



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!



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

LINKS TO LIVE INDUSTRY EXAMPLES

- [Which MET Gala 2018 look are you?](#)
- [Check out this Sustainable Food quiz!](#)
- [Discover your unique style!](#)

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Which Pepsi product best suits your personality?
- Which star would you date based on your drink preferences?
- Find out which product is most suitable for your skin/lifestyle!



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

COST CALCULATORS

- How profitable is it for you to invest in XYZ?
- How much would it cost for you to get a complete makeover using -- products?
- How much would it cost to shop for a destination wedding 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 for its competitors?
- How is -- more cost effective than its competition?



GROWING **MQL**