



# HOW TO CAPITALIZE ON QUIZZES

# Introduction

Quizzes have become an incredibly powerful way to engage your audience and advertisers. These fun, interactive pieces of content encourage users to post their results and challenge their friends and family leading to a viral campaign that's shared over and over again.

The versatility of a quiz means the possibilities are endless. You can create quizzes on general topics like holidays and sports or design more specific quizzes about unique content on your site or a particular advertiser.

As a media company, quizzes are an effective way for you to generate revenue, creatively engage your audiences, and enhance your content. No matter the department – sales, marketing, and digital content – a quiz has something to offer to everyone.



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## WHAT'S IN THIS GUIDE:



### **Benefits of Quizzes**

From audience engagement to driving revenue, discover all that quizzes have to offer.



### **Types of Quizzes**

Understand the various styles of quizzes you can create.



### **How to Sell Quizzes**

Simple steps to selling all types of quizzes.



### **How to Promote Quizzes**

How to make sure the most people hear about your quiz.



### **Case Studies & Inspiration**

See tons of examples of how quizzes are working for media companies and their advertisers.



This icon indicates an available ready-made quiz to be run as-is or customized for your company or your advertiser.

[See the Turnkeys](#) ✨

# Benefits of Quizzes

An abstract graphic in the background of the slide. It features three light blue rectangular bars of increasing height from left to right. Overlaid on these bars are two large, light blue arrows pointing upwards and to the right. The first arrow starts behind the first bar and ends behind the second bar. The second arrow starts behind the second bar and ends behind the third bar, continuing the upward trajectory.

# Drive Revenue

Quizzes are one of the best ways to drive revenue for your media company. Not only can a quiz or quiz bundle drive in significant revenue on its own, but a quiz can also make the perfect enhancement to an existing advertising campaign.

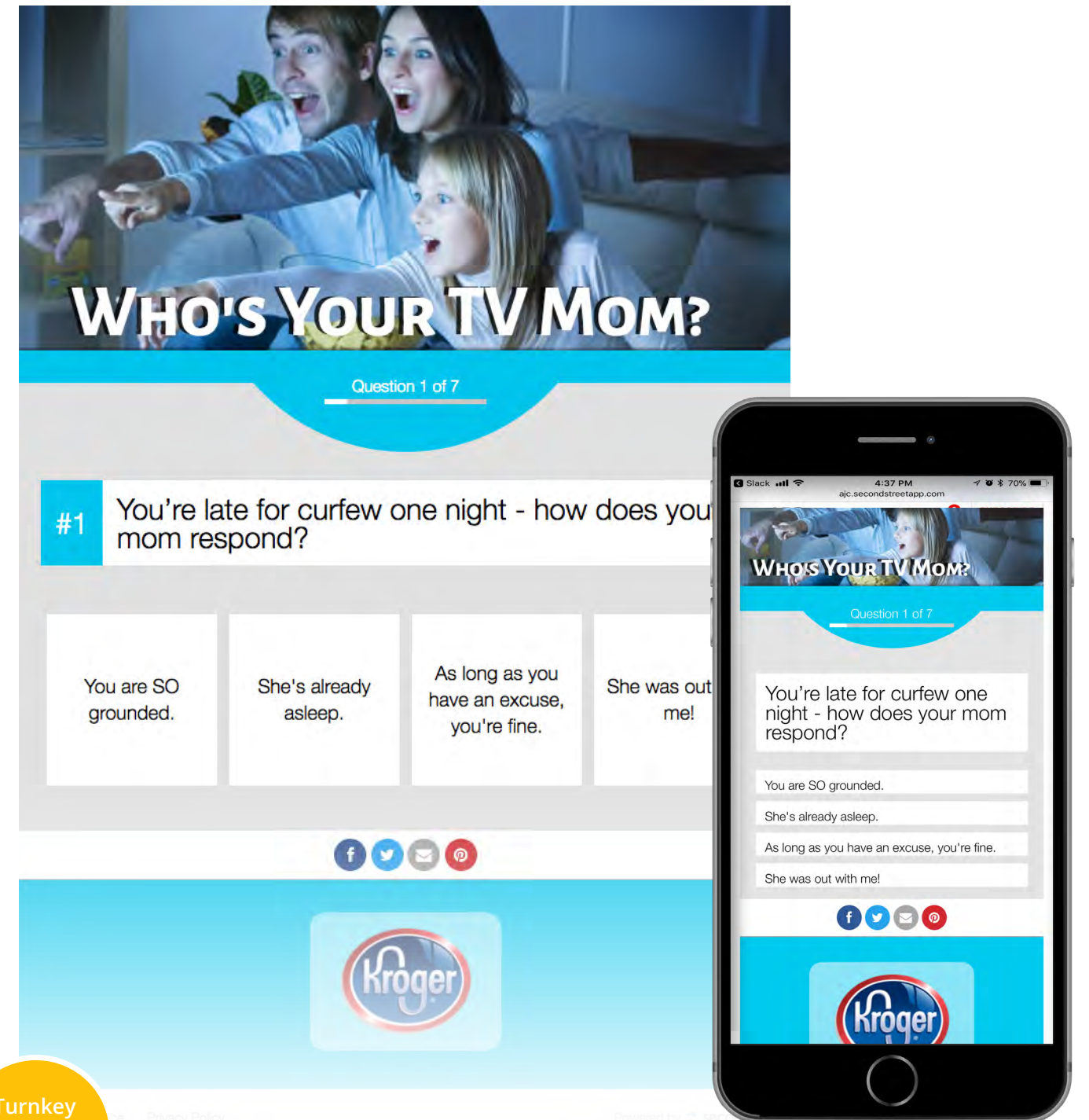
## Who's Your TV Mom?

Atlanta Journal Constitution | Atlanta, GA | Circ: 405,549

Kroger, a local grocery store, wanted to advertise their Mother's Day food specials. The AJC suggested running a themed personality quiz, so Kroger and the AJC partnered up as a part of a \$25,000 sponsorship. The quiz was promoted on the AJC's website, through email, and on Facebook via sponsored ads. The quiz was such a success that it was taken by more than 11,000 users. Kroger was so impressed with their results that they have implemented quizzes as a regular part of their ad buys.



Turnkey  
quiz  
available!



[Read the Full Case Study](#)



# Collect Data

If you're looking to collect data, a quiz is one of your best options. You can easily tag each individual quiz question to identify user interest data about your quiz takers. Additionally, you can add on a couple survey questions to develop your customer profiles even further.

## Are You Ready for Retirement?

WTRC-FM | Niles, MI | DMA: 96

Edward Jones was looking for ways to connect with potential clients. WTRC's developed and pitched an idea that was original and appealing to the advertiser. Within the quiz WTRC included a question that asked the users if they were ready to talk to a financial advisor. As a result WTRC was able to collect and provide Edward Jones with qualified leads. They were impressed with the results and agreed to future campaigns together.



Turnkey  
quiz  
available!



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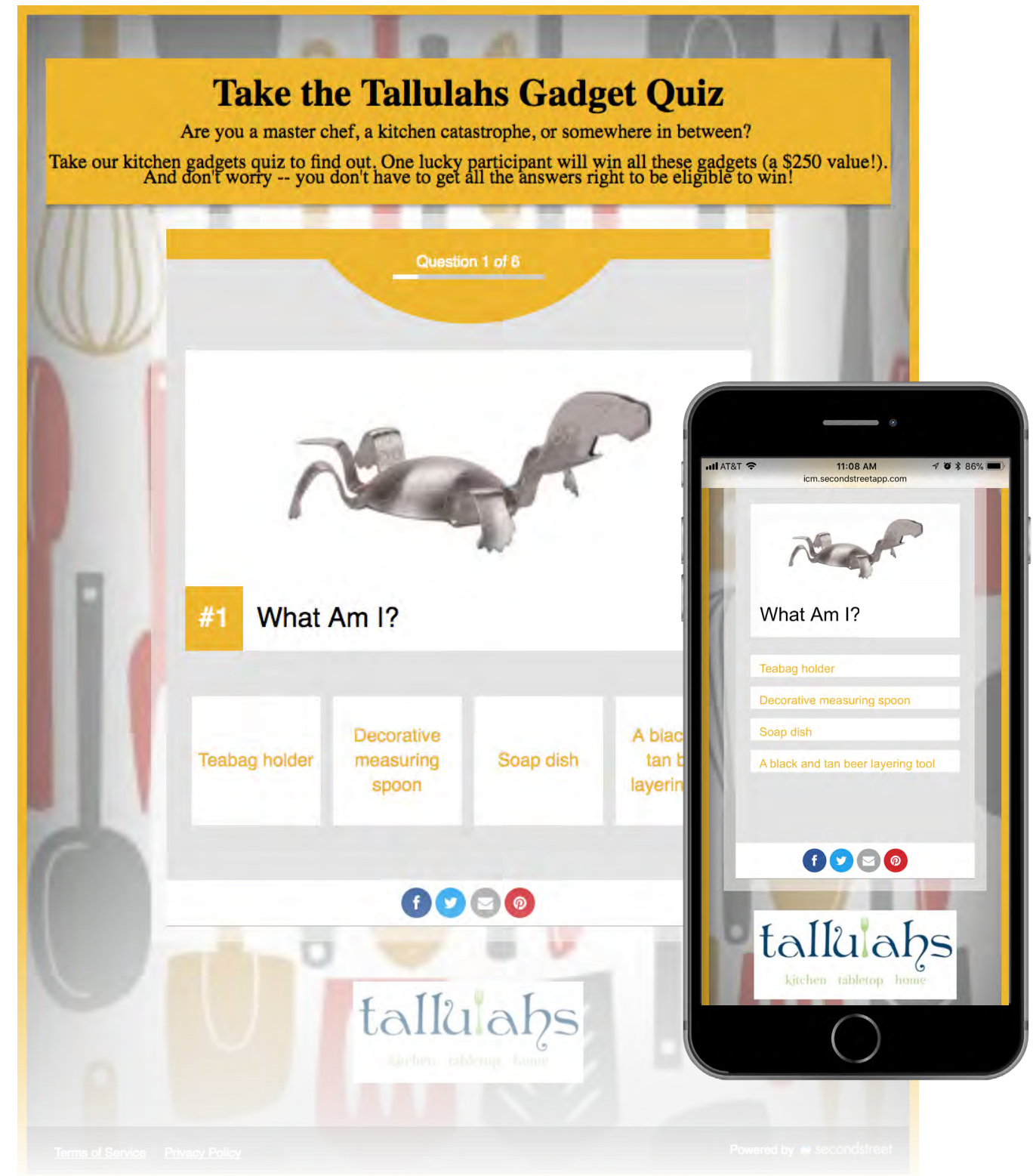
# Offer a Customized Solution

The versatility of quizzes positions them in a great place for creating custom solutions for any advertiser in your market. Whether your advertiser is looking to showcase their products, educate their audience, grow their email database, or identify new leads, a quiz is ideal for achieving every one of their goals.

## Tallulah's Gadget Quiz

*Inside Columbia Magazine* | Columbia, MO | Circ: ???

Local kitchen and cooking supply store, Tallulah's, was working with *Inside Columbia Magazine* to create a quiz that could show off the unique products they offered at their store. The magazine created this fun quiz using images of different kitchen gadgets and seeing if the audience could guess their uses. All users were entered in for a chance to win a grand prize of every gadget featured in the quiz (over \$250.) Not only did Tallulah's succeed in highlighting their products, but the quiz also added over 250 emails to the store's database.





# Share Social Content

Quizzes are incredibly shareable and create excellent content for your teams to share with their followers. Encourage your teams (especially your talent and any advertisers involved) to take the quiz and post their results to their own social media pages.



