



VIDEO KILLED THE LOW ENGAGEMENT STAR

MARKETING OBJECTIVE

MTN, one of the largest telecommunications providers in Cyprus, wanted to **generate significant awareness** about its newly launched **Akazoo** music service, which was available in the market for the first time, exclusively for MTN subscribers.

SOLUTION

Since Facebook enjoys a **90% penetration rate** among online users, DeLeMa McCann Cyprus & ThinkDigital decided to promote the Akazoo offering through a campaign that would have Facebook at its core.

Taking into account **Facebook's increasing popularity as a distributor of video content**, the chosen ad solution was News Feed Block, one of Facebook's highest impact products. The **3-day video campaign** run both on desktop and mobile, targeting those over 18 years old and saw strong levels of engagement.

RESULTS

ENGAGEMENT

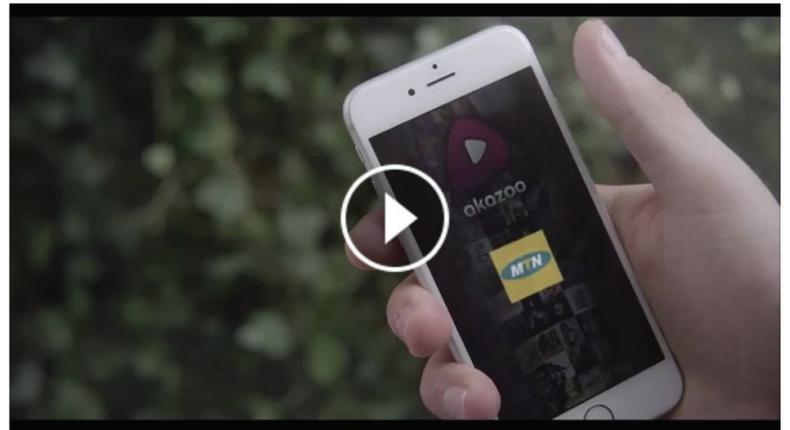
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VIDEO VIEWS

3.28%
CTR



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THE QUOTES

“ The launch of Akazoo was one of our most important campaigns for this year and we aimed at generating excitement around our new and innovative service available exclusively for all MTN subscribers. This campaign needed to make a huge impact and we were sure that Facebook had to be a protagonist in our online media mix. Our rewards were the amazing results achieved. ”

Marlen Michael,
Senior Manager Communication & PR, MTN

“ Given the penetration of Facebook in Cyprus, as well as the large time our target audience spends in social media, we knew that this environment should be an integral part of our media mix. We needed to find a way to break the clutter and stand out in order to communicate this exclusive benefit for MTN subscribers. Facebook's Target Block gave us the opportunity to be prominent enough to generate the engagement we wanted and the results speak for themselves, with over 51K actions and over 50K video views. ”

Andreas Pavlou,
Head of Digital, DELEMA MCCANN CYPRUS