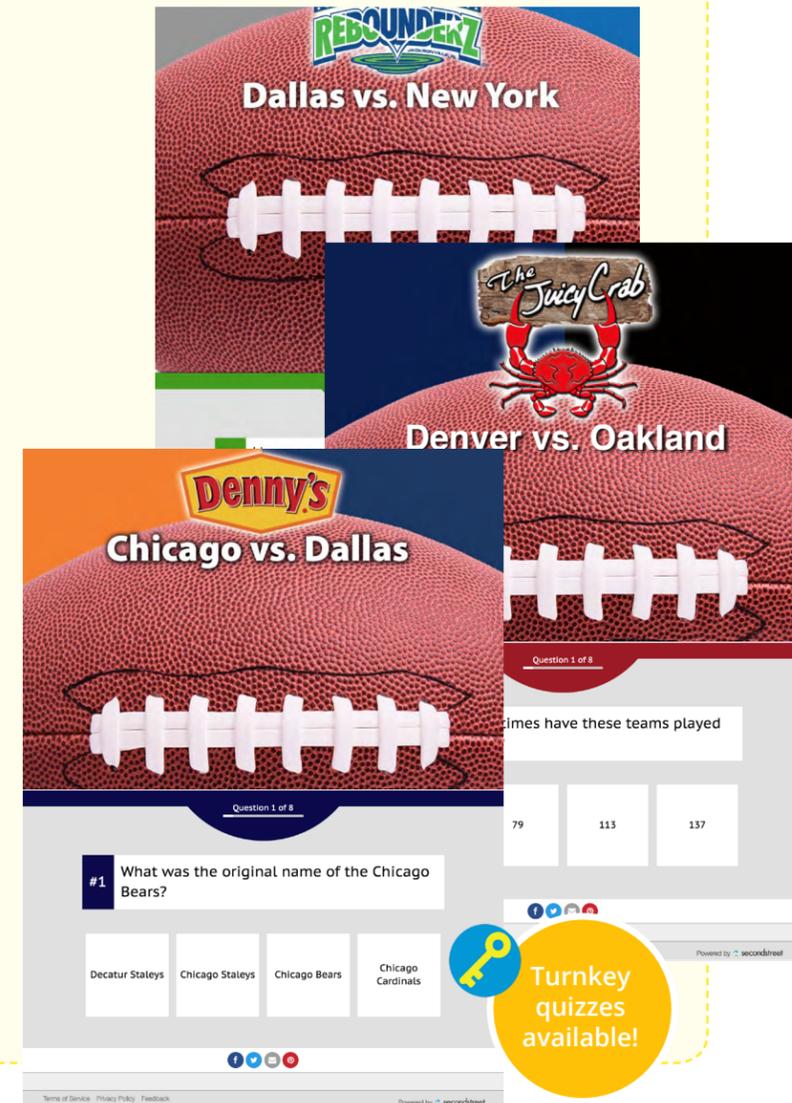
Now's the time for you to go back to your advertiser and make your winning pitch. By taking your time and preparing a thoughtfully developed campaign designed to achieve their goals, **you're fully equipped to make that sale.**

Create Quiz Bundles

Streamline your entire sales process by creating quiz bundles of 3-5 related quizzes. Customize them to fit the advertiser, and you can turn a simple quiz into a month-long campaign.

- Saves time for your sales team instead of searching for multiple advertisers
- Increases length of the campaign leading to extended brand awareness for your advertiser
- Targets a wider audience by leveraging a variety of quizzes
- Collects additional data when you ask different survey questions on each quiz
- Secures a bigger investment with a more valuable campaign

[Learn More About Quiz Bundles](#) ✨



How to Incorporate Advertisers into Quizzes

Compared to other engagement campaigns, quizzes present many unique ways to incorporate your advertiser and their products. Below are ten different ways you can include your advertiser's branding throughout a quiz and increase value to a potential sponsor.

- 1 **Graphic Header Image** This is the most prominent image on page. It will resize for mobile, so don't use an image with embedded text.
- 2 **Quiz Question Images** Incorporate images and branding into each question and answer choice.
- 3 **Quiz Question Text** Include mentions to your business in the questions themselves.
- 4 **Sponsor Logo** Include a clickable logo with a link to your webpage (rec. transparent .png file type.)
- 5 **Survey Questions** Generate hot leads with 2-3 custom survey questions.
- 6 **Email Opt-In** An email opt-in will help grow your email database. (Plus, it's required if you plan on emailing those leads in the future.)
- 7 **Facebook Like Box** An optional Facebook Like Box can help grow your social following.
- 8 **Outcome Page Coupon** Include a coupon for your business on the outcome page.
- 9 **Outcomes** Include your branding and products in the text and image of the outcomes of your quiz.
- 10 **Social Sharing Buttons** Customize the social share icons and text.

Question Page

The screenshot shows a quiz question page with the following elements:

- 1** Graphic Header Image: A large image of a row of cars with the text 'WHICH CAR FITS YOUR PERSONALITY?' overlaid.
- 2** Quiz Question Images: A large image of a parking lot filled with various cars.
- 3** Quiz Question Text: 'Which of these Auto District cars could you picture yourself driving each day?' Below the text are four image-based answer choices: 'Truck', 'Compact Car', 'Sports Car', and another car image.
- 4** Sponsor Logo: The 'AUTO DISTRICT' logo is prominently displayed at the bottom of the page.
- 5** Survey Questions: A form with three required questions: 'Email', 'How soon are you interested in purchasing a new vehicle?', and 'Would you like the Auto District to contact you about a test drive?'.
- 6** Email Opt-In: A checkbox for 'Sign up for the Auto District VIP Club and get 25% off next oil change in our service center!'.
- 7** Facebook Like Box: A social media widget for 'Auto District' showing 151K likes.
- 8** Outcome Page Coupon: A coupon for '\$10 off your next vehicle service' is visible on the right side of the page.
- 9** Outcomes: A blue Honda Civic is featured as the outcome of the quiz.
- 10** Social Sharing Buttons: Facebook, Twitter, and Pinterest share icons are present.

Results Page

The screenshot shows a quiz results page with the following elements:

- 8** Outcome Page Coupon: A coupon for '\$10 off your next vehicle service' is prominently displayed.
- 9** Outcomes: A blue Honda Civic is featured as the outcome of the quiz.
- 10** Social Sharing Buttons: Facebook, Twitter, and Pinterest share icons are present.
- 11** Outcome Text: 'The Honda Civic is the perfect car for you and your lifestyle! With great gas mileage and a streamlined look, you'll be stylish driving to and from work and also heading to a night out in the city. Check out the Auto.District website where we have tons of this Honda Civics for you to test drive today.'
- 12** Social Media Post: A Facebook-style post showing the user's result and a coupon code.
- 13** RETAKE QUIZ: A button to retake the quiz is visible at the bottom.