## Which Royals Player Are You?

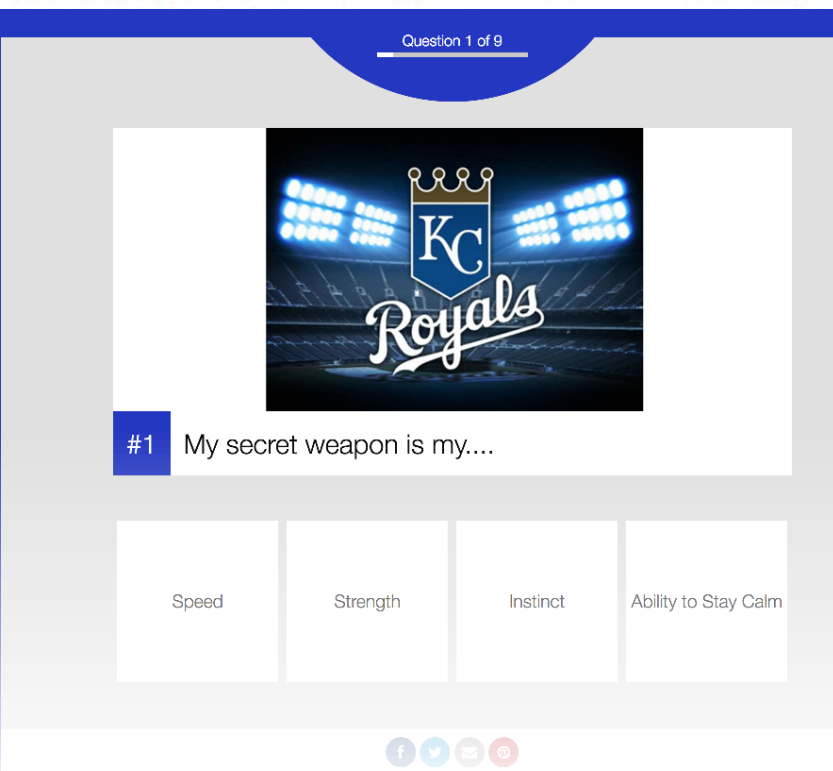
WDAF-TV | Kansas City, MO | DMA: 31

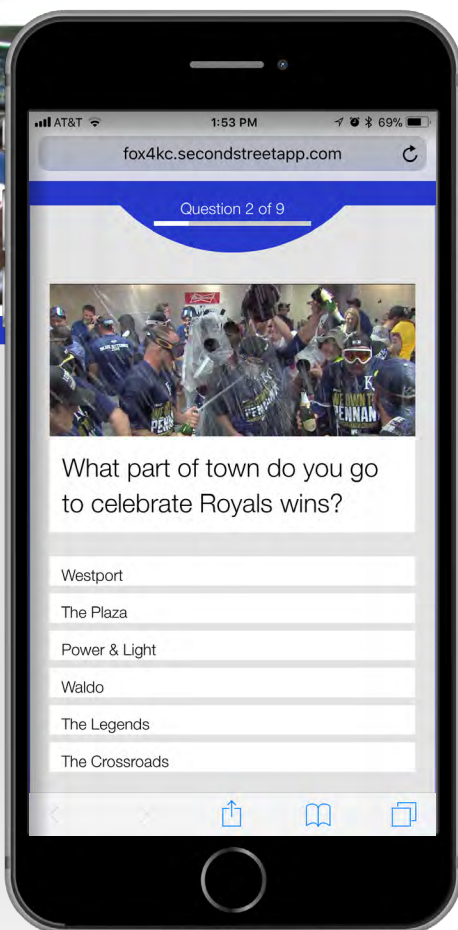
WDAF-TV's "Which Royals Player Are You?" quiz was shared all over social media and eventually got the attention of then Royals player, Billy Butler. When he took the quiz, he got himself as the outcome and tweeted it out to his nearly 95,000 Twitter followers. While the quiz had been generating lots of engagement since it launched, Billy's tweet caused a huge spike of 40K users in just one day. Not only did the quiz get a boost from Billy, but WDAF talent also took the quiz on air – even more invaluable promotion.



## Which Royals player are you?







# Inspire Digital Content Teams

You don't need to sell quizzes for them to drive results for your media company. Quizzes are also fantastic tools for your newsroom, digital content, marketing, programming, and editorial teams to leverage to drive a ton of engagement.

## Which FOX59 Morning News Personality Are You?

WIXN-TV | Indianapolis, IN | DMA: 25

Television station, WIXN used a quiz to have their audience learn more about the station's Morning Show personalities. This fun quiz, posed a variety of questions which resulted in pairing the users with the FOX59 Morning Show host they're most like. The team talked about the quiz on-air and shared it on social media. Their audience loved the quiz, and so far, more than 4,300 people have found out which FOX59 Morning Show host they're most like.



## WHICH FOX59 MORNING NEWS PERSONALITY ARE YOU?



Have you ever wondered which FOX59 Morning personality you can find out! Take this quiz to see who you have

Question 1 of 10

Result

Sherman Burdette



You are Sherman Burdette!

Share your result and see what your friends get!

Question 2 of 10



What's your favorite TV show?

- American Horror Story
- Breaking Bad
- Survivor
- Scandal
- Big Bang Theory
- I only watch sports!
- The Golden Girls



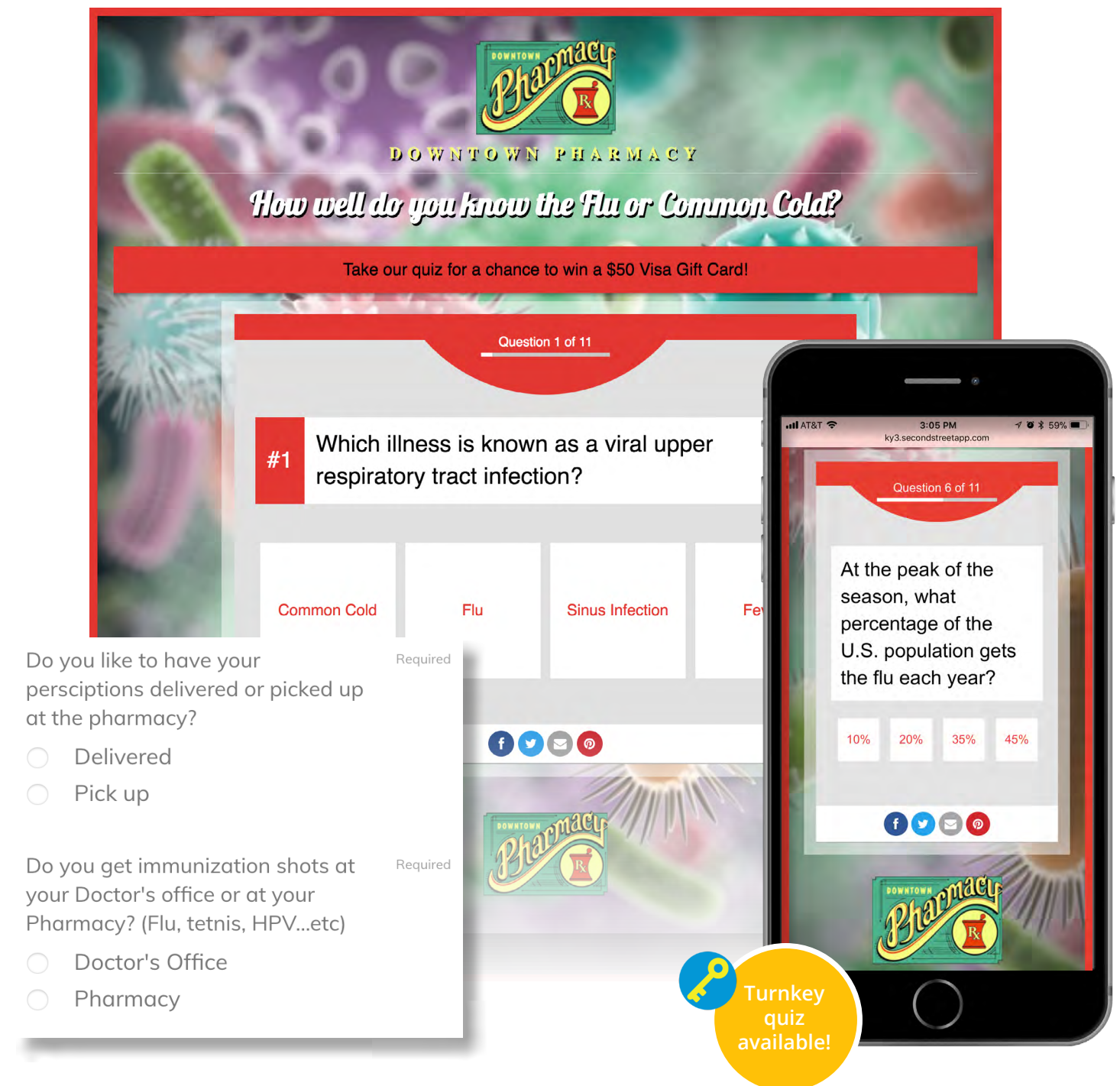
# Educate your Audience

The versatility of quizzes positions them in a great place for creating custom solutions for any advertiser in your market. Whether your advertiser is looking to showcase their products, educate their audience, grow their email database, or identify new leads, a quiz is ideal for achieving every one of their goals.

## How Well Do You Know the Flu or Common Cold?

KYTV-TV | Springfield, MO | DMA: 75

In the height of winter, it seems like everyone is sick. A local pharmacy was looking for a way to collect leads and generate a list of potential new customers. TV station, KYTV worked with them to create an educational quiz about how to identify the flu and the common cold. To increase value to the advertiser, the station included two important survey questions for Downtown Pharmacy. The quiz added 426 email addresses to the advertiser's database and identified over 200 hot leads for them to contact about prescriptions and flu shots.



# Types of Quizzes





# Types of Quizzes

As you set out to create your quiz, you must first decide which type is a better fit for your needs. While similar, Personality Quizzes and Trivia Quizzes are unique and have their own benefits.

## Personality Quiz

Users answer a variety of questions and discover something about themselves

- Questions shouldn't have right and wrong answers.
- Aim for about seven questions – long enough to cover your topic, but short enough to be done quickly.
- Keep questions short and simple and answers down to one-three words.
- Don't make the answers obvious or easily point to a specific outcome.
- Start and end your quiz with your most exciting questions.
- Make sure you have an answer for every user.

### Personality Quiz

The screenshot shows a quiz interface for Toyota. The title is "WHAT TYPE OF CAR SHOULD YOU DRIVE?". The question is "#1 How many passengers will you normally have?". The options are "1-2", "2-4", "4-6", and "6+". Below the question, there is a "Result" section showing a "Toyota Rav4" with a small image of the car. The result text says: "You like the outdoors and want a car that can get you and your family wherever the spirit takes you, safe and sound. And if there is room for your loyal pup - all the better! Check out our inventory of available Rav4s and schedule a test drive today!". There is a "RETAKE QUIZ" button and a "Share your result and see what your friends get!" link with social media icons. The Toyota logo is at the bottom.

### Trivia Quiz

The screenshot shows a quiz interface for Jiffy Lube. The title is "How Much Do You Know About CAR MAINTENANCE?". The question is "#1 When I change a tire I should...". The options are "Tighten the lug nuts until they squeak", "Tighten each lug nut really tight while installing them", "Tighten the lug nuts with a torque wrench", and "Tighten the lug nuts with a pneumatic wrench". Below the question, there is a "Result" section showing "You got 3 out of 8 correct!" and "Average Joe" with a small image of a toolbox. The result text says: "You know a thing or two about car maintenance. But it still wouldn't hurt to bring your vehicle in for a checkup now and then. Schedule your next oil change or maintenance appointment with Jiffy Lube today!". There is a "RETAKE QUIZ" button and a "Share your result and see what your friends get!" link with social media icons. The Jiffy Lube logo is at the bottom.

## Trivia Quiz

Designed to test a user's knowledge or educate the audience on a topic

- Start with the easier questions to give people confidence, then add in harder ones.
- Shoot for between seven-ten questions so people can easily compute their percentage they got correct.
- Randomly position the correct answers, so that users can't easily guess where the right answers are.
- Include survey questions to drive data specifically for the advertiser.
- True-and-false questions need to be worded as a statement, not a question.
- Make your wrong answers believable.

Turnkey quiz available!

# Sponsored Quiz

Quizzes are an excellent opportunity for driving revenue.

Not only can you incorporate a sponsor's name and branding into the quiz title and questions, but you can also include customized survey questions, an email opt-in, or a coupon to drive even more value for them.

Be sure to remind your potential sponsors that quizzes are excellent for being shared on social media and are excellent at increasing brand awareness.

