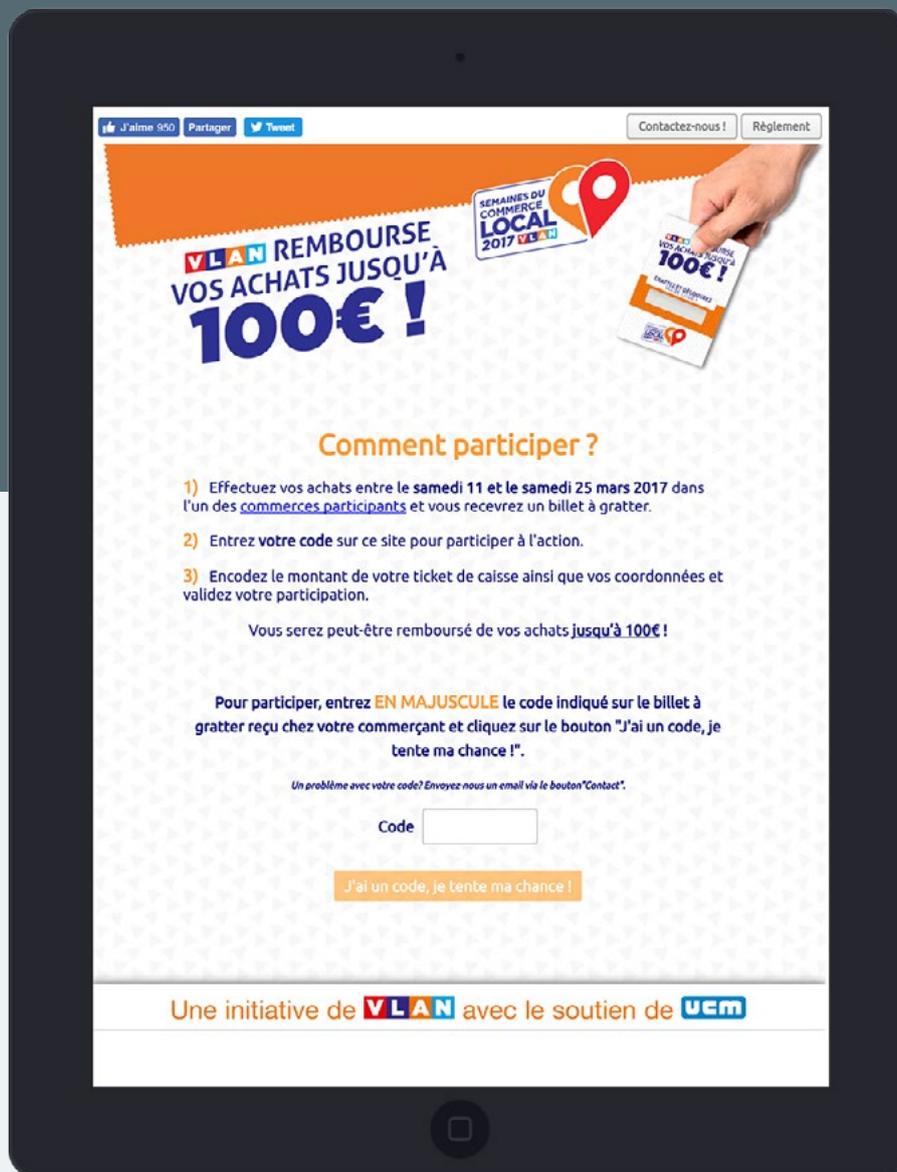


# VLAN

## CASE STUDY

### HOW VLAN IS USING QUALIFIO TO LINK THEIR PRINT & DIGITAL CONTENT



An interview with **Gérald Mairesse**  
*Innovation & Business Development Manager*



*The Vlan Group is a long-standing free weekly newspaper and classified ads media. Their products are available on paper as well as on digital supports such as job posting websites, real estate listings or car classifieds. The group is anchored in the accessibility of local, regional or thematic information and relies on advertising and subscription packages as their primary sources of income.*