Turnkey quiz available!

Seller's Tip
Before going on your next sales call, build out a spec quiz for that advertiser to see the value a quiz has to offer.

How to Promote Quizzes

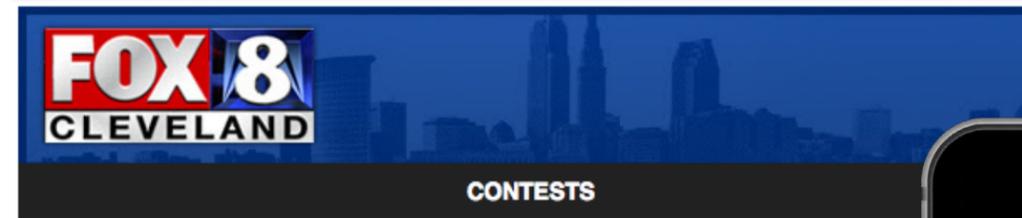
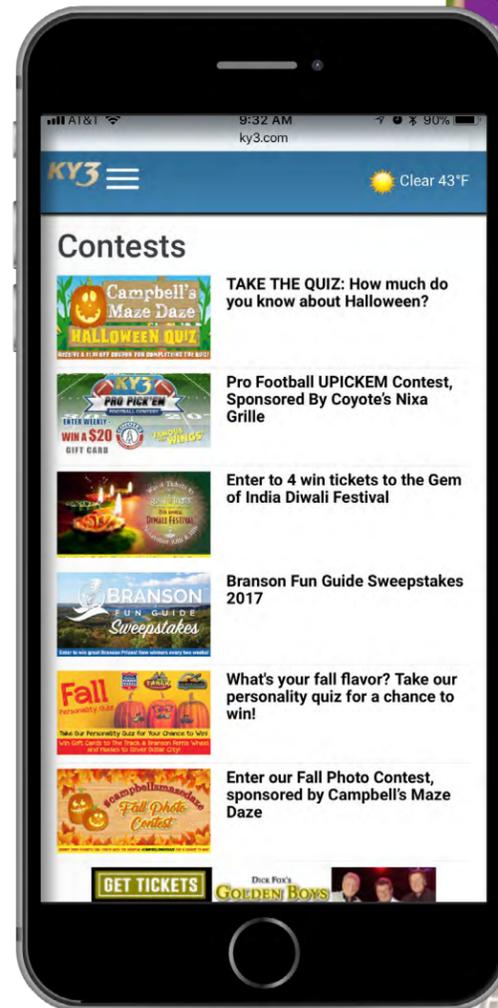


How to Promote Quizzes

The old saying, "If you build it, they will come," isn't necessarily true with quizzes. A great quiz needs an even stronger marketing campaign to make it successful and drive in participation. Make sure you're setting yourself and your advertisers up for success.

Strategies for Promoting your Quiz

- Add the quiz to the homepage of your website
- Post to your Facebook Page, Twitter, and other social media accounts
- Have your talent post the quiz to their own social media accounts
- Encourage your advertisers and sponsors to post the quiz to their own social media accounts
- Send out a dedicated email announcing the quiz
- Include the quiz in your email newsletters
- Use unsold inventory to promote quizzes



What is Your Pet Personality?
I have our own unique style for taking care of our pets. What's yours? From easy-to-on-the-go – complete our quick quiz to discover your pet parent personality and be entered to win a photography session with Cleveland's Best Pet Photographer, Greg Murray. Enter the Quiz here! [Read more](#)

Whats your Halloween Costume Personality?
Not sure what your Halloween costume personality is? Take our Halloween costume personality quiz to win a Halloween costume. Take the Quiz