## Wendy's Taco Salad Presents 80s Music Trivia

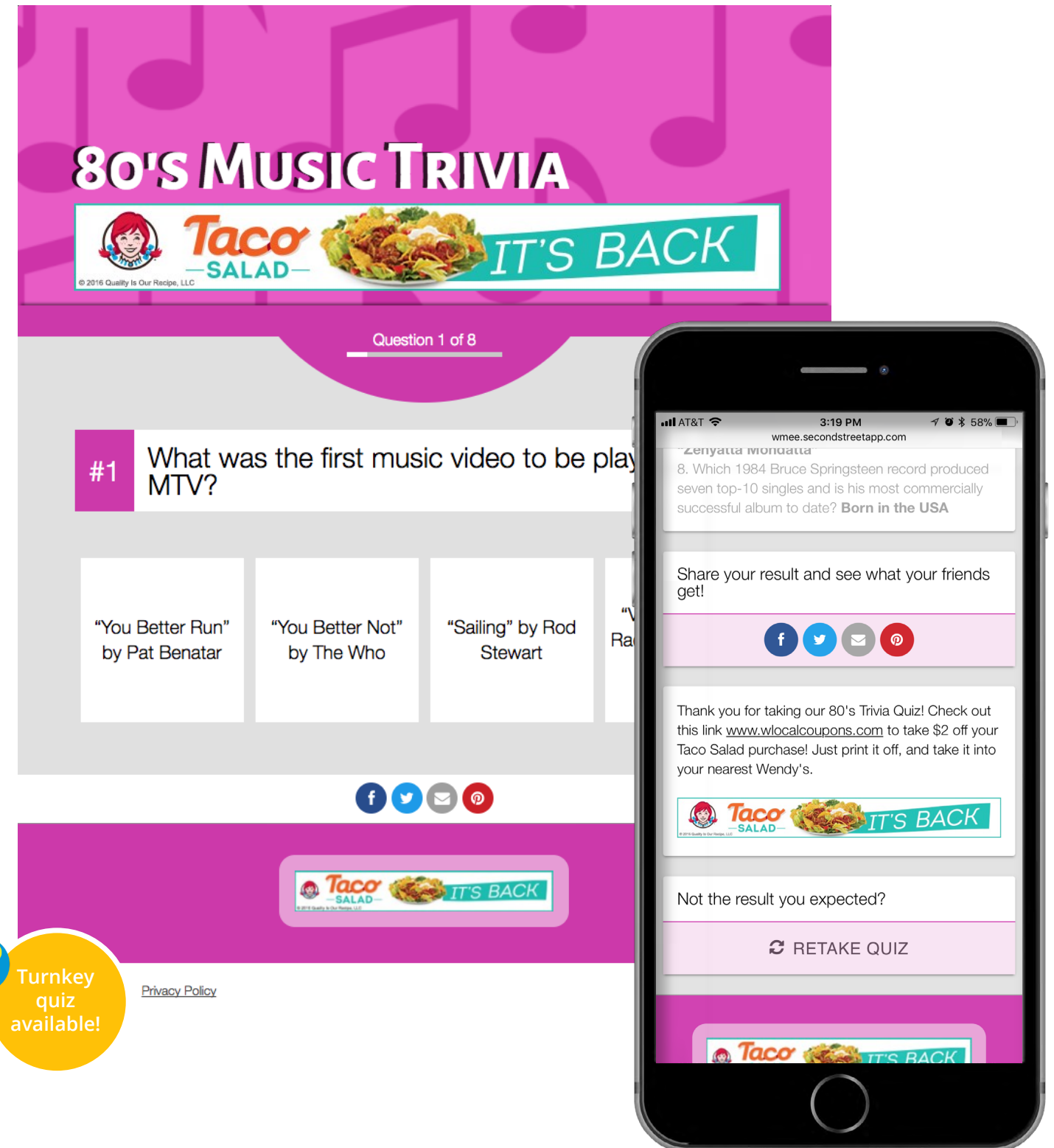
WMEE-FM | Columbia, MO | Circ: ???

When radio station WMEE-FM found the turnkey 80s Music Trivia quiz, they knew it'd be a hit with their audience. The next step was finding the perfect sponsor. Fast food chain, Wendy's was looking to drive awareness about the return of their Taco Salad – a favorite in the 1980s – and seemed like a perfect fit. The station incorporated Wendy's throughout the quiz, even including a coupon for \$2 off their Taco Salad on the quiz results page. When all was said and done, the contest added over 600 addresses to Wendy's database and secured \$7,000 in sponsorship revenue for the station.



Turnkey  
quiz  
available!

[Privacy Policy](#)





# Advertiser Quiz

The versatility of quizzes makes them a perfect option for every single advertiser in your market.

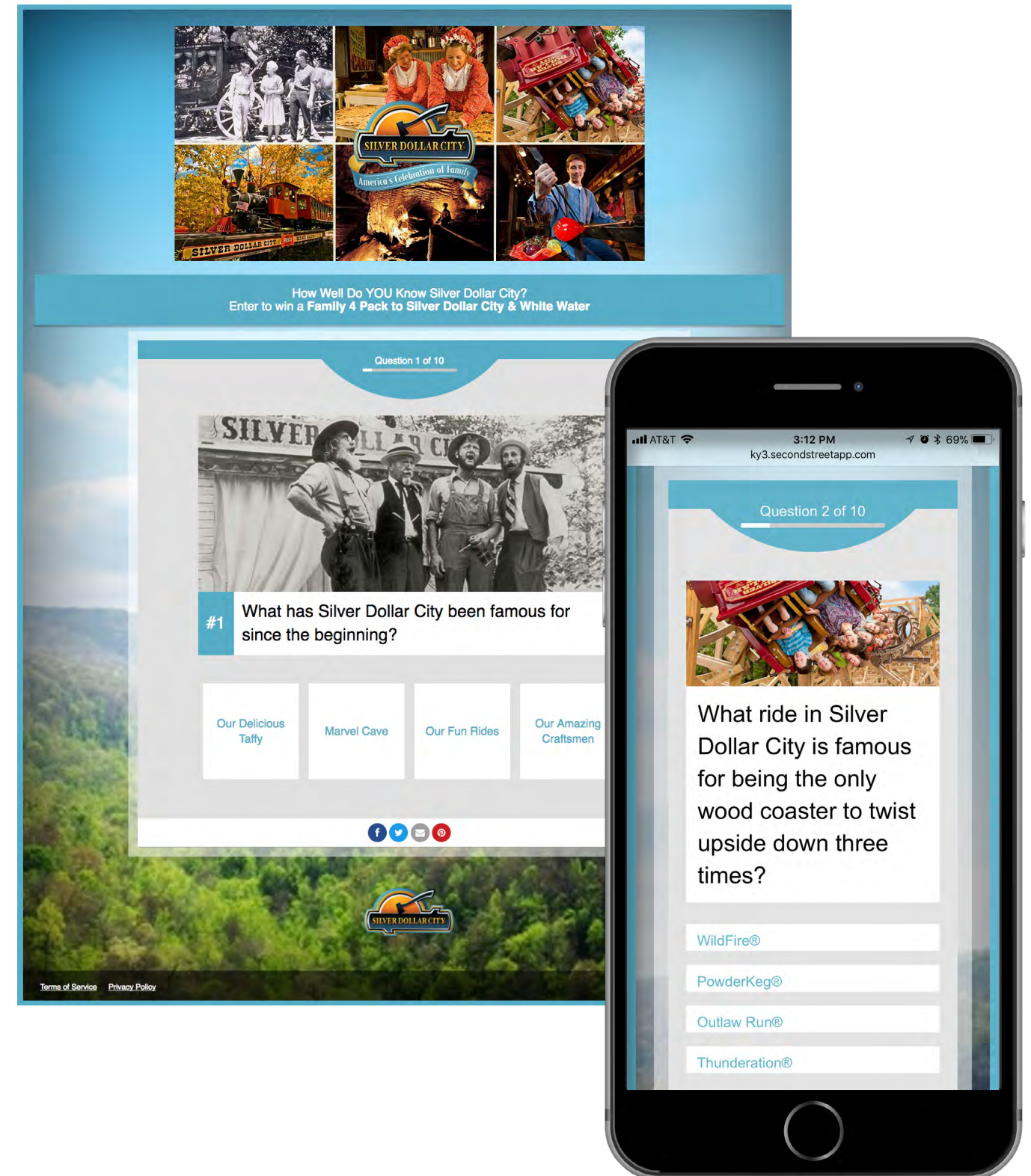
By creating an entire quiz all about your advertiser, you can highlight their products or services, collect invaluable consumer data, and grow their email database.

Whether you're looking to create a brand new revenue stream or reinvigorate an existing advertising partnership, creating an advertiser quiz is your solution.

## How Well Do You Know Silver Dollar City?

KYTV-TV | Springfield, MO | Circ: 75

KYTV has worked with local attraction and theme park, Silver Dollar City for years. This time, the station decided to do something incredibly creative to really highlight the park's history. Not only was this entire quiz created all about Silver Dollar City and hosted on the theme park's Facebook Page, but every entrant was entered in for a chance to win tickets to the park. Over 3,300 people took the quiz and more than 1,500 new addresses were added to Silver Dollar City's email database.





# Editorial Quiz

While a quiz does have the potential to be your next big revenue generator, quizzes present an even bigger opportunity for audience engagement.

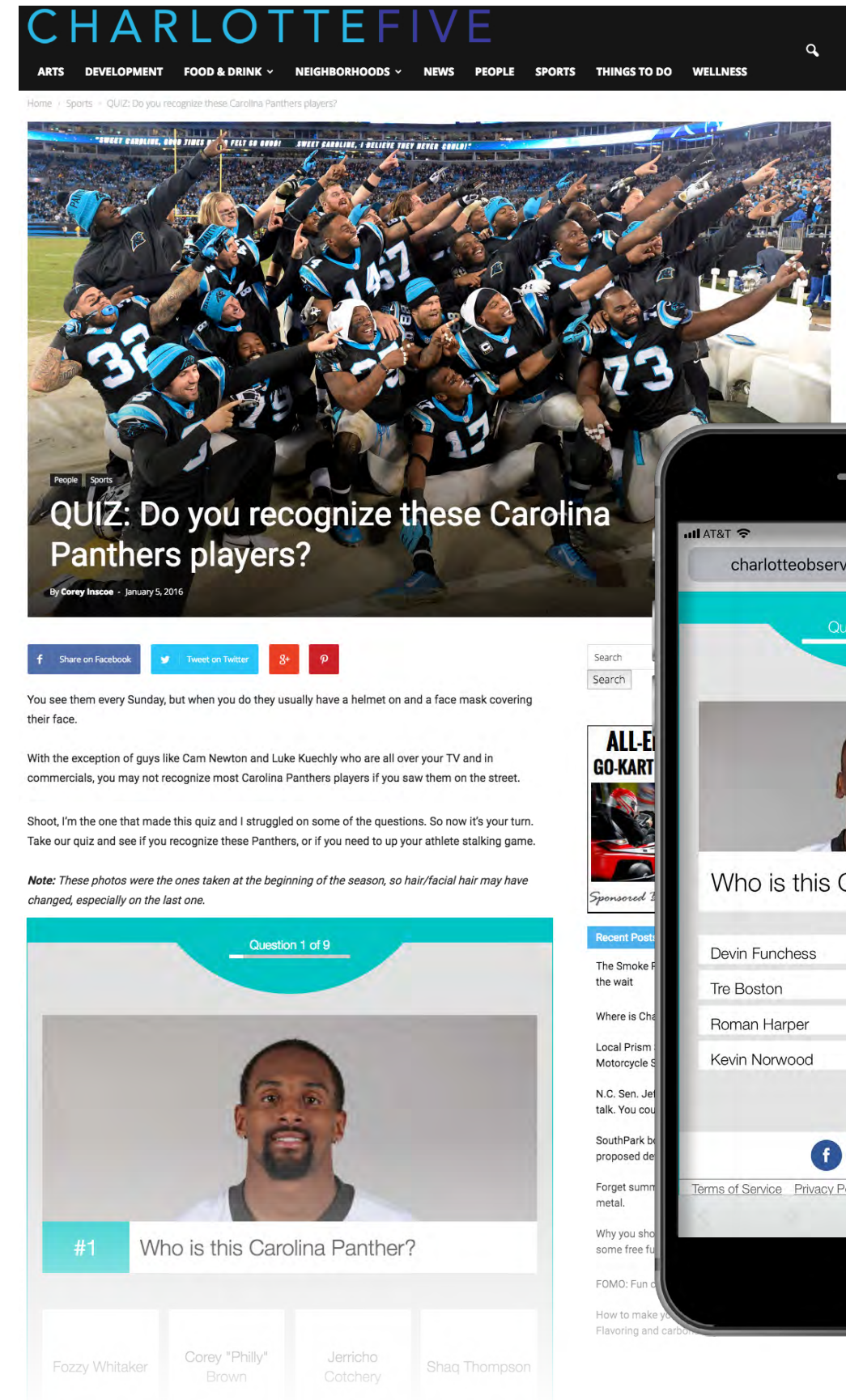
No matter your subject material, quizzes can be great supplemental content to existing programming or even create stand-alone content as well.

Consider creating a quiz covering the week's top news stories, asking trivia about a popular singer, or finding out which television family best fits your personality, to develop unique content for your site.

## Do You Recognize These Carolina Panthers Players?

*Charlotte Observer* | Charlotte, NC | Circ: 214,159

Looking for a fun way to kick off the start of football season, the *Charlotte Observer* presents a lot of content to introduce the team to their readers. Instead of a traditional article, the editorial team created this clever quiz using the headshots of the players. Their audience really enjoyed the quiz, and it was shared on social media over and over again. To this date, the quiz has been taken nearly 10,000 times driving tons of pageviews to the paper's website.



# How to Sell Quizzes



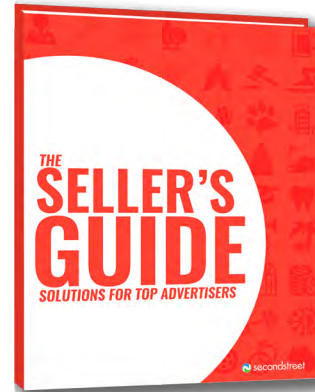


# 4 Steps to Selling Quizzes

## 1 Download the Seller's Guide

This is the ultimate resource for your sales team. With chapters dedicated to **40+ advertising categories**, each chapter provides creative **campaign ideas**, custom **survey questions**, tailored **prize ideas**, and much more.