## WHAT ARE VLAN'S DIGITAL CHALLENGES?



**DEVELOP THEIR AUDIENCE  
AND TRAFFIC**



**FIND NEW CREATIVE SOLUTIONS  
FOR THEIR ADVERTISERS**

*“The main challenge of the group is to attract a broader digital audience than what we already have. Our thematic classified ads are becoming very popular and have been growing exponentially in recent years but there are still many avenues to explore.*

*Our challenge also lies in the interactions that can be created between paper and digital supports. Our different titles have a distribution of more than 2 million copies every week and they are a great opportunity to accompany our readers towards effective digital solutions.*

*But our challenge isn't only geared to traditional information, but also to the development of new communication solutions for our advertisers.”*



# HOW DOES QUALIFIO HELP VLAN TO ACHIEVE THESE OBJECTIVES?



EASE OF USE



VIRALITY



DATA COLLECTION AND  
QUALIFICATION

*"We were immediately impressed by the tool performance, the possibility to easily duplicate a contest and to customise it so as to serve a truly unique experience every time.*

*We put a lot of faith in the Qualifio platform, since there is a real demand for its solutions coming from our readership. Each contest has been increasingly engaging our audience and attracting more and more participants over the last three years.*

*We constantly gain in power regarding the integration of the tool with our own supports. A contest is also a possibility to collect data on our readership, which can then be converted according to the needs of the business."*

The image displays three digital devices showcasing various contests created on the Qualifio platform. The laptop screen features a contest for 'SALON BATIBOUW' with a 'VLAN' logo and a 'CONCOURS' banner. The text on the laptop screen reads: 'VLAN VOUS OFFRE 50 X 2 ENTREES AU SALON BATIBOUW!'. Below this, it states: 'Chaque année, Brussels Expo invite les professionnels du secteur de l'immobilier, la construction, l'aménagement intérieur et extérieur et bien d'autres au Salon Batibouw. Du samedi 18 février au dimanche 26 février, venez découvrir plus de 1000 entreprises dans les palais de l'Expo. Intéressé ? Vlan vous offre 50 x 2 entrées pour le Salon Batibouw. TENTEZ VOTRE CHANCE ! Le concours se termine le dimanche 12 février 2017. Informations pratiques : Salon Batibouw | Brussels Expo Place de Belgique 1 | 1020 Bruxelles'. A 'Participer !' button is visible at the bottom. The tablet screen shows a contest titled 'VLAN REMBOURSE VOS ACHATS JUSQU'À 100€!' with instructions on how to participate. The text on the tablet screen reads: 'Comment participer ? 1) Effectuez vos achats entre le samedi 11 et le samedi 25 mars 2017 dans l'un des magasins participants et vous recevrez un ticket à gratter. 2) Entrez votre code sur ce site pour participer à l'action. 3) Encadez le montant de votre ticket de caisse ainsi que vos coordonnées et validez votre participation. Vous serez peut-être remboursé de vos achats jusqu'à 100€! Pour participer, entrez EN MAJUSCULE le code indiqué sur le billet à gratter reçu chez votre commerçant et cliquez sur le bouton "J'ai un code, je tente ma chance!".' A 'Participer !' button is visible at the bottom. The smartphone screen shows a contest for 'scell' with a '1000€' prize and a 'Participer !' button. The text on the smartphone screen reads: 'Devinez le prix de ces 3 objets vendus sur scell. Et remportez peut-être 1 des 5 chèques voyage de 1000€'. A 'Participer !' button is visible at the bottom.

## CONCRETE RESULTS?

*"We now have a base of more than 150,000 readers who participated in our various contests. This qualified base, of course, didn't happen overnight. But we notice that our titles serve as excellent leverage to promote an action such as a contest, while also benefiting from social media for new participants acquisition."*

*One of our latest experiences was the "local business week" action. Customers of participating businesses were given a scratch ticket to try and get a refund on their purchase. We used Qualifio to 'burn' each number encoded by the participants and select the winners in an objective way. The interaction between print support and the online contest was more than conclusive and both our readers and our advertisers provided positive feedback on this action."*



**Gérald Mairesse**  
Innovation & Business Development Manager  
Groupe Vlan



*" Qualifio is the leading online platform to engage digital audiences and collect data by creating and publishing viral interactions on websites, mobile apps and social media. "*