

SILVER

# IT Telecommunications & Digital

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**SALESONLINE**  
The Digital Advertising Company

## New Launch

Sponsored by

**Irish Daily Mail**

O2

We are One

Brando & MediaVest

### COMPANY PROFILES

#### **Brando**

We are an agency where experienced advertising brains work hand in hand with digital experts. ‘Tradigital’ if you like. Creative teams are fully integrated with programmers and technical designers so we can deliver work that no other digital agency in Ireland can deliver – compelling campaigns with ideas that are powerful right through the line.

#### **MediaVest**

MediaVest & Captivate are distinct and separate media specialists operating as part of the Publicis Groupe Media (PGM), providing full service media communications planning and buying to clients. Centralised negotiations harness the group’s buying power, delivering the best trading terms in the market in traditional and digital media.

## INTRODUCTION & BACKGROUND

This is a story about how O2, a brand very strong in the business segment but relatively disconnected with millennial teens, successfully seduced and won the hearts and ultimately the commitment of the youth market.

The O2 Experience campaign (free texts to any network and free Bebo Mobile) recruited a large amount of new O2 customers, while also helping to reduce the number of customers switching networks.

In summary, a clever campaign with a digital core yielded a revenue return that was over 10 times greater than its initial investment.

The campaign also made O2 significant savings based on customers who may have left.

Culturally, O2 changed its views of their potential to engage this previously neglected teen forever.

### **Meteor owned teens with its investment and sponsorships and product offers**

Meteor had invested significantly and won this target over in terms of mobile service penetration in the pre-paid market.

Conversely, O2 represented a wall of blue to this generation of technically savvy, brand cynical yet creatively inspired teens.

### **Meteor already gave them free texts**

Prelaunch, teenagers could text for free with Meteor. They could text just Meteor customers but all their friends are on Meteor so for all sakes and purposes, they are always in the loop, at no cost.

They also can use Bebo for free on their computers.

While some could access Bebo on their phones, they generally stayed away from it, partly because the phones were not up to speed, partly because Meteor's mobile internet was poor and because it would cost them money to surf the internet on their phones.

**Now teenagers would be able to text for free and be on Bebo for free with their O2 mobiles. But they were distant from the brand; could O2 credibly engage them for the first time?**

## MARKETING OBJECTIVES

O2 both wanted to and needed to (from a commercial perspective) reach this youth segment and give them a reason to re-evaluate and reconsider O2 as a brand for them.

O2 realised that over the last number of years that they had been speaking to an older corporate audience and that the youth market just saw them as a company their parents used and that all their ads were blue.

### **They now needed:**

To distinguish a tone of voice that was compatible with a younger audience whilst retaining the key brand cues – blue and bubbles.

To open a two way dialogue with this group that was meaningful and lasting.

To establish a brand that allows these young people to express themselves and stay connected through O2 mobiles.

To achieve a high level of cut through with emotions and ideas and to take the lead in media spend for this market.

To establish O2 as a credible presence in the youth mobile market.

Traditional advertising alone would not be enough. The key to unlocking this market for O2 would be ‘participation’.

Whatever the activity it was necessary to involve the youth as much as possible in order to connect with them. O2 needed not only to engage the audience but also bring them into the center of all of the activities and make them an integral part of the campaign.

By achieving these objectives we could stem the numbers of O2 teens who were porting to Meteor and also reverse the trend by encouraging new numbers porting in.

At the time of launch there was a consistent decline in new account activation and there was a serious number of accounts that were switching to Meteor. O2 needed to recruit. Big time!

## THE TASK

Launch date for O2 Experience and Bebo Mobile was February 1st 2008.

The challenge was to create acceptance of the O2 brand and offer - Why would they now consider O2? After all, there was work involved.

### **The benefit to them...**

Now teenagers can text for free and use Bebo for free on their O2 mobiles. And because it's free, there's no reason not to be on Bebo anytime of the day – on buses, at home or in school.

O2 now gives them the ability to be fully mobile – to be free to exchange views, swap photos, express their opinions, flirt, joke, hang out and remain connected all of the time. And all this would be easily affordable and technically stunning.

### **What?**

Text all your friends at anytime on any network for free when you top up by €20 a month plus free Bebo on your O2 mobile. Only available with O2.

### **How do they get it?**

Easy. If they are with O2, they text a short code or order a free SIM online. However most of them are not O2 customers – for these, we need to get SIM cards into their hands. This can happen on the street, online ordering and in stores.