[Download the Seller's Guide](#) ✨



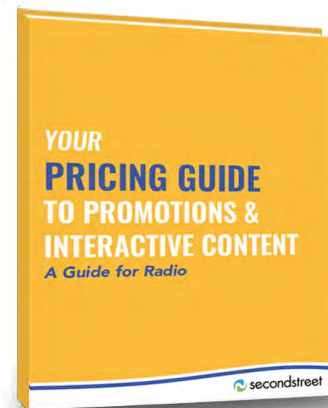
## 2 Conduct a CNA Meeting

Before you begin pitching engagement campaign ideas, have a **Consumer Needs Analysis meeting** to determine what's most important to your advertiser and how you can best achieve them.

## 3 Create Your Package

Now you've designed your killer campaign, it's time to assign a price to all of it. Remember – everything you provide an advertiser is worth something – **don't undervalue your product!** In our Pricing Guides, you'll find suggestions to help price out your quizzes including advertiser branding, emails, and social media posts.

[Download the Pricing Guides](#) ✨



## 4 Make the Pitch + Sell the Benefits

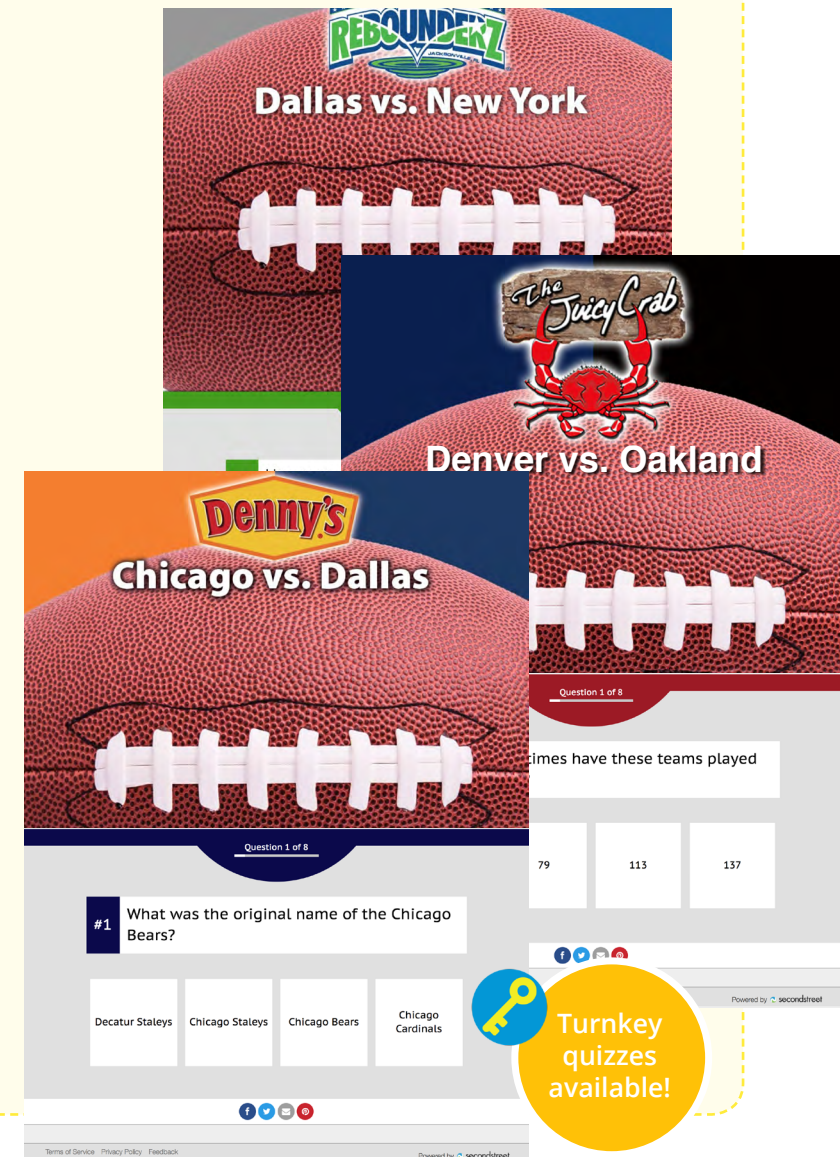
Now's the time for you to go back to your advertiser and make your winning pitch. By taking your time and preparing a thoughtfully developed campaign designed to achieve their goals, **you're fully equipped to make that sale.**

## Create Quiz Bundles

Streamline your entire sales process by creating quiz bundles of 3-5 related quizzes. Customize them to fit the advertiser, and you can turn a simple quiz into a month-long campaign.

- Saves time for your sales team instead of searching for multiple advertisers
- Increases length of the campaign leading to extended brand awareness for your advertiser
- Targets a wider audience by leveraging a variety of quizzes
- Collects additional data when you ask different survey questions on each quiz
- Secures a bigger investment with a more valuable campaign

[Learn More About Quiz Bundles](#) ✨





# How to Incorporate Advertisers into Quizzes

Compared to other engagement campaigns, quizzes present many unique ways to incorporate your advertiser and their products. Below are ten different ways you can include your advertiser's branding throughout a quiz and increase value to a potential sponsor.

- 1 Graphic Header Image** This is the most prominent image on page. It will resize for mobile, so don't use an image with embedded text.
- 2 Quiz Question Images** Incorporate images and branding into each question and answer choice.
- 3 Quiz Question Text** Include mentions to your business in the questions themselves.
- 4 Sponsor Logo** Include a clickable logo with a link to your webpage (rec. transparent .png file type.)
- 5 Survey Questions** Generate hot leads with 2-3 custom survey questions.
- 6 Email Opt-In** An email opt-in will help grow your email database. (Plus, it's required if you plan on emailing those leads in the future.)
- 7 Facebook Like Box** An optional Facebook Like Box can help grow your social following.
- 8 Outcome Page Coupon** Include a coupon for your business on the outcome page.
- 9 Outcomes** Include your branding and products in the text and image of the outcomes of your quiz.
- 10 Social Sharing Buttons** Customize the social share icons and text.

## Question Page



1 WHICH CAR FITS YOUR PERSONALITY?

Question 1 of 7

2

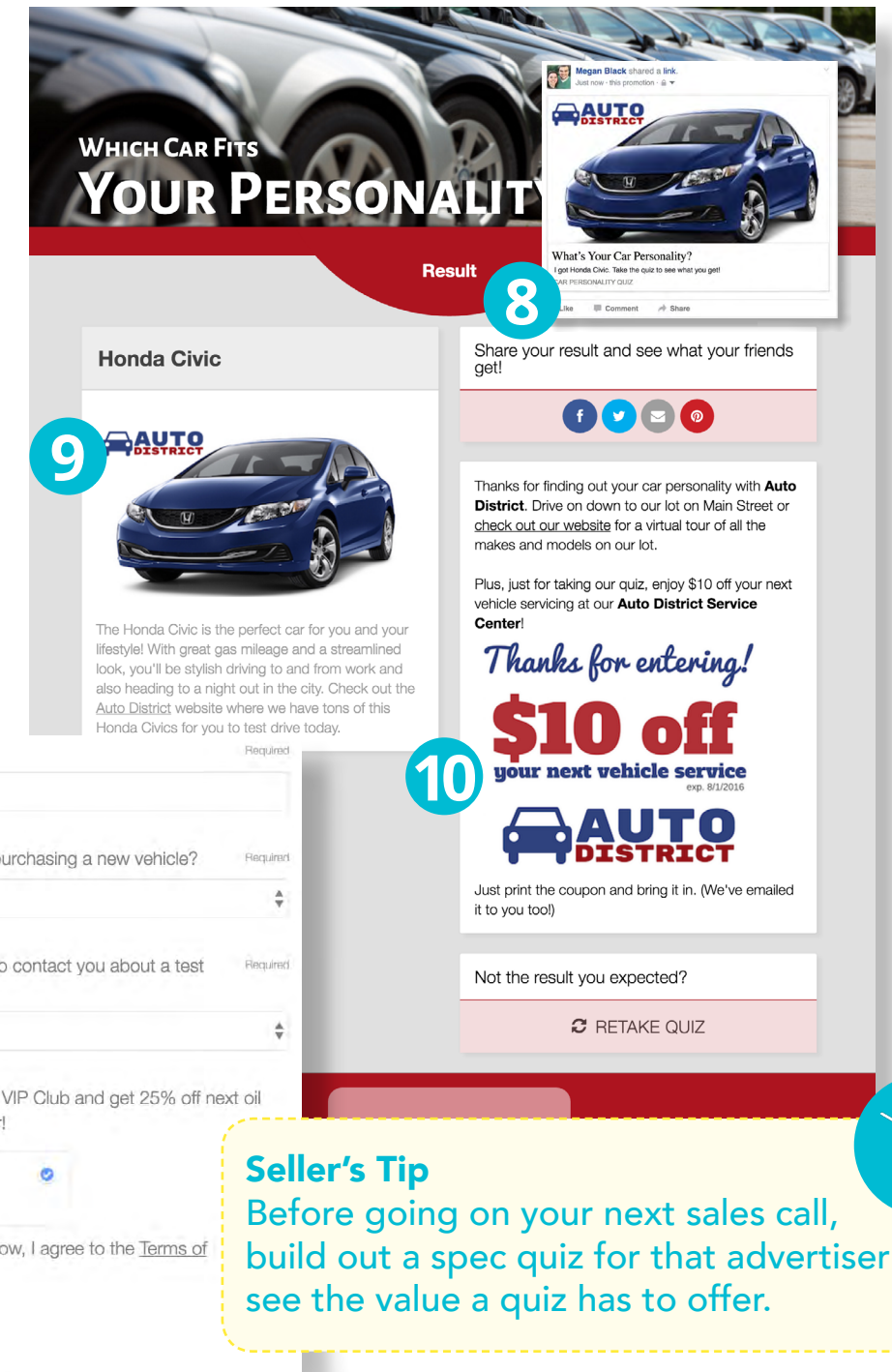
3 Which of these Auto District cars could you picture yourself driving each day?

4

5 Turnkey quiz available!

6

## Results Page



8

9

10

11

**Seller's Tip**  
Before going on your next sales call, build out a spec quiz for that advertiser to see the value a quiz has to offer.

# How to Promote Quizzes

The background is a solid teal color. A large, faint, light-teal megaphone graphic is positioned behind the text, pointing towards the right. Three diagonal lines of varying lengths and shades of teal are located on the right side of the image, suggesting motion or emphasis.



# How to Promote Quizzes

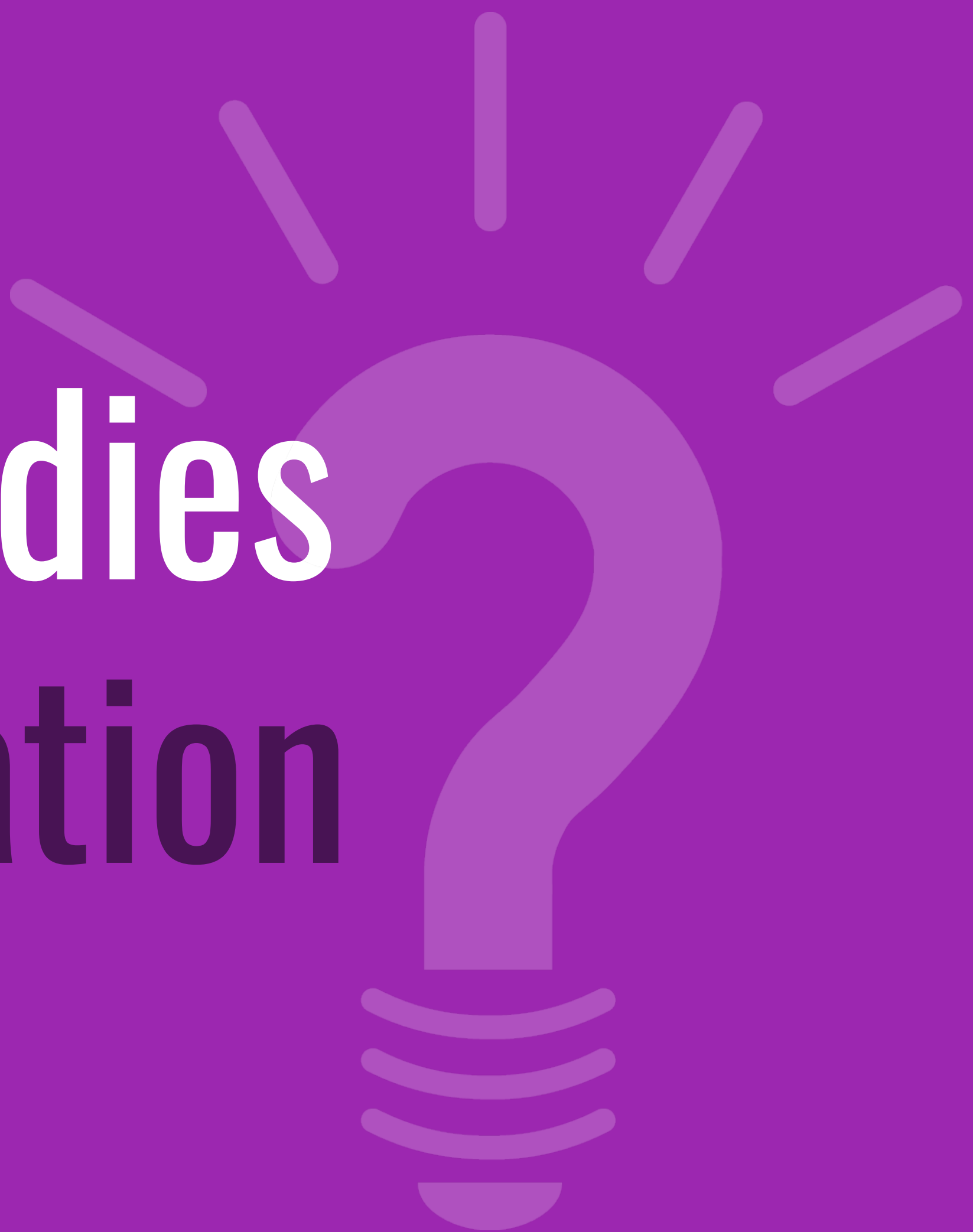
The old saying, "If you build it, they will come," isn't necessarily true with quizzes. A great quiz needs an even stronger marketing campaign to make it successful and drive in participation. Make sure you're setting yourself and your advertisers up for success.