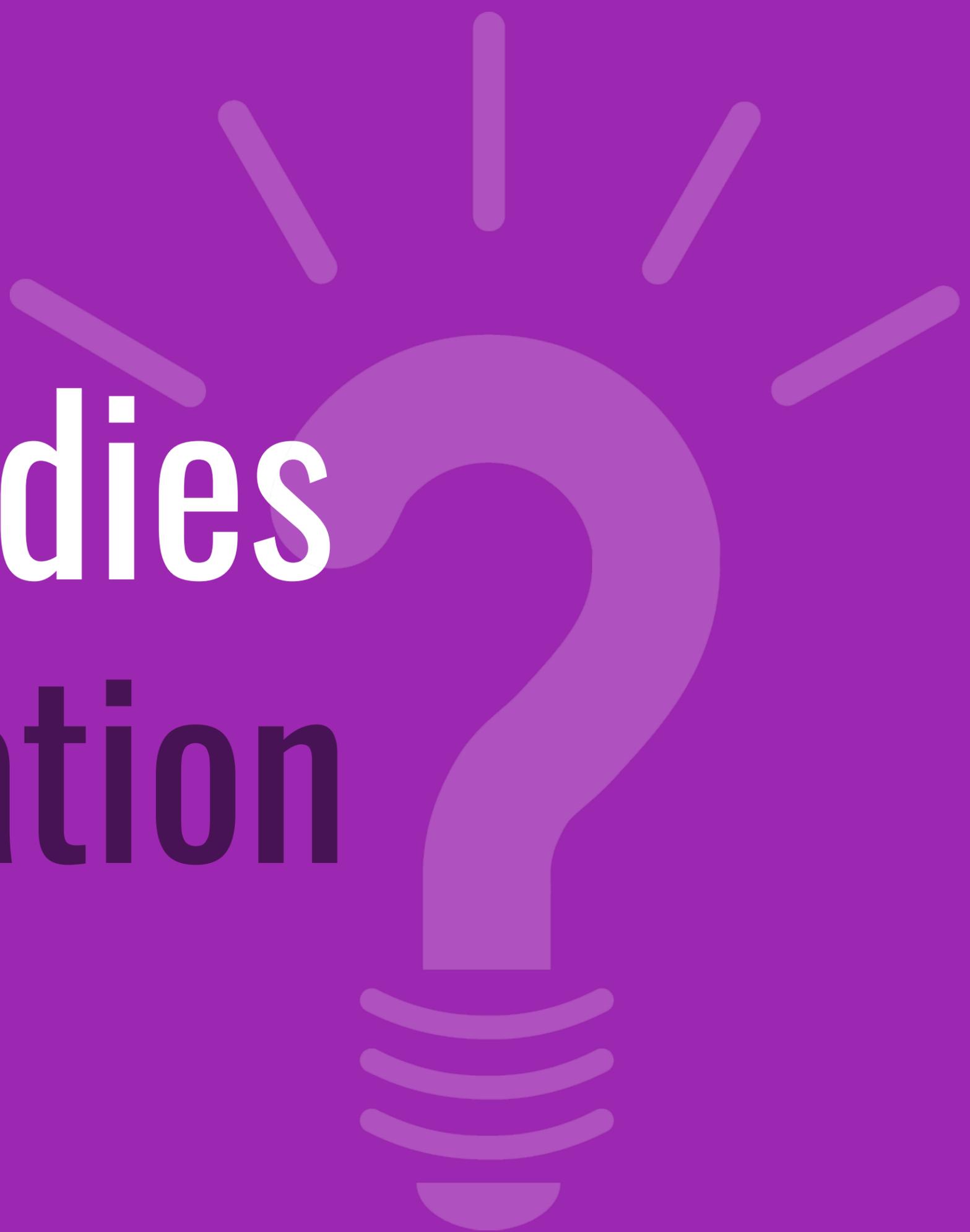


4-Pack of Tickets to the Pumpkin Village at Mapleside
Love to have fun with your family and then experiencing Mapleside Farms Pumpkin Village is a must. Pumpkin Village is when Mapleside Farms morphs into the finest fall experience in the country with dozens of special attractions to make everyone feel like a kid again. [...] [Read more](#)

Win a Marathon Spree from Lane Boutwell
Apricot Lane shopping experience merchandise Apparel, Jewellery Gifts in the shopping looking for. B Makeover at newest local Strongsville.



Case Studies & Inspiration



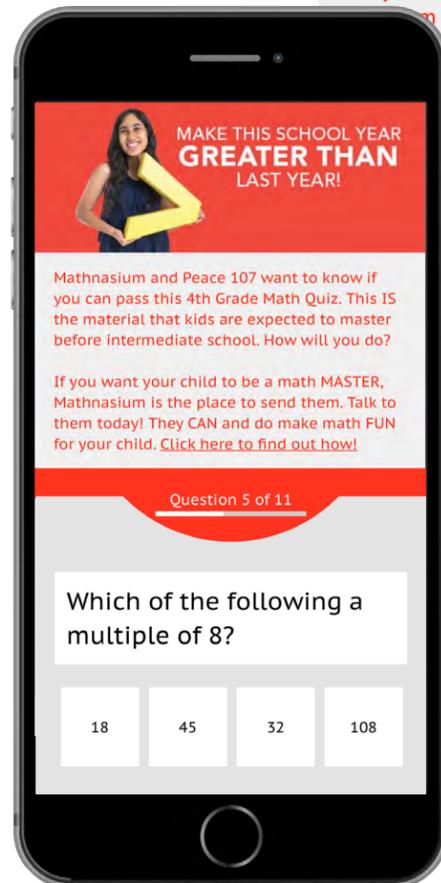
Case Study: Are You Smarter Than a Middle Schooler?

KPWJ-FM | Bryan, TX | DMA: 87



Mathnasium and Peace 107 want to know if you can pass this 3rd Grade Math Quiz. This IS the material that kids are expected to master before intermediate school. How will you do?

If you want your child to be a math MASTER, Mathnasium is the place to send them. Talk to them today! They CAN and do make math FUN for your child. [Click here to find out how!](#)



Question 1 of 11

In order to see your result, AND to be entered to win a semester of FREE CLASSES for your child at Mathnasium, please fill out this form.

I'd like to receive discounts and other offers from Mathnasium!

I'd like someone from Mathnasium to contact me about enrollment for my child!

By clicking the submit button below, I agree to the [Terms of Service](#) and [Privacy Policy](#)

Turnkey quiz available!

SUBMIT

THE GOAL

Mathnasium, a local tutoring business, was anxious to find leads and new customers at the start of back-to-school season. KPWJ-FM knew that an engagement campaign would be perfect for achieving every goal they wanted.

THE SOLUTION

Since the sponsor was trying to find parents of students in need of tutoring, the station thought it would be great to show users how difficult a grade school math test can be. They created a set of three quizzes based on real questions from the state standardized tests.

While including an email opt-in would grow their advertiser's database, KPWJ knew they could make the quiz bundle even more valuable by adding on a specific survey question. Here they asked users if they would want someone from Mathnasium to contact them about enrollment – there's no better lead than that.