**A “mechanics” challenge was large enough to reduce appeal amongst this group who seek high reward with minimum effort. A group who will move only if the group does, as otherwise it costs.**

Teenagers love free texts. But it's not good enough to be able to text for free if their friends are not going to text them back i.e. if the friend they are texting is on Meteor.

### **Get them in as a group.**

The proposition is enormously compelling - free texts can overcome the only

barrier for not moving to O2, and Bebo will act as a conversation channel.

**We realised that it was therefore necessary to convert these teens in groups.**

What did this mean? Make them feel special. Part of a unique group that was doing what they wanted, when they wanted, where they wanted.

**A group that was bound by common interests and by freedom of expression.**

**The product truth meets the consumer need – to be ONE.**

The simplicity of the offer and message means teenagers could and should be talking about how Bebo and texting are now on one screen. They need to see it and experience it and if possible be encouraged to tell others about it.

## THE STRATEGY

**Bringing young people together to express themselves through O2.**

These young people are at a vulnerable stage in their lives where their peers help shape who they are. They can't be left out of anything – gigs, jokes, conversations. Their friends have more influence on them now than their families.

Bebo mobile and free texts are always on. Now they can be part of the group dynamic anywhere, from the bus to being stuck in with the folks on Sunday night.

O2 had a strong offer but our audience had little or no emotional connection with the brand. We would need a strong emotional hook in order to give these people a reason to reconsider O2 as a brand they could believe in.

**We decided to tackle this in two phases.**

**Phase 1. Open a dialogue with the consumers.**

By establishing a two way conversation with teens we would be in a position to find out what they wanted, what was important to them and how we could help. We could bring the brand to them and we could do this on their terms where they were comfortable.

We hired two youthful full time bloggers to work 20 hours a week on the O2 bebo page – they would answer problems, kick off discussions, initiate competitions and ultimately give teens a way to experience the brand. Bebo gave us the platform from which we could encourage support, win friends and engage with groups.

### **Phase 2. Devise a ‘through the line’ campaign from a digital platform.**

O2 Experience and Bebo Mobile are easy to understand products. So our message could be simple. Emotional. It could be different, stirring and cut through.

#### **TV**

Our goal for TV was to lead competitors on this medium at launch. We would prioritise engagement and to seek a continuous presence in ‘must-see’ programmes, while at the same time delivering quality up weights and key programme up weights.

At a basic level this meant associating O2 with specific teen programmes on TV and following a leadership strategy in ‘must-sees’ for this audience.

#### **Outdoor**

There were two strands to our outdoor strategy. First, we used large format outdoor to reflect the importance of the message (48 sheets, bus exteriors and long term properties).

In tandem with this we chose formats where we could differentiate from our competitors, specifically using smaller formats that were ‘closer’ to 15-19’s, weaving our message into their daily lives.

## **COMMUNICATION ACTIVITY**

### **6 different media and 12 digital channels.**

#### **Bebo**

We started on Bebo. Our blogging team, designed the look and feel of the page and quickly set about striking up conversations with curious youngsters. They answered questions about the new services and started interesting competitions and topics offering new sexy phones as prizes and incentives. They sent out free SIMs to those adding themselves as friends of O2 and started the ball rolling online.

Within a week or two several of our Bebo friends had encouraged their peers to switch and in one case a girl named Stacey in Longford ordered SIMs for her entire class.

Other fans decided to design their own O2 profile skins. Things were starting to take hold.

### **Online ads**

We took a leadership position online through a detailed planning strategy developed by Captivate. We used online ads to link either to Bebo or to Freesims.ie where people could sign up and switch online.

### **Micro sites**

We set up a micro site – Freesims.ie to capture data and send out SIMs to teens and their friends.

### **TV / cinema**

Then we launched the through the line campaign. We shot a 40 second TVC and hired Paul Fraser as director. Paul had previously worked with the Arctic Monkeys and had won an NME award for Best Music DVD in 2007. We invited friends of O2 to be part of the TV ad – we wanted them to feature, after all, it is all about them.

### **Starring Beboers**

So even the TV ad was a participatory event. We made a documentary about the making of the ad and filmed interviews with the director and the clients. We then filmed interviews with the Bebo people who came along on the day and we posted this on our Bebo page and sent them a link for the movie to show to their friends.

### **‘Star in your own ad’**

We ran the TV ad online and when you clicked through you landed on a splash page where people could make their own version of the ad by uploading friends’ heads and running a very simple animation. We had hundreds of uploads. And we ran them in a gallery on the campaign site where others could post comments. The best entries were featured on Bebo and sent prizes.