## Strategies for Promoting your Quiz

- Add the quiz to the homepage of your website
- Post to your Facebook Page, Twitter, and other social media accounts
- Have your talent post the quiz to their own social media accounts
- Encourage your advertisers and sponsors to post the quiz to their own social media accounts
- Send out a dedicated email announcing the quiz
- Include the quiz in your email newsletters
- Use unsold inventory to promote quizzes



# Case Studies & Inspiration





# Case Study: Are You Smarter Than a Middle Schooler?

KPWJ-FM | Bryan, TX | DMA: 87

MAKE THIS SCHOOL YEAR  
**GREATER THAN**  
LAST YEAR!

Mathnasium and Peace 107 want to know if you can pass this 3rd Grade Math Quiz. This IS the material that kids are expected to master before intermediate school. How will you do?

If you want your child to be a math MASTER, Mathnasium is the place to send them. Talk to them today! They CAN and do make math FUN for your child. [Click here to find out how!](#)

Question 1 of 11

In order to see your result, AND to be entered to win a semester of FREE CLASSES for your child at Mathnasium, please fill out this form.

☒ I'd like to receive discounts and other offers from Mathnasium!

Email Required

First Name Required

Last Name Required

Phone Required

☐ I'd like someone from Mathnasium to contact me about enrollment for my child!

By clicking the submit button below, I agree to the [Terms of Service](#) and [Privacy Policy](#)

**SUBMIT**

Turnkey quiz available!

Privacy Policy Feedback

Question 5 of 11

Which of the following a multiple of 8?

18 45 32 108

## THE GOAL

Mathnasium, a local tutoring business, was anxious to find leads and new customers at the start of back-to-school season. KPWJ-FM knew that an engagement campaign would be perfect for achieving every goal they wanted.

## THE SOLUTION

Since the sponsor was trying to find parents of students in need of tutoring, the station thought it would be great to show users how difficult a grade school math test can be. They created a set of three quizzes based on real questions from the state standardized tests.

While including an email opt-in would grow their advertiser's database, KPWJ knew they could make the quiz bundle even more valuable by adding on a specific survey question. Here they asked users if they would wanted someone from Mathnasium to contact them about enrollment – there's no better lead than that.

## THE RESULTS

 **20+**  
requested enrollment

 **100+**  
opt-ins for advertiser

 **\$3,000**  
revenue for station

# Case Study: Breast Cancer Awareness Quiz Bundle

*Florida Times-Union* | Jacksonville, FL | Circ: 157,559



## THE GOAL

The local hospital was looking for a way to engage their audience during Breast Cancer Awareness Month. The Florida Times-Union knew they could come up with a creative way to present interesting trivia about breast cancer.

## THE SOLUTION

The paper came up with a month-long quiz bundle featuring three different quizzes – two trivia quizzes and a personality quiz. The hospital even worked with the paper to provide the stats for the trivia quizzes.

To grow their database, the paper included an email opt-in on each quiz for the hospital's newsletter. The hospital shared the quizzes to their social media pages and sent a dedicated email as well. Plus, to incentivize entries, quiz takers were entered into a sweepstakes as well. Additionally, the quizzes contained important survey questions asking about users last mammogram or doctor's visit.

## THE RESULTS

**\$5,000**  
revenue

**900+**  
entries

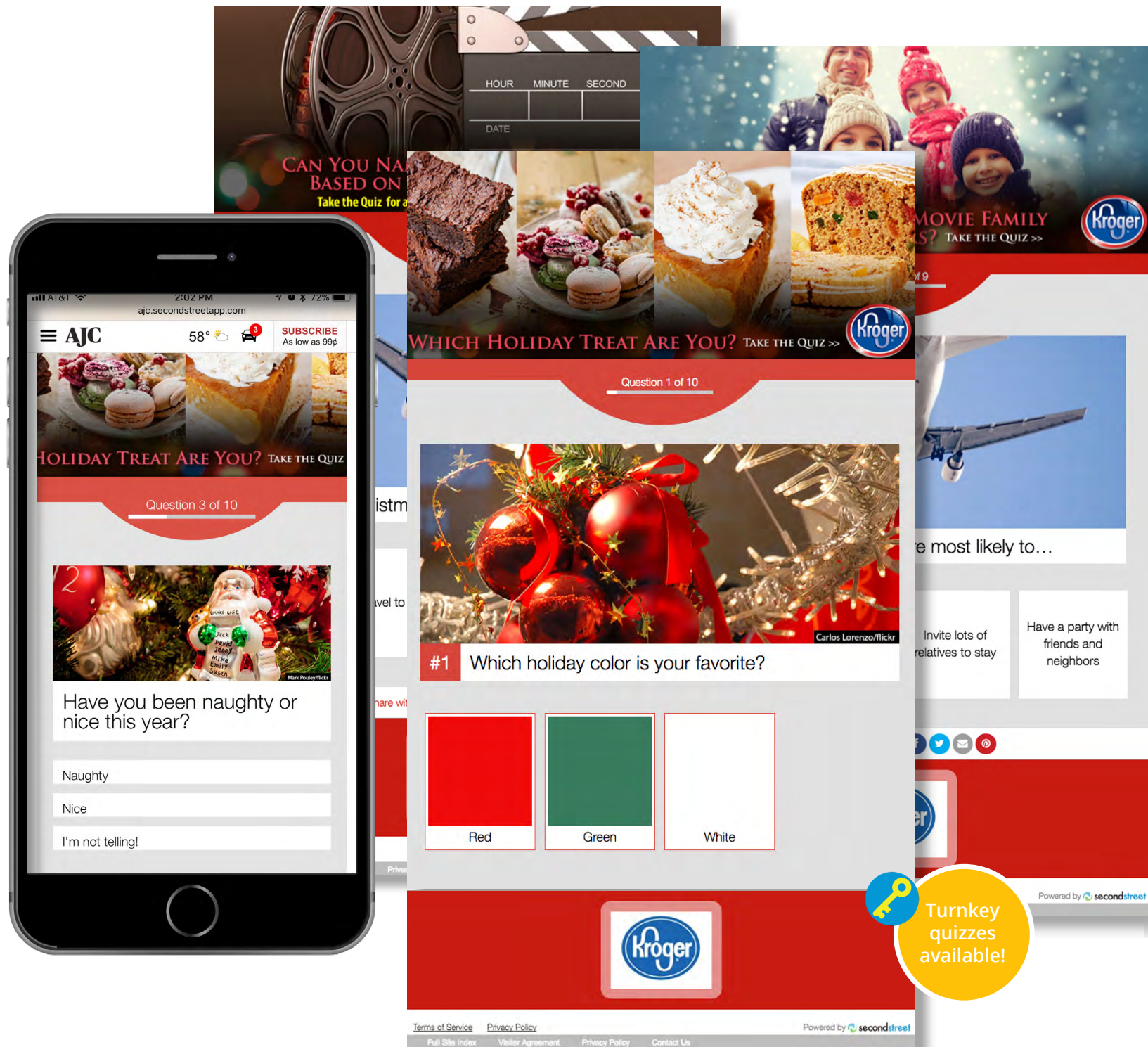
**460+**  
opt-ins for advertiser

**500+**  
hot leads



# Case Study: Holiday Quiz Bundle

Atlanta Journal Constitution | Atlanta, GA | Circ: 405,549



## THE GOAL

Kroger has been a long-term advertiser with the Atlanta Journal Constitution and had good success with quizzes in the past. The AJC wanted to try something particularly creative around the holiday season.

## THE SOLUTION

The paper came up with a month-long quiz bundle all about the holidays that also incorporated food – perfect for a grocery store advertiser – Which Holiday Treat Are You? Can You Name the Holiday Movie Based on the Food? and Which Christmas Movie is Your Family Most Like?

While the paper shared the quizzes on their social media pages, the big driver of participation came from their dedicated emails announcing them to their readers. After all was said and done, Kroger was thrilled with the additional brand awareness they received during one of their busiest seasons.

## THE RESULTS

part of a  
**\$25,000**  
buy from sponsor

**13,000+**  
entries

# Case Study: Test Your Fitness IQ

KYTV-TV | Springfield, MO | DMA: 75

Are you in the market to purchase exercise equipment in the next 6 months?

-- Select One --

Do you prefer to workout at home or at a gym?

-- Select One --

Do you have a piece of exercise equipment you would like to sell?

-- Select One --

#1 One in three Americans will develop diabetes as an adult. What's the most important thing you can do to lower your risk?

Exercise Maintain a healthy weight Get enough sleep Eat a low-cal diet

Share with your Friends!

Terms of Service Privacy Policy

ky3.secondstreetapp.com

Question 2 of 9

True or False? In general, the more muscle and less fat you have, the higher your metabolic rate.

True False

## THE GOAL

KYTV-TV was working on a new idea for Play It Again Sports – a local sporting goods provider. The store was anxious to get additional branding at the start of the year and also identify hot leads and potential customers.

## THE SOLUTION

The Test Your Fitness IQ quiz seemed like the perfect fit. The topic appealed to a wide audience, not just gym enthusiasts, and was incentivized by the chance to win a \$300 gift card.

In order to identify potential customers, KYTV included three survey questions about products and services offered at their store. They also included an email opt-in, so that Play It Again Sports could run targeted marketing ads in the upcoming months based on survey question results.

