

# CONSUMER PRODUCTS INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

## KNOWLEDGE & OCCASION QUIZZES

- How many calories do you need to burn in a day?
- Find out if you're eligible to be on Masterchef based on your knowledge of kitchen appliances!
- Think you're eco friendly? Take this quiz to find out!
- Poll: Mountain Dew or 7 Up?
- Who wore what at the Royal Wedding? Can you tell?
- Only a real foodie could pass this test!

## LINKS TO LIVE INDUSTRY EXAMPLES

- [Can you guess the MET Gala theme?](#)
- [Calories calculator](#)
- [Discover your unique style!](#)
- [Which sunglasses suit your face the best?](#)
- [Which sports watch is best suited to your needs?](#)



INCREASE **SOCIAL**  
ENGAGEMENT



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- Which Pepsi product best suits your personality?
- Pick your favorite stars and we'll recommend you their favourite drinks!
- Find out which product is most suitable for your skin/lifestyle!



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

## COST CALCULATORS

- What is the cost of buying in bulk XYZ product?
- How much would it cost for you to get a complete makeover using -- products?
- How much would it cost to do Christmas shopping at ---?

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- How much would you save using -- products as compared to ---?
- Calculate how much you could save by shopping at the end of season sale at ---!



CREATING **LOYALTY**



**INFLUENCE** DECISIONS

## COMPETITOR FOCUSED

- How is -- healthier than its competition?
- How is -- better for the environment than its competitors?
- How is -- more cost effective than its competition?



GROWING **MQL**