

# MEDIA INDUSTRY INTERACTIVE CONTENT STRATEGY WITH CALCULATORS & QUIZZES



TOP OF THE FUNNEL

## KNOWLEDGE & OCCASION QUIZZES

- How many newspaper\magazine sections can you name?
- What movie experience suits you the best.
- What channel should you watch on TV?



INCREASE **SOCIAL**  
ENGAGEMENT

## LINKS TO LIVE INDUSTRY EXAMPLES

- [Media Planning Calculators](#)
- [Can you guess the movie?](#)



GROW **AWARENESS**



SPARK  
**CONVERSATIONS**

MIDDLE OF THE FUNNEL

## PRODUCT RECOMMENDATIONS

- Which equipment is the right fit for you?
- Which DTH operator is best for you?
- What Upcoming movie should you go watch?



STAY **TOP OF MIND**

## COST CALCULATORS

- How much would it cost you to make a television advertisement?
- How much would it cost to record a song in a studio?
- How much would it cost you to print your own magazine?



BRAND **AUTHORITY**



CLIENT **EDUCATION**

BOTTOM OF THE FUNNEL

## SAVINGS & ROI CALCULATORS

- How much should you invest in print media vs AV advertisements?
- How much would you save by subscribing to a magazine rather than buying it?



CREATING **LOYALTY**



**INFLUENCE** DECISIONS

## COMPETITOR FOCUSED

- Binge-watching or watching TV- find out which is more your style?
- What is more budget friendly- PVR or Big Cinemas?



GROWING **MQL**