## THE RESULTS

**\$1,000**  
revenue for station

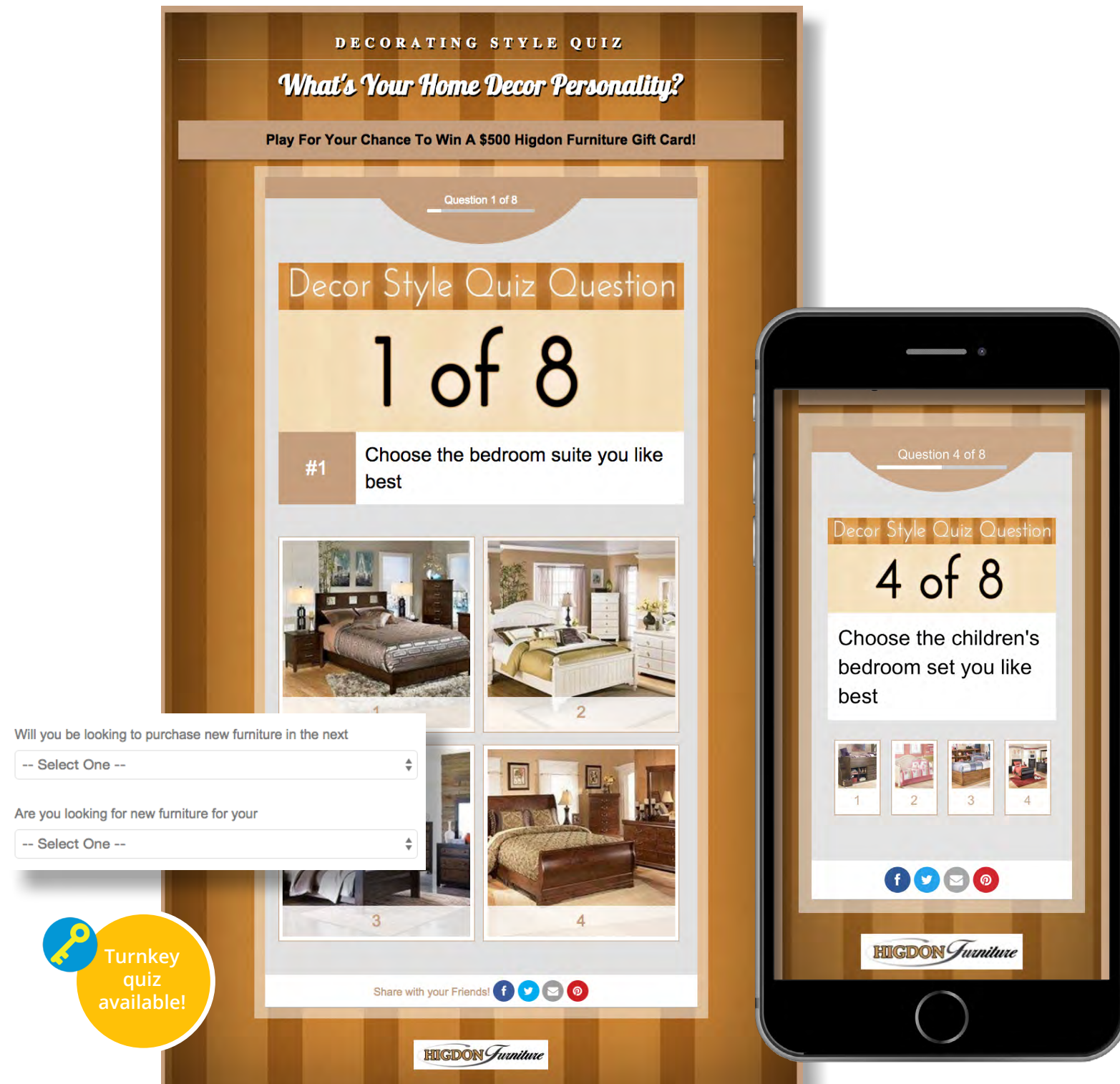
**370+**  
opt-ins for advertiser

**300+**  
hot leads



# Case Study: What's Your Home Decor Personality?

WPSD-TV | Paducah, KY | DMA: 81



## THE GOAL

While local furniture store, Higdon, had worked with WPSD-TV in the past, they previously had only advertised on-air. Higdon wanted a campaign that could grow their email database, highlight their products, and drive foot traffic to their store.

## THE SOLUTION

WPSD-TV worked with Higdon to create the What's Your Home Decor Personality? quiz. Each question had users pick their favorite furniture while also highlighting four different products found in Higdon's showroom. As users played the game, not only did they see what Higdon had to offer, but the store was able to gather details about the popularity of their items.

Additionally, at the end of the quiz, users were prompted with survey questions and an email opt-in. From these results, Higdon was able to create a targeted email campaign for the participating users.

## THE RESULTS



**1,000+**  
entries



**760+**  
opt-ins for advertiser



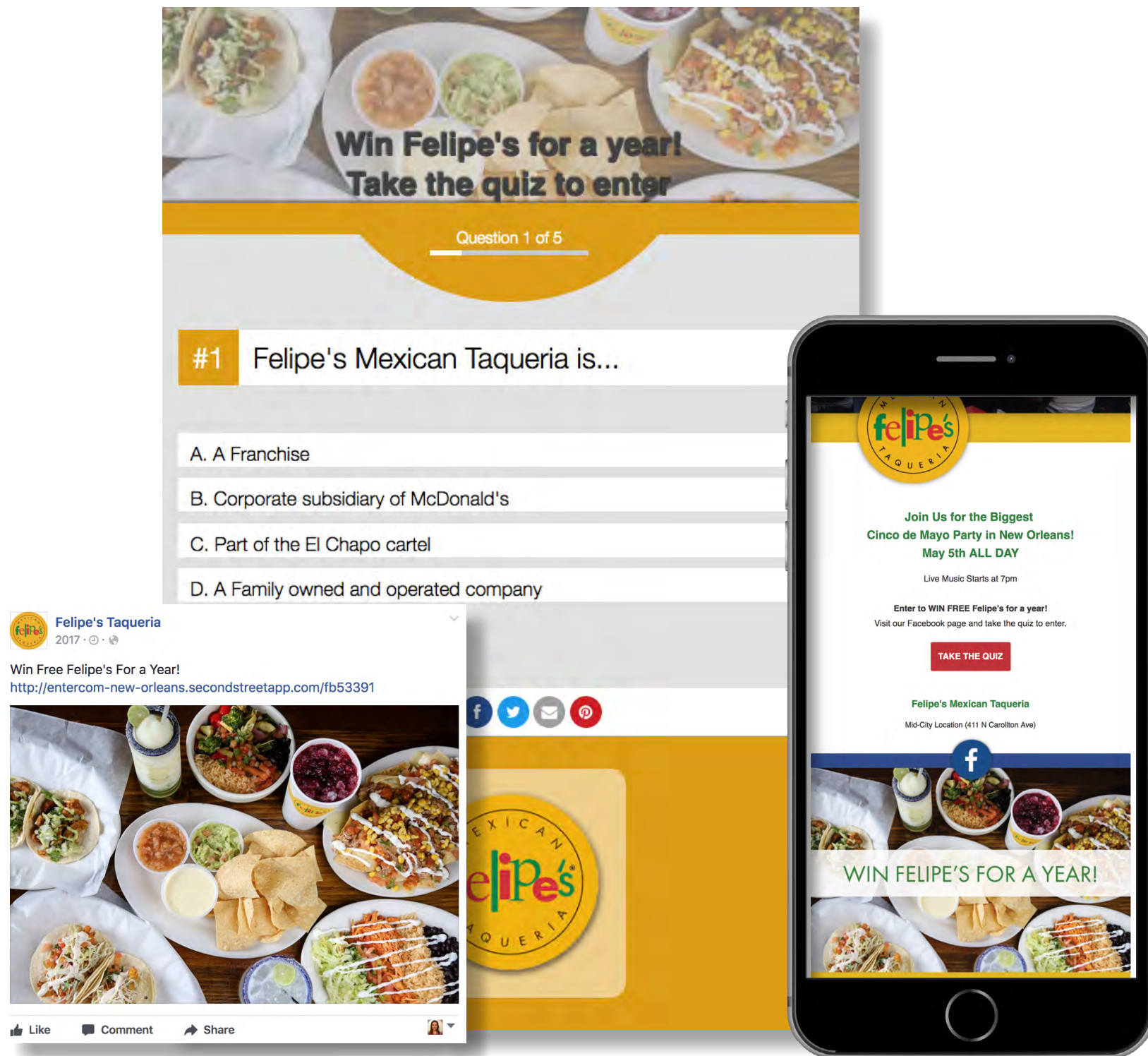
**\$4,200**  
revenue for station

[Read the Full Case Study](#)



# Case Study: Win Felipe's for a Year

WLMG-FM | New Orleans, LA | DMA: 52



## THE GOAL

Local restaurant, Felipe's Mexican Taqueria, was hoping to find a way to bring new consumers to their restaurant and build excitement about their upcoming Cinco de Mayo Party at their location.

## THE SOLUTION

WLMG-FM worked with Felipe's to put together an entire campaign dedicated to driving foot traffic, increasing their email database, and educating the community about their upcoming event.

The center of the campaign was a quiz hosted on the advertiser's Facebook Page about their restaurant where participants would be entered into a sweepstakes to win Felipe's food for a year! The station also worked with the advertiser to develop emails to be sent to the WLMG database on behalf of Felipe's promoting the quiz and big event.