### **Outdoor**

We produced a print and poster campaign featuring people from the TV ad. We were the first ad agency to challenge brand guidelines by featuring people so heavily in our creative executions. It obviously cut through. Nearly all 18 to 25 year olds recalled seeing it.

**POS & packaging**

This imagery was extended to in-store point of sale and featured on the SIMs packaging. The Grafton street branch changed its name to 'We are Freetexts' for a month.

**In game advertising**

The posters also featured on billboards in the virtual world too. A first for O2. We placed ads within games produced for the Xbox – so while racing down a street a 120mph you would pass our posters. We even bought ad spaces on litter bins in a skateboarding game. Giving us the ideal position for gamers grinding rails etc. captivate planned and executed this and it was an Irish first.

**Student gigs – headphone disco**

We also produced a special set of portraits of the characters from the TV wearing headphones and we used these as the visuals for O2 'Silent Disco' events in colleges and clubs.

**Feedback on Bebo**

The through the line campaign culminated in a competition on Bebo where we asked people to make an ad about how free texts have become part of their lives.

We received loads of submissions from happy teens who had totally embraced the brand. The campaign was a success.

## THE RESULTS

**Key KPI's**

Between the period of February - May 2008, there was a phenomenal increase in O2's customer base.

**New customers**

This campaign delivered a large increase in the acquisition of new customers.

**Customers porting out**

In February the number of customers porting out fell significantly and this continued to decrease throughout the months of March and April. This meant that the business as a whole exceeded its company's acquisition targets in Q1. And it also meant that the overall O2 brand score increased as well in the same period.

Silver Award - IT Telecommunications & Digital / New Launch  
O2 - We Are One  
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We are FREE texts,  
any network,  
anytime.

FreeText 'O2' to 50308 to join  
O2 Experience with unlimited free texts. **O<sub>2</sub>**

Available to customers selecting O2 Experience and Unlimited Free Texts pricing plan for 30 days. Free texts are in any UK network, excluding roaming. By texting to 50308 you'll receive a deal or have your price plan updated. Subject to €20 min top-up per month, for one policy and terms and conditions, see www.o2.ie

A young man with short brown hair, wearing a grey V-neck sweater over a blue t-shirt, stands in front of a residential street with houses and trees under a clear blue sky.

We are FREE texts,  
any network, anytime.

Turn on your phone's Bluetooth  
here for FREE O2 Beyond Music. **O<sub>2</sub>**

A woman with long dark hair and a white flower in her hair, wearing a blue top, is shown in profile at a bus stop. The bus stop has a glass roof and a sign that reads "BUS STOP". The advertisement is displayed on a large vertical panel at the bus stop.

A young man with short brown hair, wearing a brown cardigan over a grey t-shirt, stands in a grassy field with houses in the background under a blue sky with light clouds.

**TVC**

From research O2 were able to see how effective each of the different channels were. The TVC showed a really strong performance, with an above average TV engagement score. The Experience TVC was rated as more interesting, distinctive and involving than the norm.

Mediavest used our bespoke spot matching software ClearSite™ to analyse the optimal commercial length, copy rotation, optimum station mix, time of day and day of week. They found that the 20" direct response TV ad proved the most cost effective and responsive. Daytime TV provided the best CPR against our target.

**Digital**

Bebo visitors: The O2 page was visited by 115k Bebo users. This is even more impressive when compared to the fact that Vodafone's Bebo page was receiving 2k visitors and Meteor's received 24k visitors at the time. O2 have 4,393 friends - Vodafone 538 and Meteor just over 2,900.

**Bebo Mobile Users**

The campaign generated huge momentum in driving customers onto Bebo mobile and this resulted with a surge in mobile internet users.

**CRM**

O2 have spent a considerable amount of time communicating with customers on the O2 Bebo page and have helped solve numerous issues since the campaign was launched.

**Outdoor**

Total Campaign Recall (All Adults) for outdoor activity in February was extremely high. The formats used were predominantly 48's and T-Sides. Almost all males and females between the ages of 15 – 34 recalled seeing the outdoor creative.

This shows us that this campaign really cut through.

**Client Quote:**

"We realised early in the process that it would be inconceivable for these young people to relate to us unless we had a compelling offer and a sound strategy for engaging with our target consumer. For us participation was key. It was vital for O2 to engage with these young people at a personal level. We wanted them to have a deeper, more meaningful brand experience.

This campaign has been an incredible success and we will continue to

engage and interact with our younger consumers through every level of our organisation from product development and technologies right down to chatting on Bebo.”

*Damian Devaney,  
Marketing Director, O2*