THE RESULTS

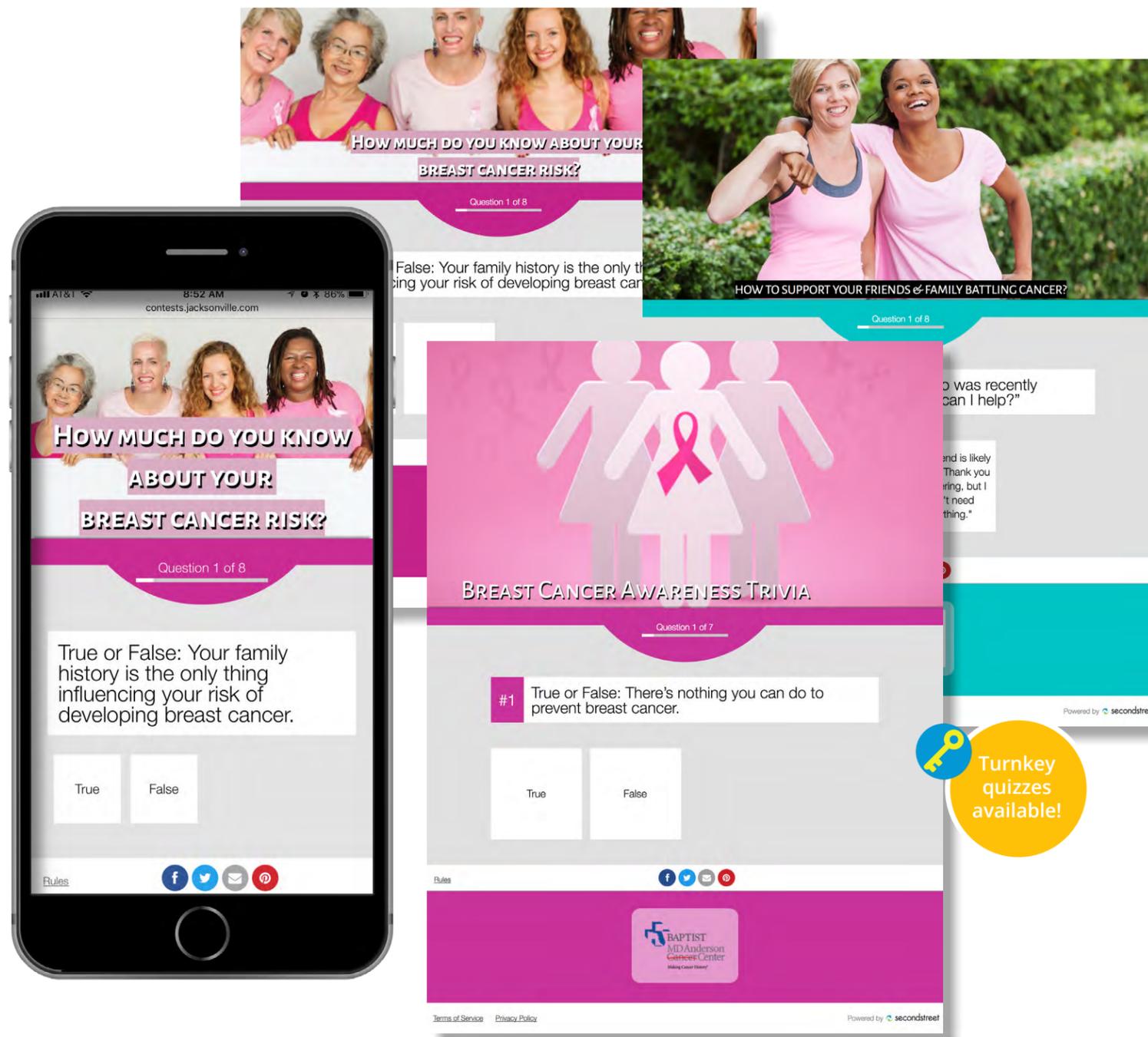
 **20+**
requested enrollment

 **100+**
opt-ins for advertiser

 **\$3,000**
revenue for station

Case Study: Breast Cancer Awareness Quiz Bundle

Florida Times-Union | Jacksonville, FL | Circ: 157,559



THE GOAL

The local hospital was looking for a way to engage their audience during Breast Cancer Awareness Month. The Florida Times-Union knew they could come up with a creative way to present interesting trivia about breast cancer.

THE SOLUTION

The paper came up with a month-long quiz bundle featuring three different quizzes – two trivia quizzes and a personality quiz. The hospital even worked with the paper to provide the stats for the trivia quizzes.

To grow their database, the paper included an email opt-in on each quiz for the hospital's newsletter. The hospital shared the quizzes to their social media pages and sent a dedicated email as well. Plus, to incentivize entries, quiz takers were entered into a sweepstakes as well. Additionally, the quizzes contained important survey questions asking about users last mammogram or doctor's visit.

THE RESULTS

\$5,000
revenue

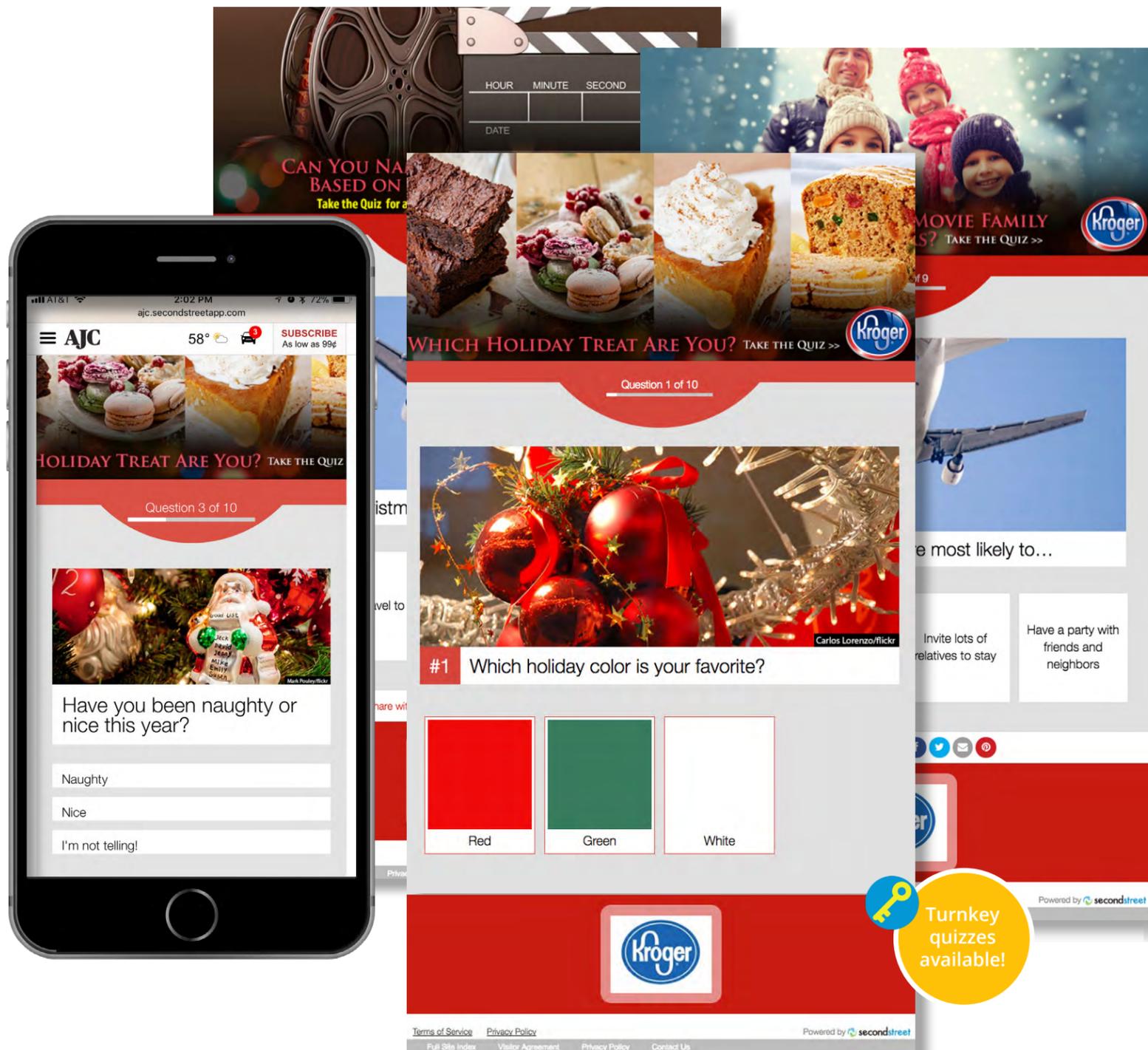
900+
entries

460+
opt-ins for advertiser

500+
hot leads

Case Study: Holiday Quiz Bundle

Atlanta Journal Constitution | Atlanta, GA | Circ: 405,549



THE GOAL

Kroger has been a long-term advertiser with the Atlanta Journal Constitution and had good success with quizzes in the past. The AJC wanted to try something particularly creative around the holiday season.

THE SOLUTION

The paper came up with a month-long quiz bundle all about the holidays that also incorporated food – perfect for a grocery store advertiser – Which Holiday Treat Are You? Can You Name the Holiday Movie Based on the Food? and Which Christmas Movie is Your Family Most Like?