## THE RESULTS



**1,000+**  
entries



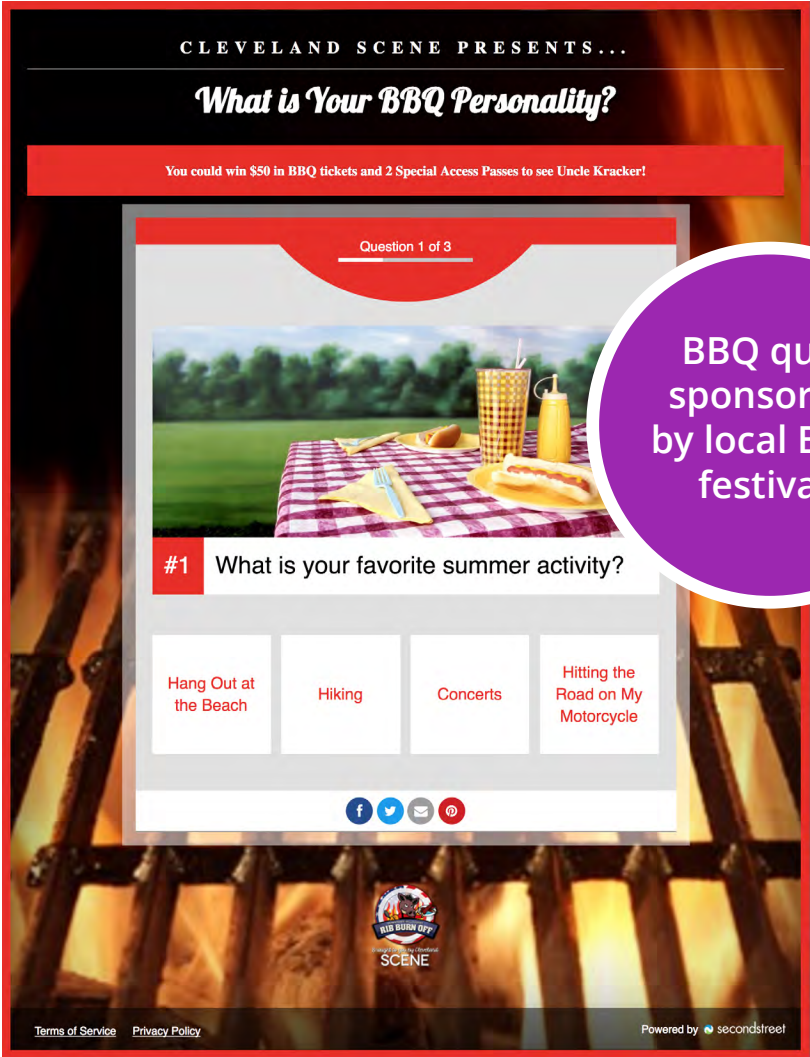
**760+**  
opt-ins for advertiser



**\$4,200**  
revenue for station



# Inspiration & Ideas

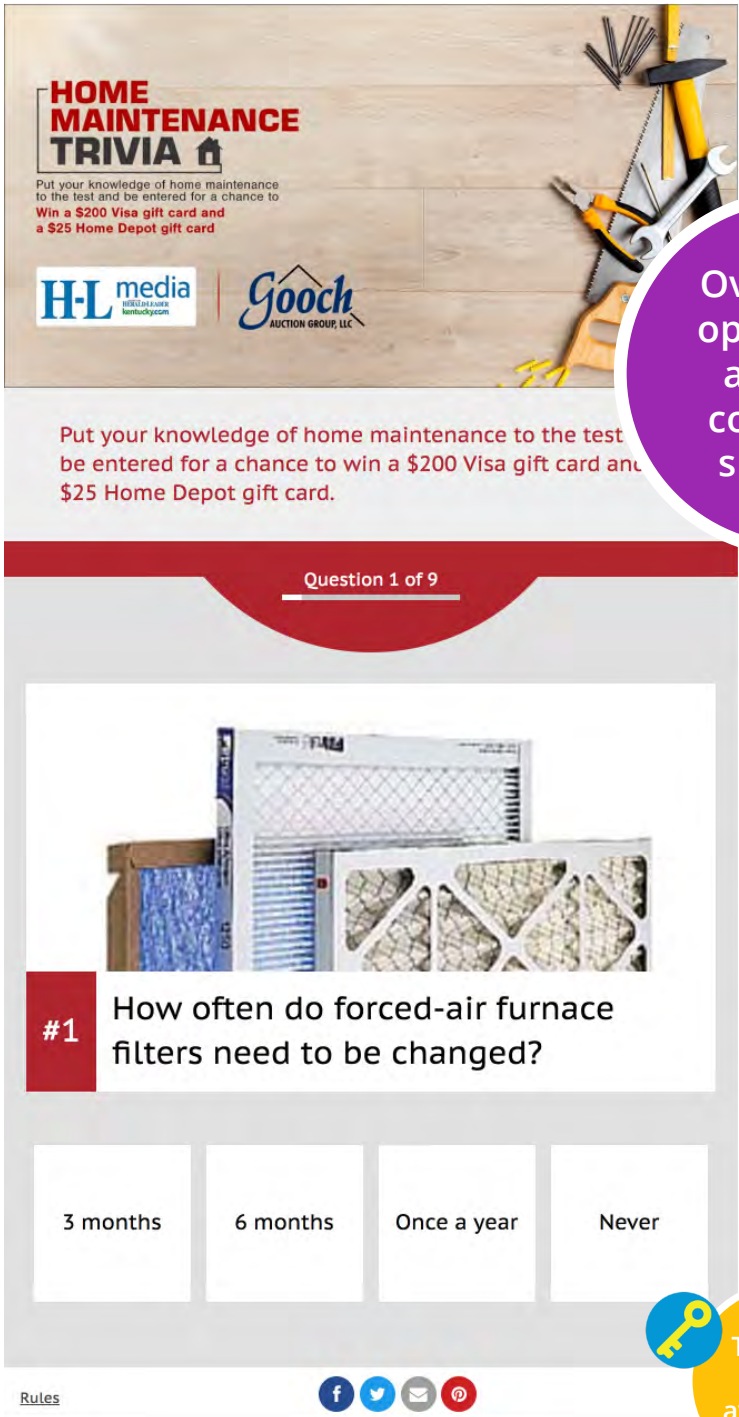


BBQ quiz sponsored by local BBQ festival

## What is Your BBQ Personality?

WJW-TV

Cleveland, OH | DMA: 18



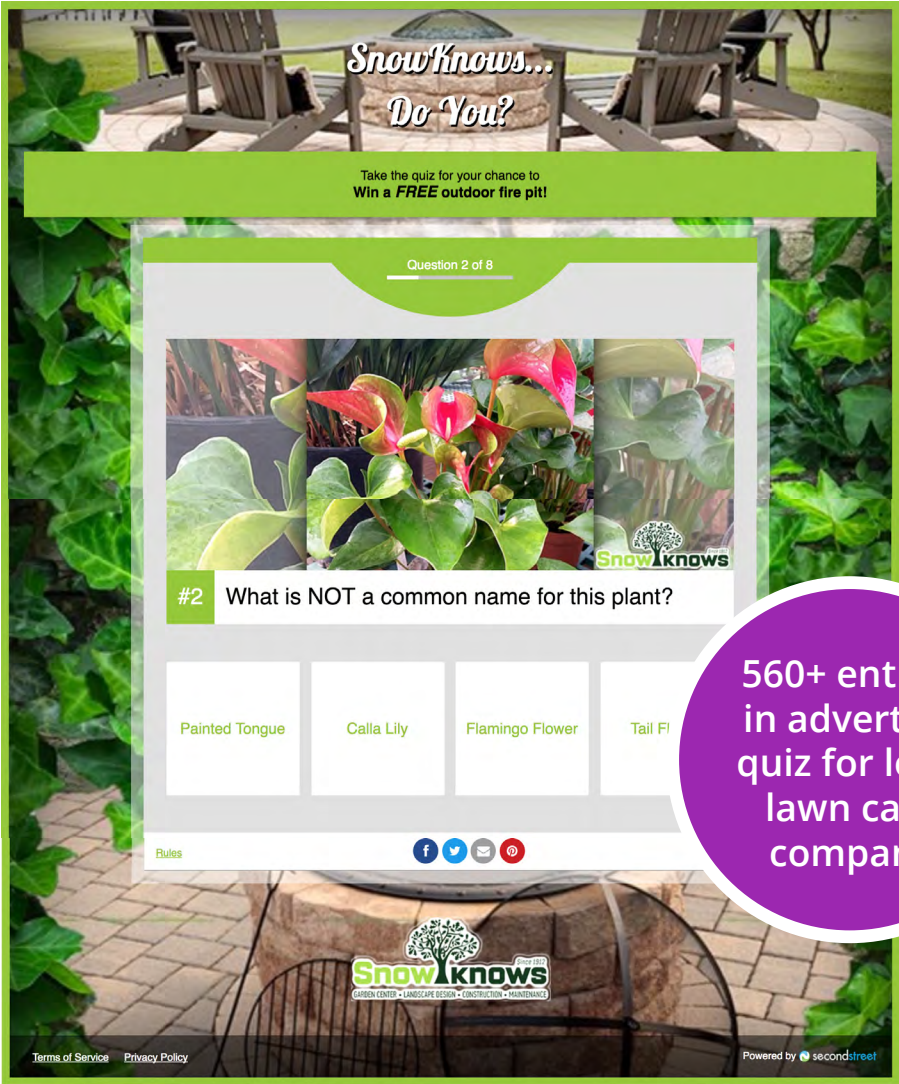
Over 200+ opt-ins for auction company sponsor

Turnkey quiz available!

## Home Maintenance Trivia

Lexington Herald-Leader

Lexington, KY | Circ: 116,417



560+ entries in advertiser quiz for local lawn care company

## Snow Knows, Do You?

WCAV-TV

Charlottesville, VA | DMA: 183



# Inspiration & Ideas

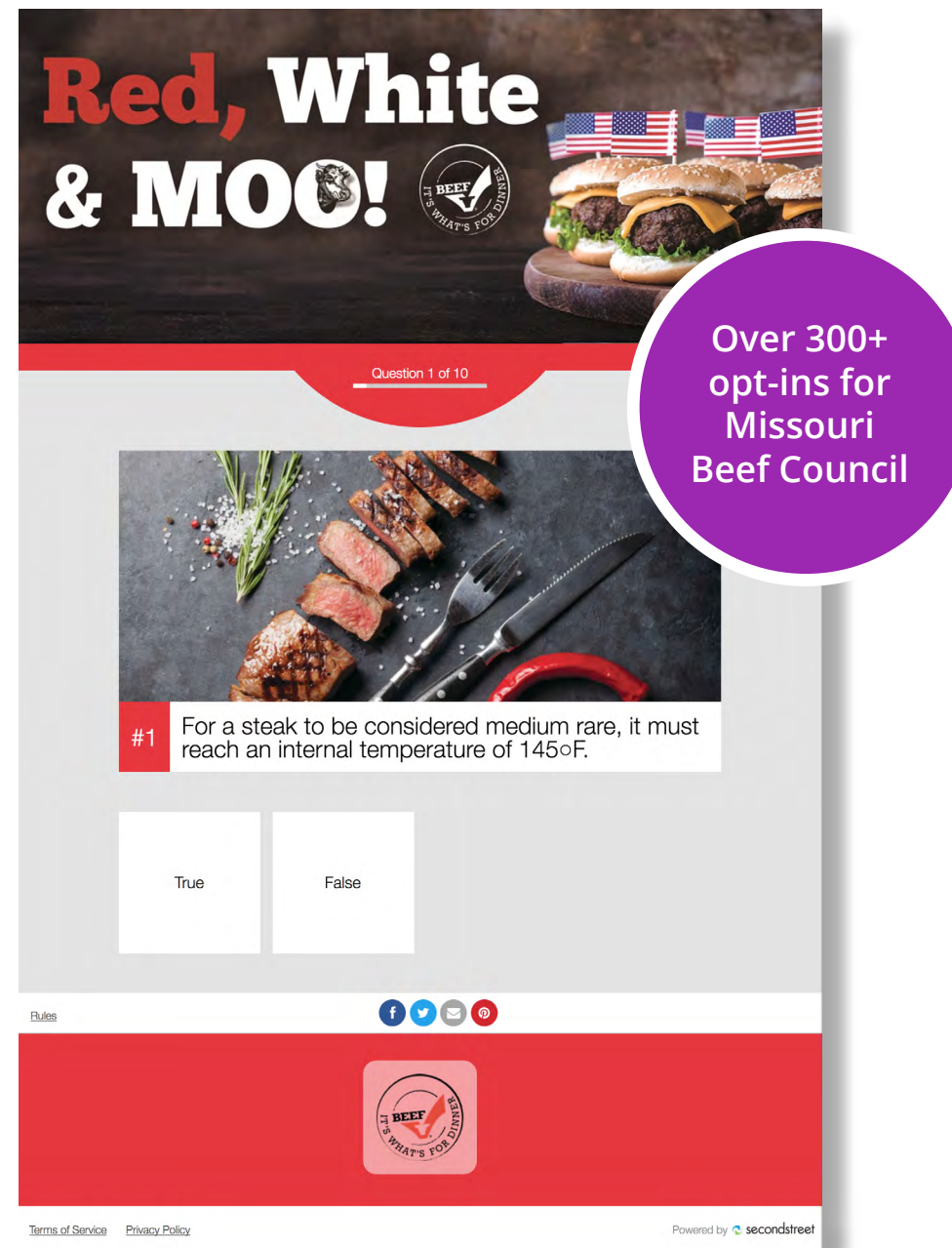


400+ opt-ins for local racetrack

## Do You Even Metallica, Bro?

WRBR-FM

Mishawaka, IN | DMA: 89



Over 300+ opt-ins for Missouri Beef Council

## Red, White & Moo!

Inside Columbia Magazine

Columbia, MO | Circ: 56,415



Sponsored by local tournament of PGA Tour

## Who's Your PGA Tour Buddy?

Atlanta Journal Constitution

Atlanta, GA | Circ: 405,549



# Inspiration & Ideas



Over 120+ opt-ins for newspaper's database



#1 What is the Missouri state flower?

White Hawthorn Blossom

Sunflower

Marigold

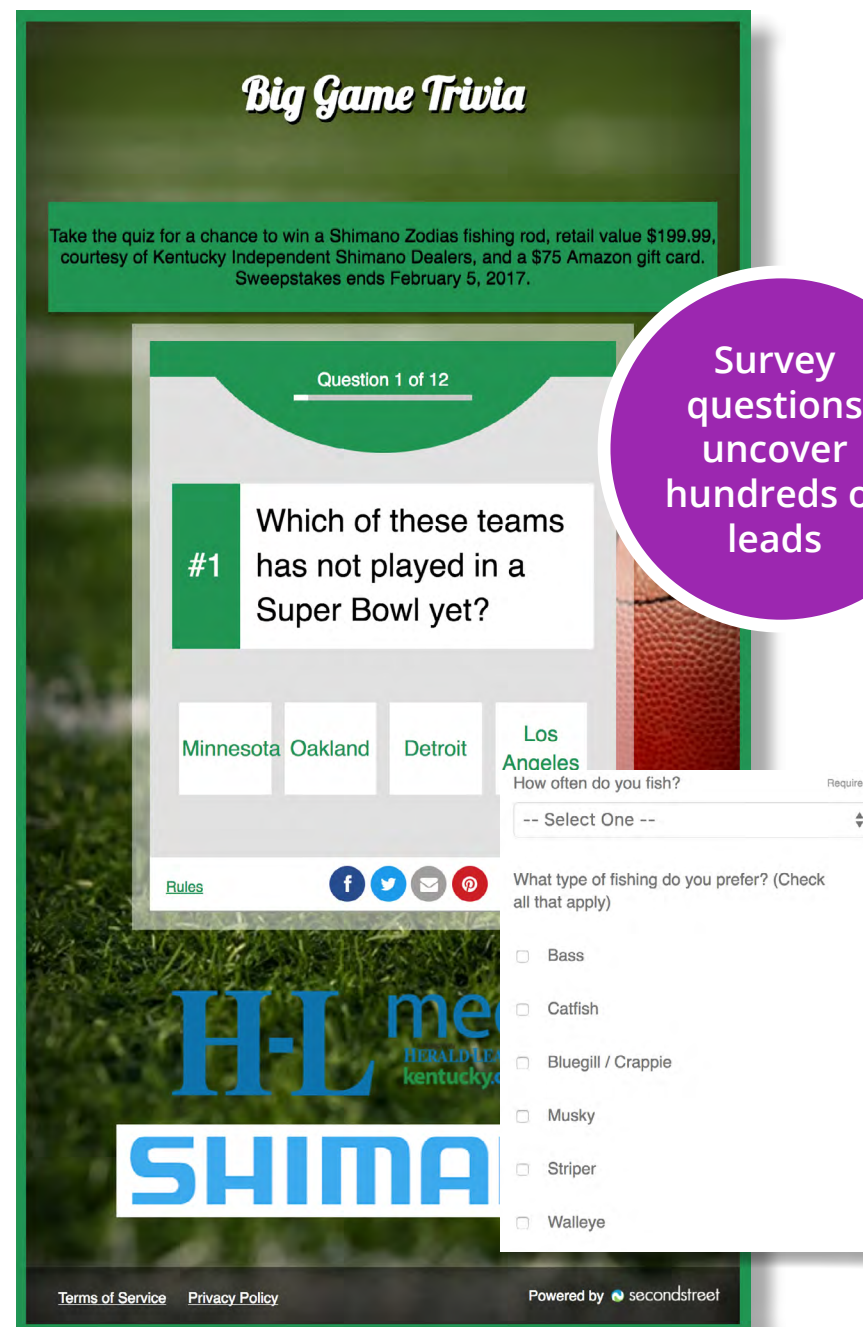
Mississippi Penstemon

Turnkey quiz available!

