

VODAFONE'S INITIATIVE FOR ROMANIAN STORYTELLERS

MARKETING OBJECTIVE

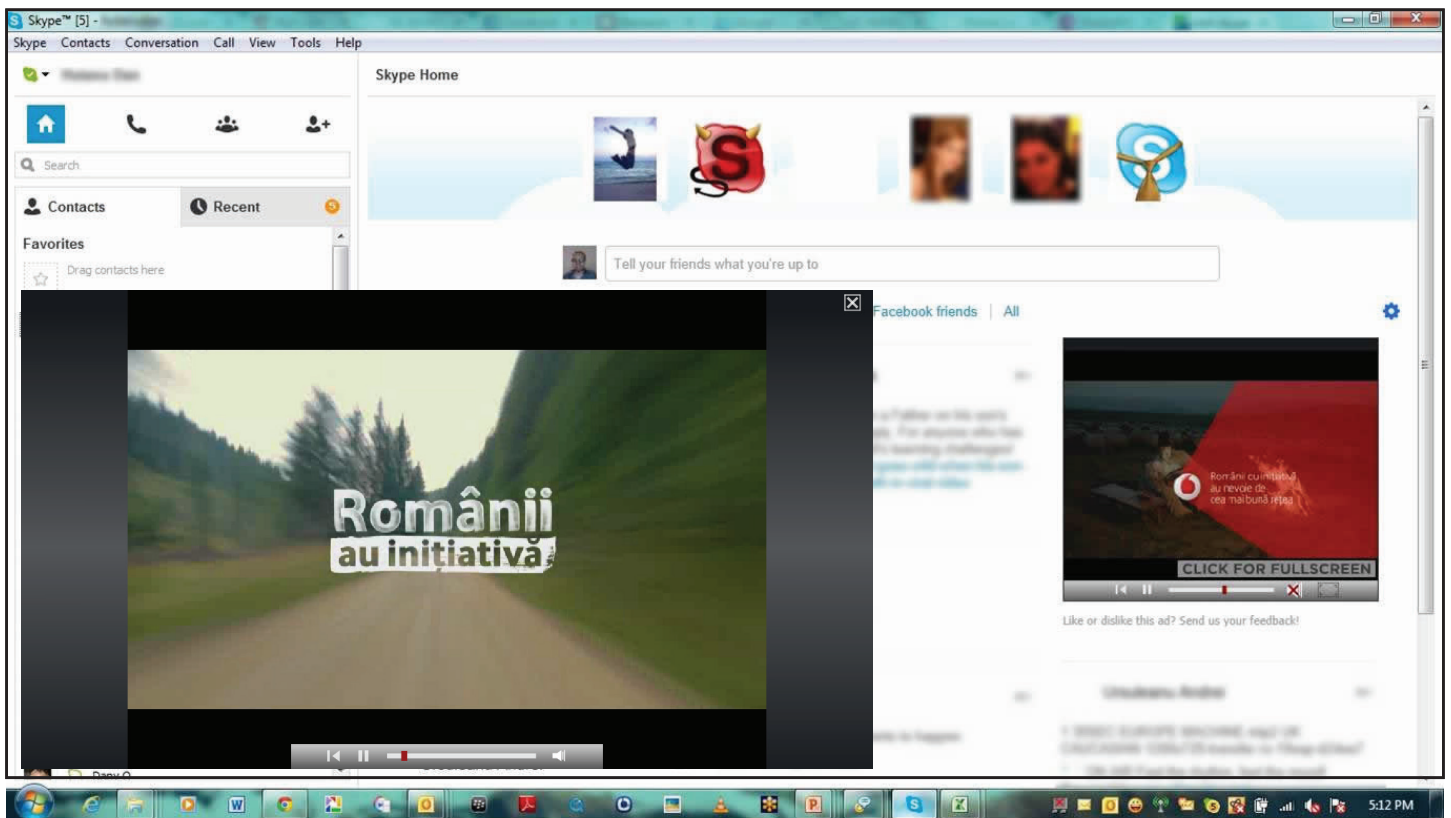
Vodafone wanted to spread the word about its **“Romanians have initiative”** project & encourage them to **participate with their own stories** about personal achievements and how technology helped them overcome a barrier or a challenge.

The project offers every week prizes to the most popular, whereas the big winner will be the star of the next Vodafone campaign.

SOLUTION

In order to promote Vodafone's initiative, ThinkDigital suggested they utilized Skype's highly interactive **“300x250 click-to-full-screen”** format so as to raise brand awareness about the project and increase the traffic to www.romaniainitiativa.ro.

How did this work? Whenever a user clicked on the banner, the ad opened up to full screen state and the TV spot kicked off. You can see more here at <http://goo.gl/ef7Gwi>.



RESULTS

REACH

695K+
UNIQUE USERS

2.3M+
IMPRESSIONS

ENGAGEMENT

3.5%+
CTR