While the paper shared the quizzes on their social media pages, the big driver of participation came from their dedicated emails announcing them to their readers. After all was said and done, Kroger was thrilled with the additional brand awareness they received during one of their busiest seasons.

THE RESULTS

part of a
\$25,000
buy from sponsor

13,000+
entries

Case Study: Test Your Fitness IQ

KYTV-TV | Springfield, MO | DMA: 75

Are you in the market to purchase exercise equipment in the next 6 months?
-- Select One --

Do you prefer to workout at home or at a gym?
-- Select One --

Do you have a piece of exercise equipment you would like to sell?
-- Select One --

#1 One in three Americans will develop diabetes as an adult. What's the most important thing you can do to lower your risk?

Exercise Maintain a healthy weight Get enough sleep Eat a low-cal diet

True False

Turnkey quiz available!

THE GOAL

KYTV-TV was working on a new idea for Play It Again Sports – a local sporting goods provider. The store was anxious to get additional branding at the start of the year and also identify hot leads and potential customers.

THE SOLUTION

The Test Your Fitness IQ quiz seemed like the perfect fit. The topic appealed to a wide audience, not just gym enthusiasts, and was incentivized by the chance to win a \$300 gift card.

In order to identify potential customers, KYTV included three survey questions about products and services offered at their store. They also included an email opt-in, so that Play It Again Sports could run targeted marketing ads in the upcoming months based on survey question results.

THE RESULTS

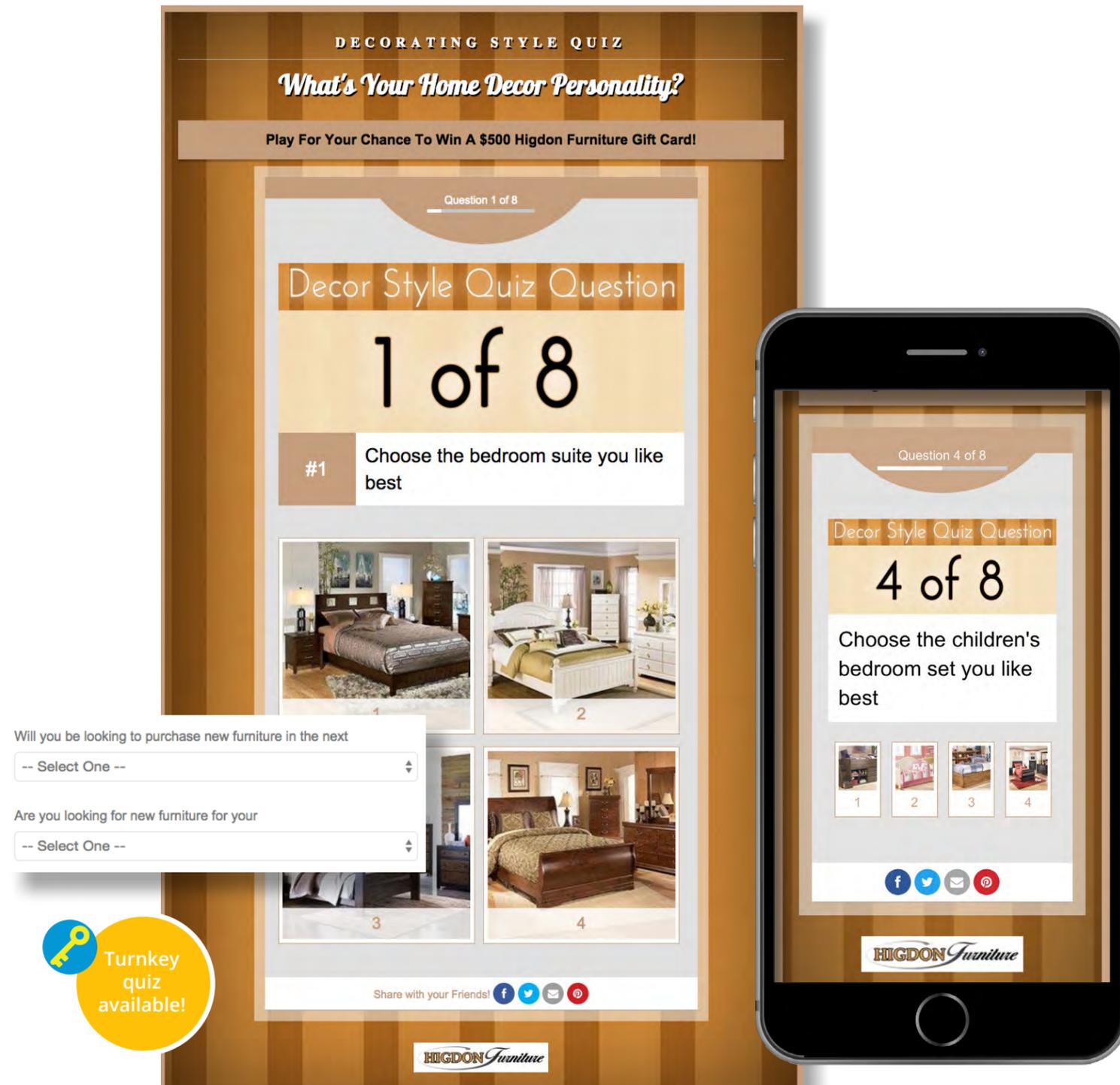
\$1,000
revenue for station

370+
opt-ins for advertiser

300+
hot leads

Case Study: What's Your Home Decor Personality?

WPSD-TV | Paducah, KY | DMA: 81



THE GOAL

While local furniture store, Higdon, had worked with WPSD-TV in the past, they previously had only advertised on-air. Higdon wanted a campaign that could grow their email database, highlight their products, and drive foot traffic to their store.

THE SOLUTION

WPSD-TV worked with Higdon to create the What's Your Home Decor Personality? quiz. Each question had users pick their favorite furniture while also highlighting four different products found in Higdon's showroom. As users played the game, not only did they see what Higdon had to offer, but the store was able to gather details about the popularity of their items.

Additionally, at the end of the quiz, users were prompted with survey questions and an email opt-in. From these results, Higdon was able to create a targeted email campaign for the participating users.

