

Based on the ad clip in PublicTV, which can also be distributed in other digital channels: GDN, social media, Youtube etc.

Objective: engage the public with your brand; make the consumer communicate to the brand and research more about its depth & width (including the values and explanations of more complex products); familiarize the consumer with your web page; measure the engagement.

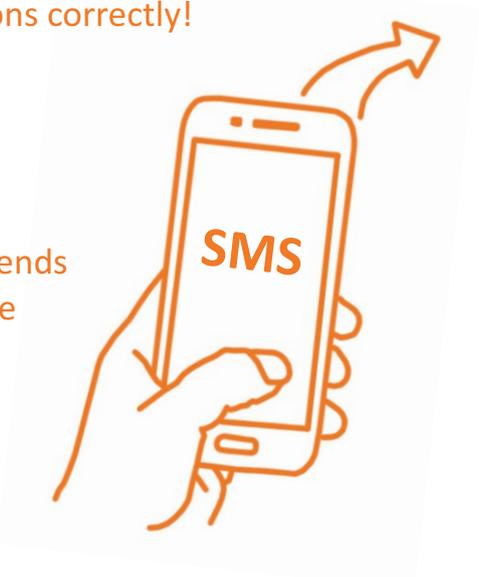
Suggested campaign length: minimum of 4 weeks

Suggested: There should be at least couple dozens of questions. The prize depends of the amount.



1. The client sees the clip on our screens, content example: „Would like a 100€ XYZ gift card? Send an SMS „QUIZ!“ and answer 9 out of 10 questions correctly!

2. Reacts to it and sends a message with the keyword;



3. Receives an automated reply message with notification of participation and additional necessary info:

• **Reply message:**

- „Welcome to the quiz of BRAND! You need to answer correctly to ## questions. right answer earns you the next question; wrong answer = game over! Begin – Y/N?“
- Then the player gets 10 to 20 questions depending on the campaign.
- In the end, winners: „You have successfully passed the quiz. Great job! Contact info@cherry.ee to agree on the handover place and time!“
- Wrong answer message: „That was not the right answer. Game over :(To start over, reply with the keyword „XYZ“
- **The questions are made up by the client, since they know their product/service the best!**
- **The prize depends on the size of the campaign: either many winners and inexpensive prizes or with a few quite valuable prizes.**