



Quizzine Contest 2011

Rossel Advertising

Quizzine Contest 2011

- ▶ Gastronomy is a well popular and fashion attraction
- ▶ Big Contest organized by **lesoir.be**
- ▶ The contest consists on a Big QUIZZ over the gastronomy & kitchen
- ▶ Relay by an exclusive mini contest website integrated & promoted on lesoir.be
 - ▶ *the participants must be registered to play*
 - ▶ *every day, a question around the gastronomy will be asked to determine the final winner*
 - ▶ *the responses of the questions can be founded on the **advertiser website** in order to generate traffic*
 - ▶ Options : co-registration, couponing,...
 - ▶ *Rossel Advertising takes in charge the production of the contest page*



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Quizzine Contest 2011 | Contest Page

Contest
page

Quizzine Contest
An attractive thematic

The screenshot shows the lesoir.be website interface. At the top, there are navigation links for 'rss', 'le soir en pdf', 'newsletters', 'club du soir', 'services et concours', 'emploi', 'petites annonces', 'auto', and 'immo'. The main header features the 'lesoir.be' logo, a search bar, and weather/bourse information. Below the header is a navigation menu with categories: 'actu', 'sports', 'culture', 'économie', 'débats', 'blogs', and 'le studio'. A large banner for Canon is displayed, with the text 'A chaque histoire son objectif.' and 'En savoir plus'. Below the banner is a navigation bar for the contest: 'Accueil', 'Participer', 'Galerie', 'Classement', and 'Règlement'. The main content area features a 'Grand concours photo: N'attendez pas et utilisez vos objectifs!' section with five image thumbnails. Below this is a detailed section titled 'A chaque histoire son objectif' with descriptive text and a link to 'fr.canon.be'. To the right of this text is an image of Canon lenses with the slogan 'A chaque histoire son objectif.' and a 'you can' logo at the bottom right.

ROSSEL
ADVERTISING
finding the way

Example of integrated contest page on lesoir.be

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Quizzine Contest 2011 | Auto-promo details

Auto
promo



The screenshot shows the homepage of lesoir.be. At the top, there is a navigation bar with links like 'iss', 'le soir en pdf', 'newsletters', 'club du soir', 'services et concours', 'emploi', 'petites annonces', 'auto', and 'immobilier'. Below this is a search bar and a section for 'BOURSE' and 'TRAFFIC'. The main content area features a large banner for 'GRAND CONCOURS Canon' with a yellow border. Below the banner, there are several news articles, including one about 'Échange de tirs entre les deux Corées' and another about 'Des trains supprimés à Namur et Mons'. On the right side, there is a sidebar with social media links (Facebook, Twitter, RSS) and a newsletter sign-up form. A smaller version of the 'Grand Concours Canon' ad is also visible in the sidebar.

*Example of auto-promo
for a contest*

- ▶ Auto-promo of the contest will relay by display (Button & Leaderboard) on lesoir.be to announced the contest + 1 full page in Le Soir (Newspaper)
- ▶ The advertiser will integrated in the entire communication to promote the action.
- ▶ Real value of the auto-promo (online + offline) : 120.000 €
- ▶ The main sponsored price : 17.500€ + dotation (gift for the winner(s))
- ▶ The action will take place during 3 weeks.



Thank you !