THE RESULTS



1,000+
entries



760+
opt-ins for advertiser

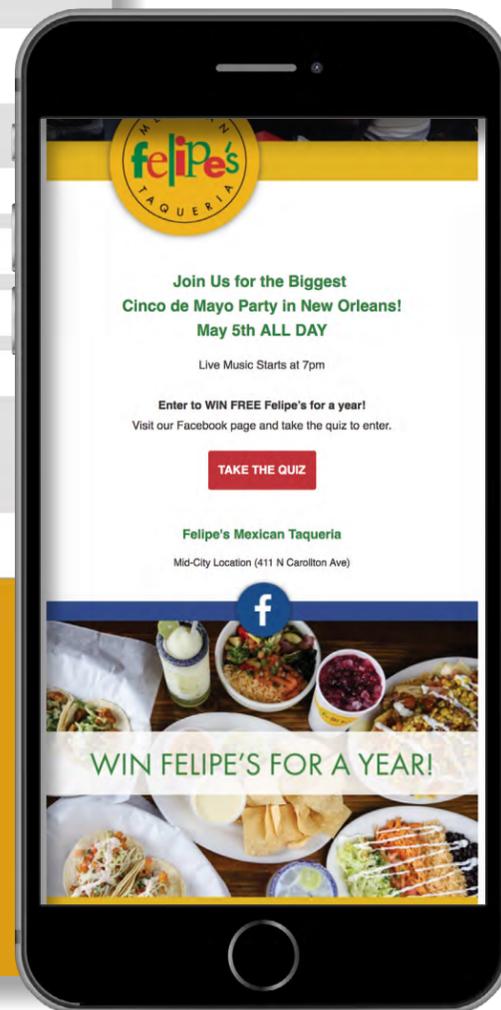
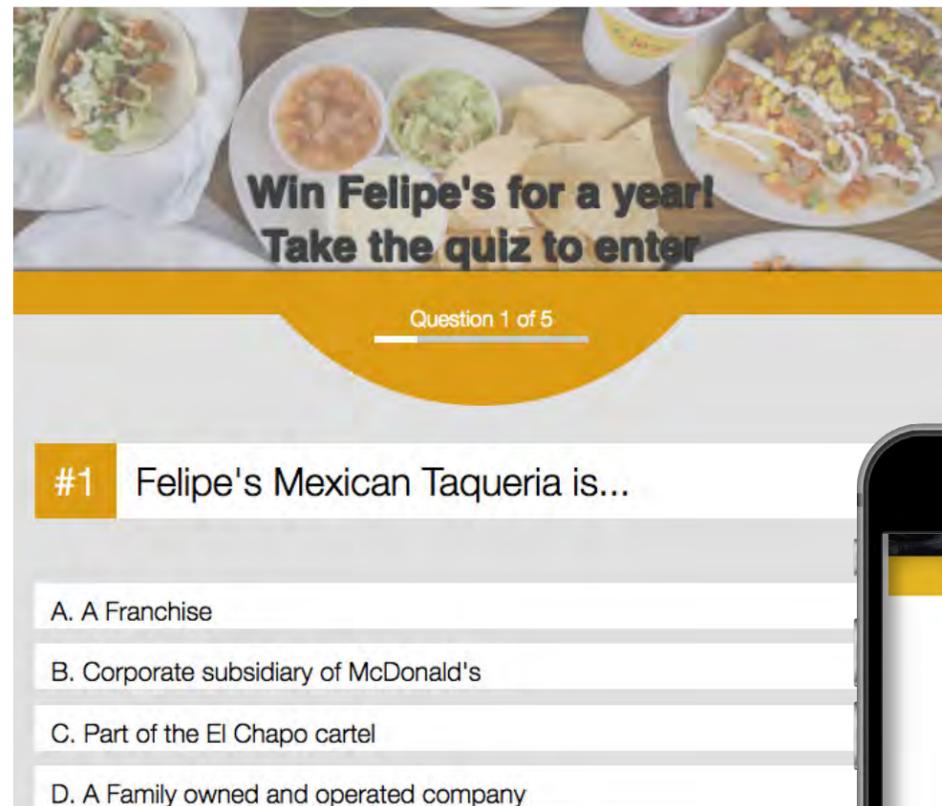


\$4,200
revenue for station

[Read the Full Case Study](#)

Case Study: Win Felipe's for a Year

WLMG-FM | New Orleans, LA | DMA: 52



THE GOAL

Local restaurant, Felipe's Mexican Taqueria, was hoping to find a way to bring new consumers to their restaurant and build excitement about their upcoming Cinco de Mayo Party at their location.

THE SOLUTION

WLMG-FM worked with Felipe's to put together an entire campaign dedicated to driving foot traffic, increasing their email database, and educating the community about their upcoming event.

The center of the campaign was a quiz hosted on the advertiser's Facebook Page about their restaurant where participants would be entered into a sweepstakes to win Felipe's food for a year! The station also worked with the advertiser to develop emails to be sent to the WLMG database on behalf of Felipe's promoting the quiz and big event.

