



LEISURE INDUSTRY INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES

TOP OF THE FUNNEL

KNOWLEDGE & OCCASION QUIZZES

- Choose your favourite Disney city and we'll tell you where to travel.
- 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 in?](#)
- [Can you name this famous landmark?](#)
- [Dine At Gordon Ramsay's Restaurant And We'll Tell You Your Age](#)



INCREASE **SOCIAL**
ENGAGEMENT



GROW **AWARENESS**



SPARK
CONVERSATIONS

MIDDLE OF THE FUNNEL

PRODUCT RECOMMENDATIONS

- Restaurants you should dine in this fall based on your food choice
- Which famous adventure sport you should try this year based on your personality.
- Little known exotic places in UK you should visit this summer.based on your interests.

COST CALCULATORS

- How much will you pay for backpacking through Europe
- How much does fine dining cost in South America
- How much will the upcoming Cricket World Cup ticket cost you.



STAY **TOP OF MIND**



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

SAVINGS & ROI CALCULATORS

- Cost saved by staying in hostels instead of hotels on a Eurotrip
- Cost saved by using Frequent Flyer miles.
- What will your possible ROI be for Gambling in Vegas.

COMPETITOR FOCUSED

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



CREATING **LOYALTY**



INFLUENCE DECISIONS



GROWING **MQL**