

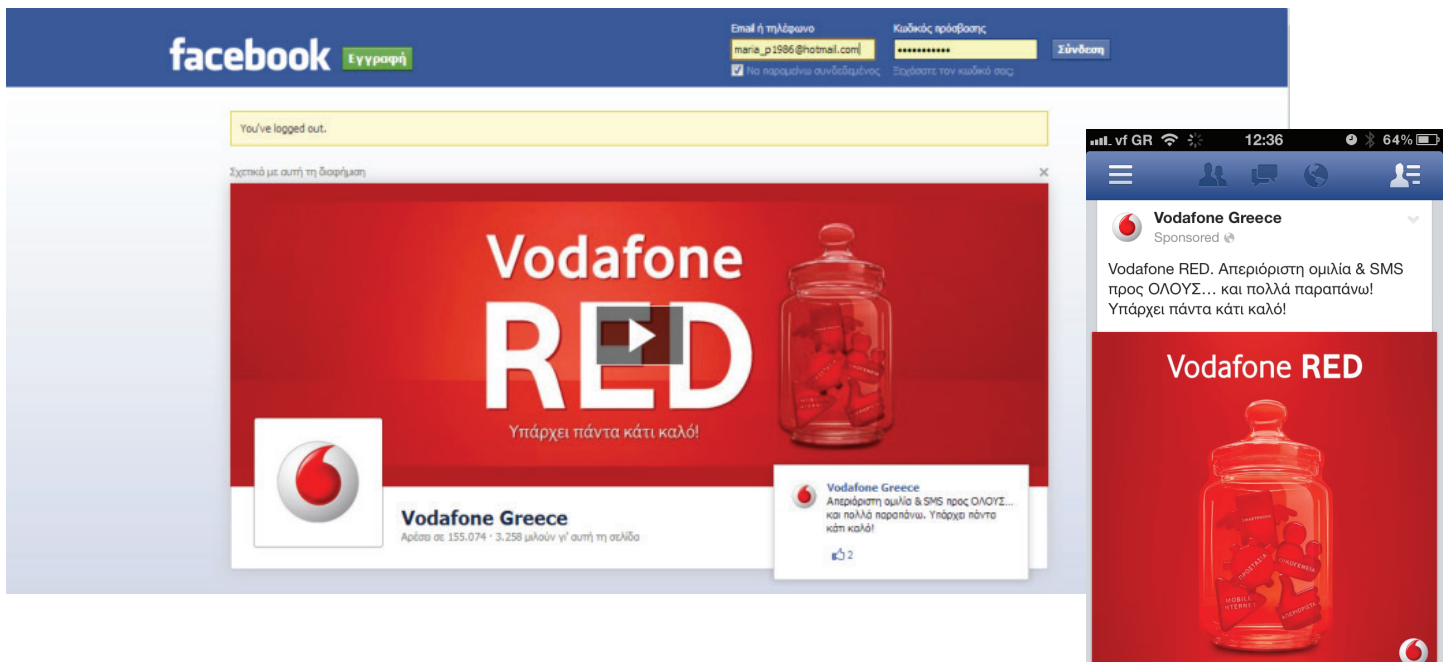
STANDING OUT FROM THE CROWD

MARKETING OBJECTIVE

RED are considered the best ever value plans for Vodafone, as they offer the most complete communication pack. The problem is though that, since Vodafone Greece operates in a highly-competitive market, there was a good chance Vodafone RED would be imitated. So, Vodafone Greece had to strike out with an **appealing and emotional campaign**. One **that would differentiate Vodafone RED**. One the competition wouldn't dare copy.

SOLUTION

Vodafone Greece, ThinkDigital and Tempo OMD opted for a full package of premium placements across all devices, to coincide with the launch of the product. For instance, they launched a **Newsfeed Reach Block** and simultaneously ran a **Log Out Experience** campaign. Then, with a receptive and engaged community in place, Vodafone ran a 3-day mobile Target Block to enjoy further engagement among its audience.



RESULTS

REACH

43%
OF THE GREEK ONLINE POPULATION

EFFECTIVENESS

3.4x
GREATER FAN ACQUISITION RATE

2.1x
HIGHER VIRAL REACH

THE QUOTE

“ Social media gave us the opportunity to have a great launch campaign kick-off for “Vodafone RED”. Digital marketing is a major pillar in our integrated marketing campaigns

enabling us to engage our target market using new and innovative approaches. We believe that Facebook is one of the key platforms that give added value to our marketing efforts. ”

Yvette Kosmetatou,
Brand, Marketing Communications and Insights Senior Manager,
Vodafone Greece