

Entertainment / Leisure

INTERACTIVE CONTENT

STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Choose your favorite Disney character and we'll tell you what destination to visit!
- Which Superbowl would you have enjoyed the most based on your personality!
- What kind of a tourist are you? Take this Quiz and find out.

LINKS TO LIVE INDUSTRY EXAMPLES

- [Which celebrity should you go on a holiday with?](#)
- [Can you name this famous landmark?](#)
- [Dine at Gordon Ramsay's restaurant and we'll tell you your age](#)
- [The ultimate Nicki Minaj vs Cardi B showdown](#)



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Restaurants you should dine at this fall based on your food choice!
- Which famous adventure sport equipment should you buy based on your personality?
- Tell us your age and we'll tell you little known exotic places in United Kingdom you should visit this summer!



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

COST CALCULATORS

- How much will it cost you to go backpacking through Europe?
- How much does fine dining cost in South America?
- How much will the upcoming FIFA World Cup ticket cost you?

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- Calculate the cost saved by staying in hostels instead of hotels on a Eurotrip
- Calculate the cost saved by using Frequent Flyer miles.
- What will be your possible ROI for gambling in Vegas?



CREATING **LOYALTY**



INFLUENCE DECISIONS

COMPETITOR FOCUSED

- Which place is better for a beach trip: XYZ or ABC?
- Whose Frequent Flyer Miles have higher ROI: XYZ or ABC?
- What alternative is better for a weekend outing: XYZ or ABC?



GROWING **MQL**