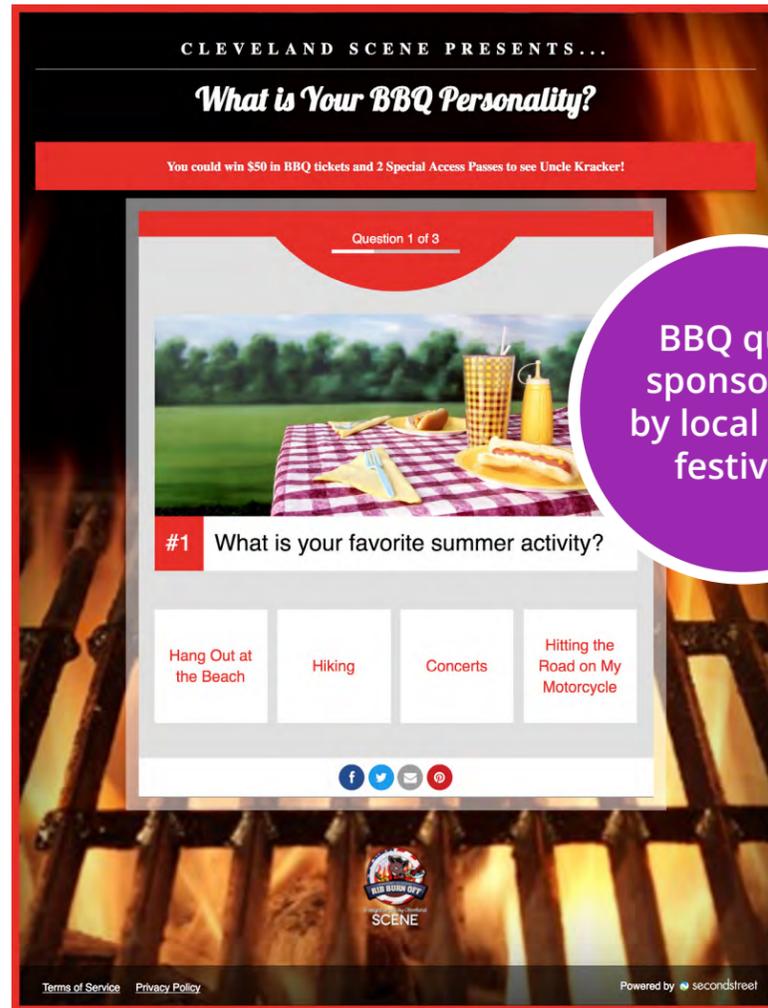
THE RESULTS

 **1,000+**
entries

 **760+**
opt-ins for advertiser

 **\$4,200**
revenue for station

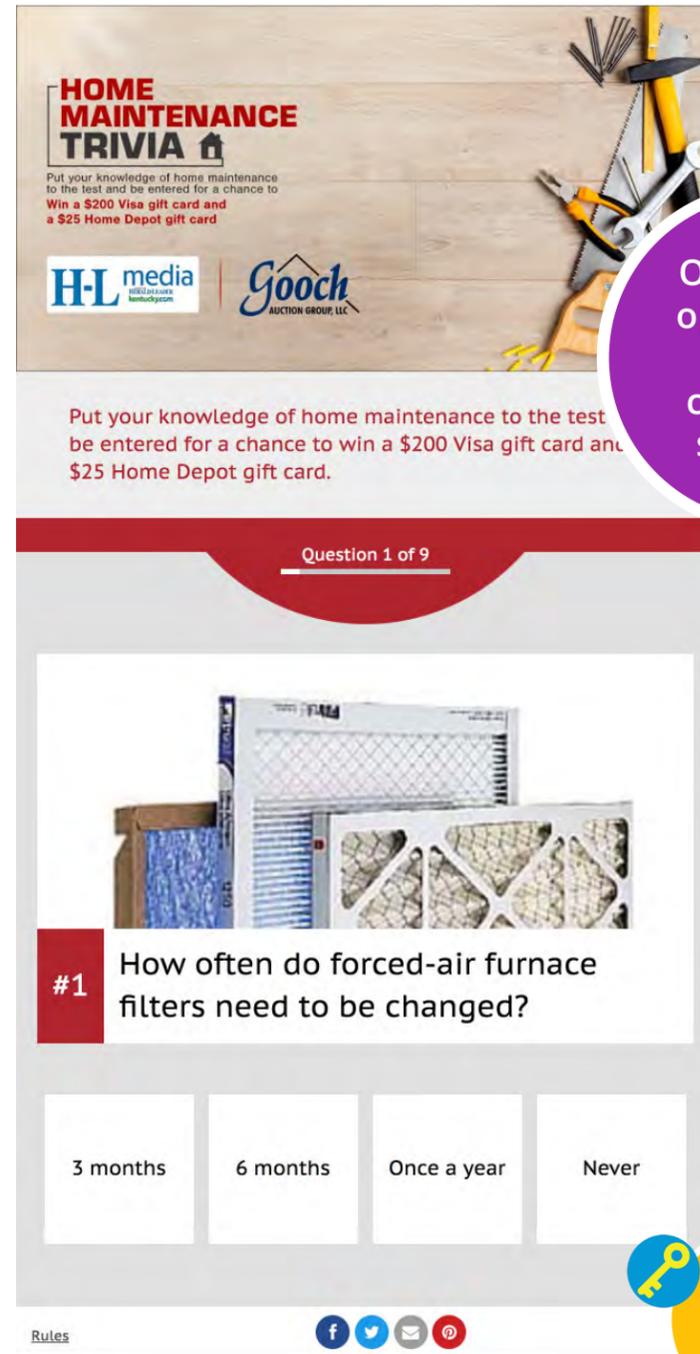
Inspiration & Ideas



BBQ quiz sponsored by local BBQ festival

What is Your BBQ Personality?

WJW-TV
Cleveland, OH | DMA: 18

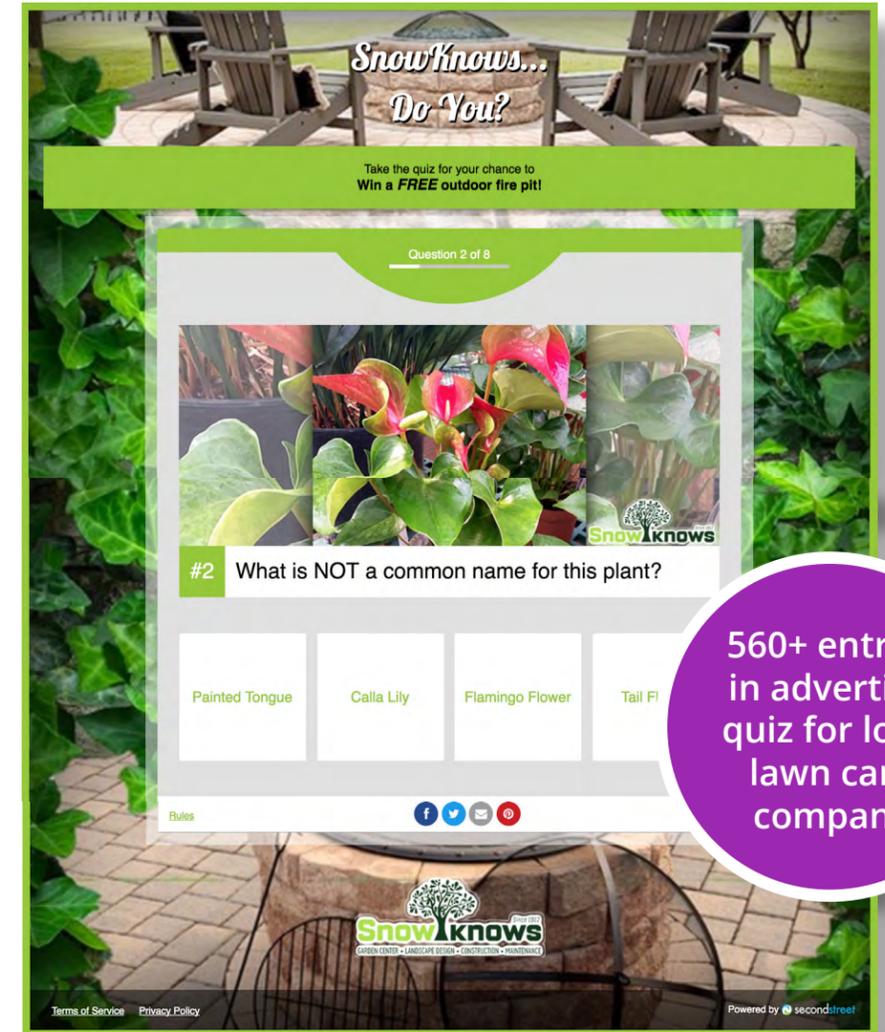


Over 200+ opt-ins for auction company sponsor

Turnkey quiz available!

