

DE GROTE GESCHIEDENISQUIZ



FACTS

- Client: Davidsfonds (cultural heritage association).
- Ran in March of 2016 .
- A representative sample of 1,000 Flemish panel members quite literally took a history exam. Participation in the preliminary research fase acted as a blueprint for an interactive test.
- The results of the representative sample were the basis for a press release that got high press coverage.
- Thanks to the interactive test, consumers were able to assess their own knowledge of world history through an array of interactive questions.
- Their personal score (labeled accordingly, i.e. “monumental”, “in ruins”...) could be shared on social media.
- URL: www.degrotegeschiedenisquiz.be



STORY

The goal of *De Grote Geschiedenisquiz* was to gain PR attention for the 14th annual “Nacht van de Geschiedenis”. Whereas a more traditional approach with print advertising was chosen for previous editions, this year the organizers opted to team up with for iVOX for a more inventive, engaging and interactive approach.

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APPROACH

- In March of 2016, iVOX launched the preliminary research project that was used as the basis upon which the interactive profiles were built. A representative sample of 1,000 Flemish panel members quite literally took a history exam, consisting of about 70 questions, acting as the basis of the final test.
- We developed four different history knowledge profiles (e.g. “your history knowledge is monumental” or “your knowledge of history is in ruins”). Based on these, iVOX developed an interactive consumer test which was widely picked up by Flemish media after its launch in April of 2016. And it payed off: over 100, 000 consumers were curious to find out their personal history knowledge score.



IMPACT

Mediapartners	Radio 1
Participants	100.563
Opt-Ins	22.925
Participants Nacht van de Geschiedenis	13.000

MEDIA COVERAGE

- De Tijd: <http://goo.gl/i630CS>
- VTM Nieuws: <http://goo.gl/E1Vpsh>
- De Redactie: <http://goo.gl/5c5kmg>