## Missouri State Trivia

*The Kansas City Star*

Kansas City, MO | Circ: 221,000

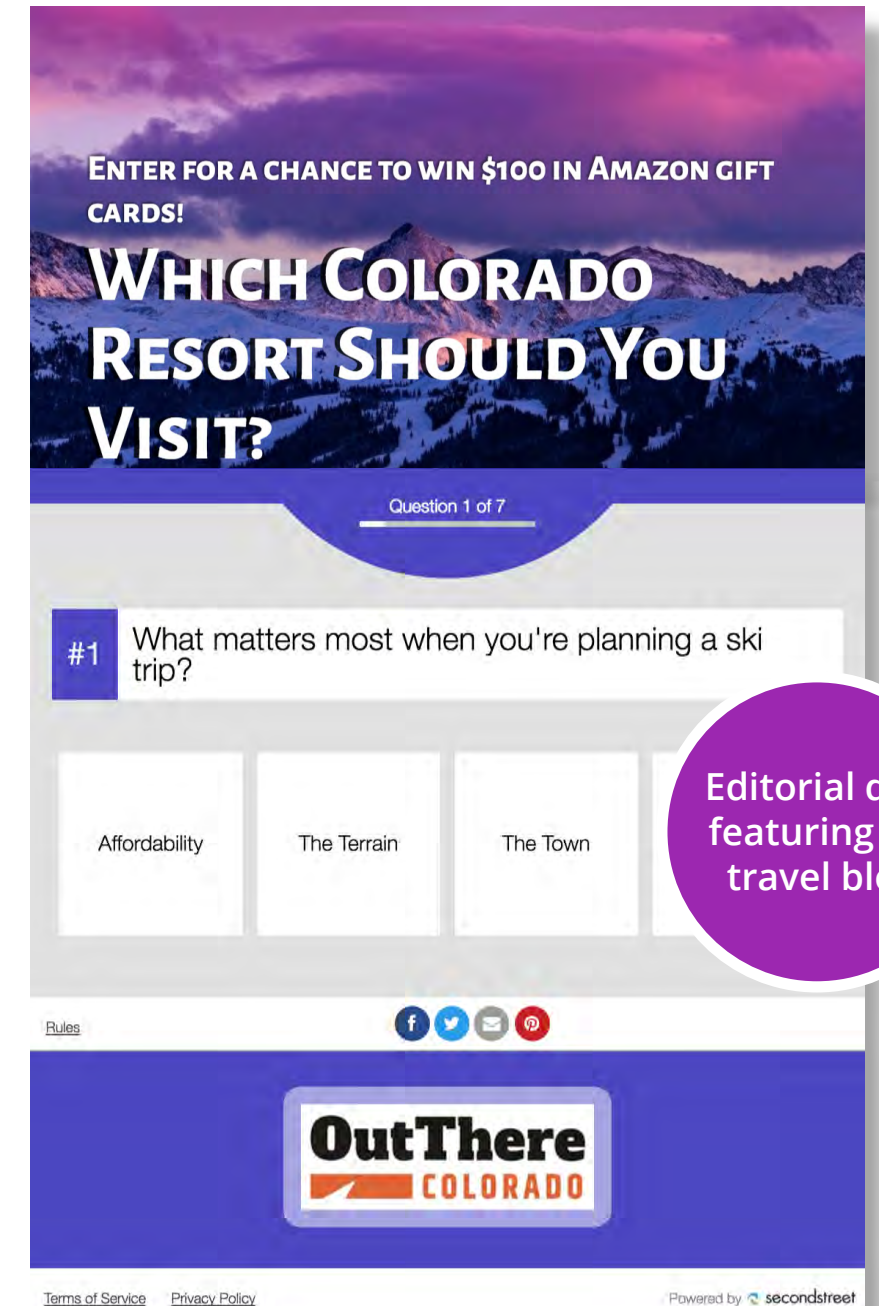


Survey questions uncover hundreds of leads

## Big Game Trivia

*Lexington Herald-Leader*

Lexington, KY | Circ: 1116,417



Editorial quiz featuring for travel blog

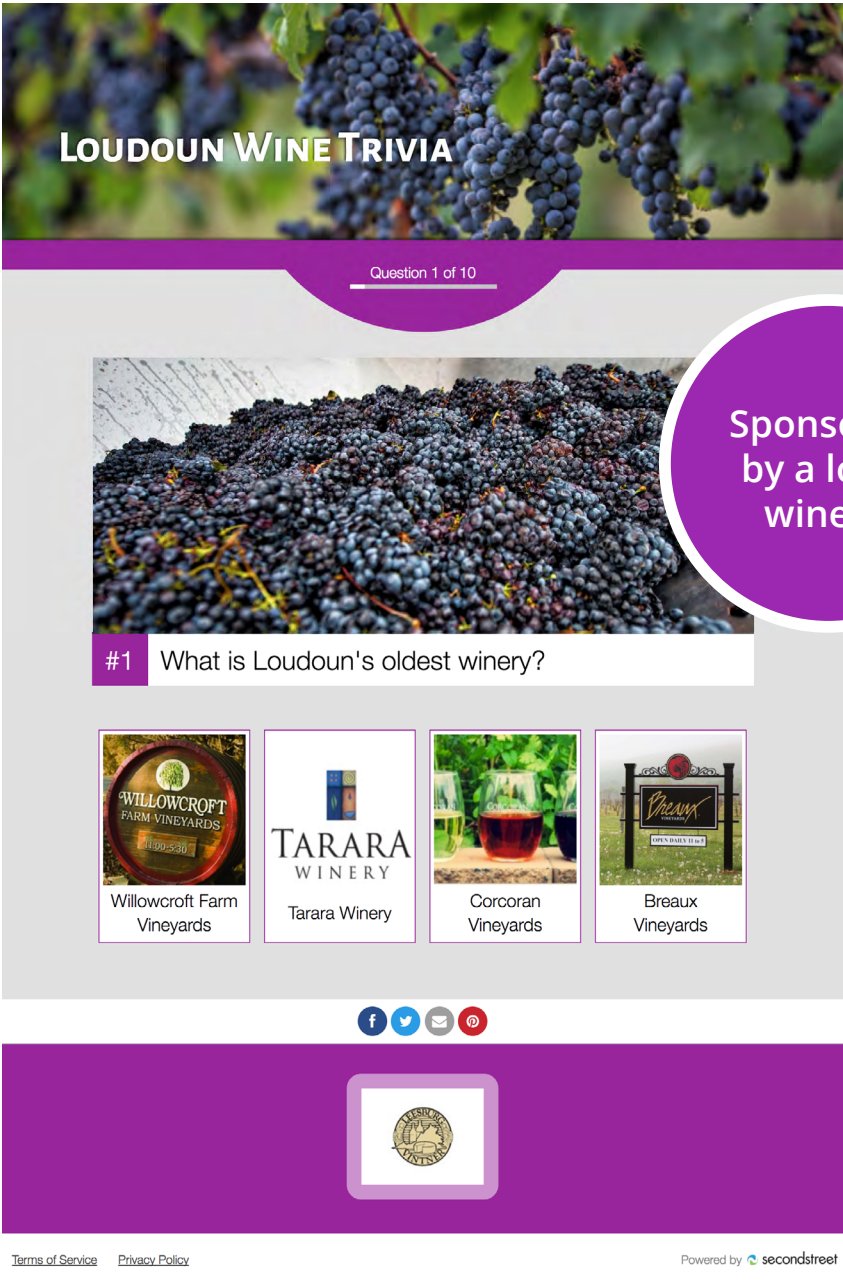
## Which Colorado Resort Should You Visit This Winter?

*Colorado Springs Gazette*

Colorado Springs, CO | Circ: 63,129

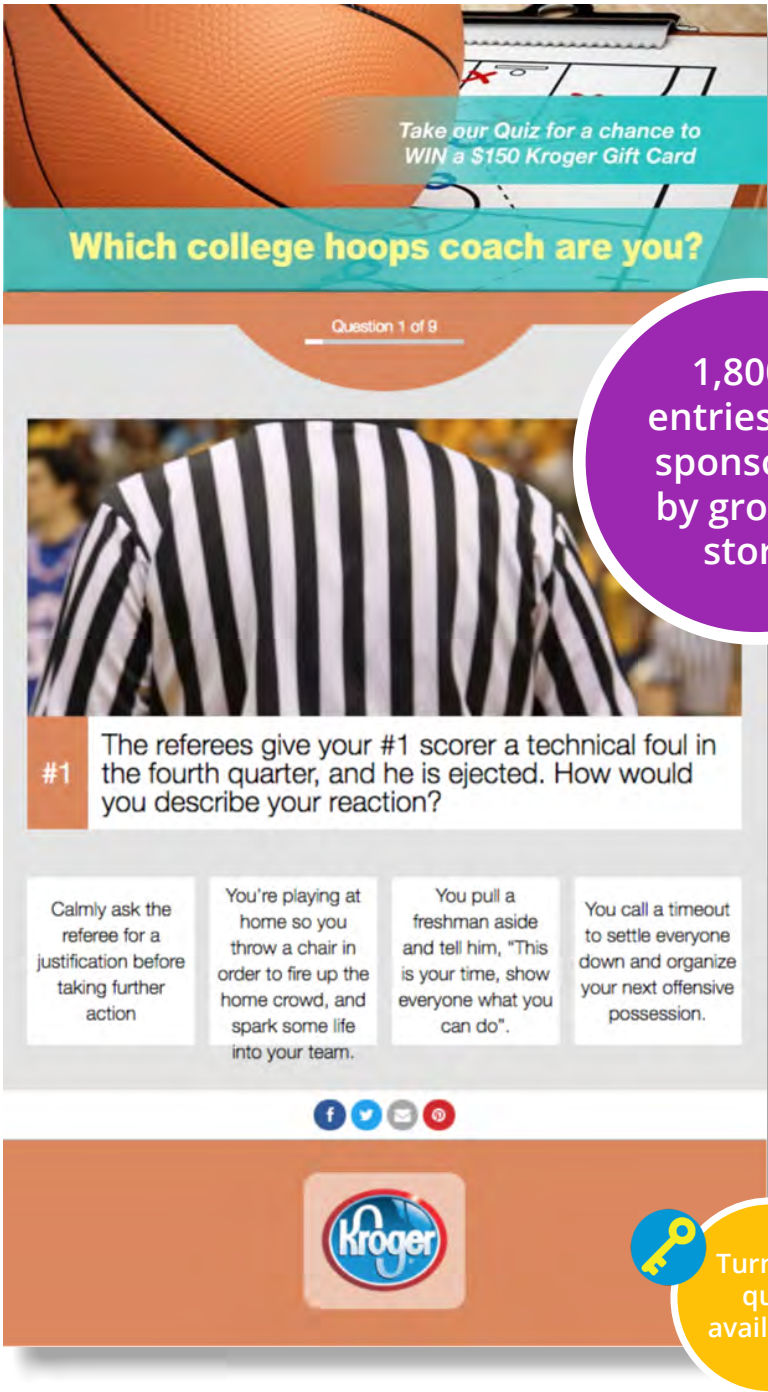


# Inspiration & Ideas



Sponsored by a local winery

**Loudoun Wine Trivia**  
Loudoun Now  
Denver, CO | DMA: 18



1,800+ entries and sponsored by grocery store

Turnkey quiz available!

**Which College Basketball Coach Are You?**  
*Atlanta Journal Constitution*  
Atlanta, GA | Circ: 405,549




Maximized results page to drive value for Italian restaurant sponsor

**Which Italian Food Are You?**  
WHAM-TV  
Rochester, NY | DMA: 79



# Inspiration & Ideas



Take this quiz to be entered to win tickets to Christmas in Color & the Ice Castles!

Question 1 of 10

#1 "I'm sorry I ruined your lives, and crammed 11 cookies into the VCR."

Elf

A Christmas Story

Scrooged

700+ entries in quiz for local holiday attraction

Turnkey quiz available!

## Christmas in Color Quiz

Deseret News

Salt Lake City, UT | Circ: 71,000



TAKE THE QUIZ AND WIN  
**WHICH ROYAL DONUT ARE YOU?**

Question 1 of 6

#1 It's the weekend. We're taking a break from our usual routine.

Cheering on my kids at their sporting events.

Hitting the nature trails and enjoying the outdoors.

Watching a movie at home on the couch with a big bowl of popcorn.

Volunteering time at a not-for-profit.

Result

Angel Cream

YOU ARE AN ANGEL CREAM MUFFIN

Share your result and see what your friends get!

**FREE** LARGE COFFEE OR HOT CHOCOLATE with purchase of a dozen donuts

**Royal Donut**

911 North Vermilion St.  
217-443-1441

Thanks for taking the quiz!  
Expires 11/15/15

Not the result you expected?  
RETAKE QUIZ

Advertiser quiz featured their products as outcomes & had a coupon

## Which Royal Donut Are You?

WDAN-AM

Danville, IL | DMA: 83



Where is the perfect vacation for you?

Play for your chance to win FREE CAR WASHES FOR A YEAR!

**LOCAL 6 WPSD**

**FINISH LINE CARWASH**  
Clean. Fast. Fun.

Play To Win!

Question 1 of 3

#1 What's your favorite vacation activity?

Hiking

Sleeping

Indulging in the culture

Visiting tourist locations

Share with your Friends!

**FINISH LINE CARWASH**  
Clean. Fast. Fun.

Sponsored by car wash & over 2,200 opt-ins

Turnkey quiz available!

## What is the Perfect Vacation for You?

WPSD-TV

Paducah, KY | DMA: 81



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interactive content, visit:

**lab.secondstreet.com**