Home Maintenance Trivia

Lexington Herald-Leader
Lexington, KY | Circ: 116,417



560+ entries in advertiser quiz for local lawn care company

Snow Knows, Do You?

WCAV-TV
Charlottesville, VA | DMA: 183

Inspiration & Ideas

do you even METALLICA bro?
TAKE OUR QUIZ AND QUALIFY TO WIN METALLICA CONCERT TICKETS!

South Brand Motor Speedway

Question 1 of 12

#1 What was the first demo album Metallica made?

Piece of Mind No Life Till Leather Appetite for Distruction Stay Hungry

Share with your Friends!

Powered by secondstreet

400+ opt-ins for local racetrack

Do You Even Metallica, Bro?

WRBR-FM

Mishawaka, IN | DMA: 89

Red, White & MOO!
BEEF IS WHAT'S FOR DINNER

Question 1 of 10

#1 For a steak to be considered medium rare, it must reach an internal temperature of 145°F.

True False

Powered by secondstreet

Over 300+ opt-ins for Missouri Beef Council

Red, White & Moo!

Inside Columbia Magazine

Columbia, MO | Circ: 56,415

Who's Your PGA TOUR BUDDY?
WHETHER YOU PUTT LIKE FOWLER OR DRESS LIKE HORSCHEL, WE'VE GOT YOU COVERED.

Question 1 of 8

#1 Righty or lefty?

I'm right-handed. I'm left-handed.

Justin Rose

Share your result and see what your friends get!

Not the result you expected? RETAKE QUIZ

Your golf buddy is Englishman, Justin Rose! Following a standout amateur career, Justin found major success on the PGA TOUR. He calls Florida his U.S. home and enjoys fishing when outside the ropes. He's passionate about children's charities and Chelsea Football Club. Catch Justin September 23-27, at the TOUR Championship by Coca-Cola. Buy tickets.

TOUR CHAMPIONSHIP by Coca-Cola

Powered by secondstreet

Sponsored by local tournament of PGA Tour

Who's Your PGA Tour Buddy?

Atlanta Journal Constitution

Atlanta, GA | Circ: 405,549

Inspiration & Ideas

The screenshot shows the top of a trivia quiz titled "MISSOURI TRIVIA". The header text reads: "How well do you know the state of Missouri? Test your knowledge and be entered to win a \$25 Target gift card from The Kansas City Star. Enter through July 23rd for your chance to win!". Below the header is a progress indicator "Question 1 of 8". The main question area features a vibrant image of a field of colorful flowers. The question is: "#1 What is the Missouri state flower?". Below the question are four answer buttons: "White Hawthorn Blossom", "Sunflower", "Marigold", and "Mississippi Penstemon". A purple callout bubble on the right says "Over 120+ opt-ins for newspaper's database". A yellow callout bubble at the bottom right says "Turnkey quiz available!".

Missouri State Trivia

The Kansas City Star

Kansas City, MO | Circ: 221,000

The screenshot shows the top of a trivia quiz titled "Big Game Trivia". The header text reads: "Take the quiz for a chance to win a Shimano Zodias fishing rod, retail value \$199.99, courtesy of Kentucky Independent Shimano Dealers, and a \$75 Amazon gift card. Sweepstakes ends February 5, 2017.". Below the header is a progress indicator "Question 1 of 12". The main question area features a background image of a football field. The question is: "#1 Which of these teams has not played in a Super Bowl yet?". Below the question are four answer buttons: "Minnesota", "Oakland", "Detroit", and "Los Angeles". Below the answer buttons is a dropdown menu for "How often do you fish?" with "Required" and "Select One" options. Below the dropdown is a section for "What type of fishing do you prefer? (Check all that apply)" with radio buttons for "Bass", "Catfish", "Bluegill / Crappie", "Musky", "Striper", and "Walleye". A purple callout bubble on the right says "Survey questions uncover hundreds of leads".

Big Game Trivia

Lexington Herald-Leader

Lexington, KY | Circ: 1116,417

The screenshot shows the top of a quiz titled "WHICH COLORADO RESORT SHOULD YOU VISIT?". The header text reads: "ENTER FOR A CHANCE TO WIN \$100 IN AMAZON GIFT CARDS!". Below the header is a progress indicator "Question 1 of 7". The main question area features a background image of a snowy mountain range. The question is: "#1 What matters most when you're planning a ski trip?". Below the question are three answer buttons: "Affordability", "The Terrain", and "The Town". A purple callout bubble on the right says "Editorial quiz featuring for travel blog".

Which Colorado Resort Should You Visit This Winter?

Colorado Springs Gazette

Colorado Springs, CO | Circ: 63,129

Inspiration & Ideas

Loudoun Wine Trivia
Loudoun Now
Denver, CO | DMA: 18

Which College Basketball Coach Are You?
Atlanta Journal Constitution
Atlanta, GA | Circ: 405,549

Which Italian Food Are You?
WHAM-TV
Rochester, NY | DMA: 79

Inspiration & Ideas

Take this quiz to be entered to win tickets to Christmas in Color & the Ice Castles!

Question 1 of 10

#1 "I'm sorry I ruined your lives, and crammed 11 cookies into the VCR."

Elf A Christmas Story Scrooged

700+ entries in quiz for local holiday attraction

Turnkey quiz available!

Terms of Service Privacy Policy Powered by se

Christmas in Color Quiz

Deseret News

Salt Lake City, UT | Circ: 71,000

TAKE THE QUIZ AND WIN
WHICH ROYAL DONUT ARE YOU?

Question 1 of 6

#1 It's the weekend. Watching a movie at home on the couch with a big bowl of popcorn.

Angel Cream

YOU ARE AN ANGEL CREAM MUFFIN

FREE LARGE COFFEE OR HOT CHOCOLATE with purchase of a dozen donuts

Royal Donut

911 North Vermilion St. 217-443-1441

Thanks for taking the quiz! Expires 11/15/15

Turnkey quiz available!

Terms of Service Privacy Policy Powered by se

Which Royal Donut Are You?

WDAN-AM

Danville, IL | DMA: 83

Where is the perfect vacation for you?

Play for your chance to win FREE CAR WASHES FOR A YEAR!

LOCAL 6 WPSD

FINISH LINE CAR WASH Clean. Fast. Fun.

Play To Win!

Question 1 of 3

#1 What's your favorite vacation activity?

Hiking Sleeping Indulging in the culture Visiting tourist location

Share with your Friends!

FINISH LINE CAR WASH Clean. Fast. Fun.

Turnkey quiz available!

Terms of Service Privacy Policy Powered by se

What is the Perfect Vacation for You?

WPSD-TV

Paducah, KY | DMA: 81

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succeed with promotions &
interactive content, visit:

lab.secondstreet.com

