



THE LAUNCH OF 'W' IN GREECE

MARKETING OBJECTIVE

Launching its new postpaid bundle "W", posed certain challenges for Wind, with the main one being how to help its new product stand out in a very saturated environment.

Since the major objectives were to **break the clutter & drive strong awareness**, Wind selected the following primary KPIs to measure the effectiveness of its campaign:

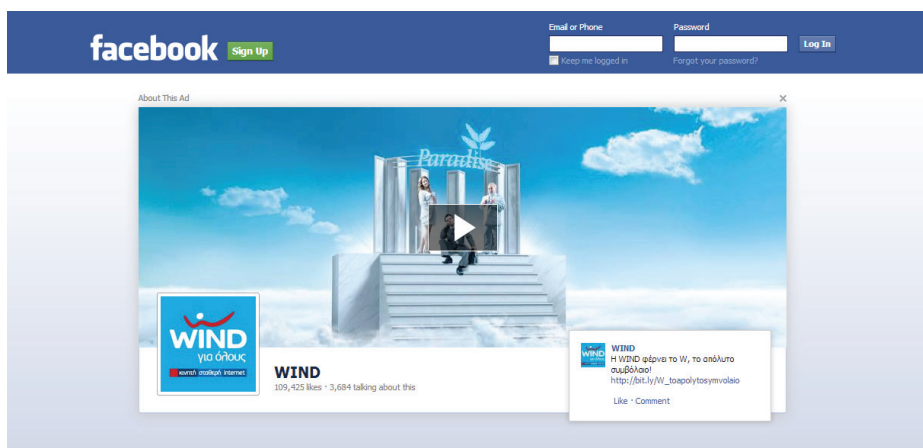
- **reach**
- the **traffic** to wind.gr and the product's dedicated landing page
- the number of **new contract plans** bought

SOLUTION

To achieve maximum awareness & engagement for the launch of "W", **Wind & ThinkDigital** designed a campaign that brought together some of Facebook's most effective advertising formats:

- **Newsfeed Reach Block** on desktop and mobile –the first of its kind campaign in Greece- in order to effectively talk with users in Newsfeed, the most engaging place on Facebook.
- **Facebook Log Out Experience (LOX)**, as it guarantees massive reach and leveraged the already popular TV spot to take over the log-out page, thus achieving high response rates and communicating a consistent message across screens.

Then, to keep up the momentum, Wind run a series of **Premium page post ads**.



RESULTS



THE QUOTE

“ We were very much impressed by the above results which were truly remarkable considering our investment in the medium & the novelty of this advertising medium. It is clear that the audience engages with Facebook ads that are integrated into their Newsfeed.

Our objectives and associated KPIs were successfully met & sometimes even surpassed our initial expectations. Most impressive was the traffic that came to our site from the ads, which in some cases resulted in purchases not only of the new plan, but also of others, in lower price ranges.

Hercules Doumas,
Head of Online, Wind Hellas