VODAFONE PIXELMANIA

CASE STUDY

THE CLIENT

Vodafone Romania is a subsidiary of Vodafone Group, the biggest mobile telecommunications group in the world, with divisions in 31 countries and over 40 partner networks all over the world.

THE BACKGROUND

Vodafone Romania constantly needs the newest tools for showcasing its products and services to its existing and potential customers. Since the very start of our collaboration with Vodafone, we have been presented with the opportunity to continuously develop online **communication campaigns to support their** marketing efforts and plans. This included:

- Campaign strategy and concept development
- Campaign minisites development
- E-mail marketing campaigns
- Facebook PPC campaigns and campaign landing pages
- Google AdWords campaigns
- Display advertising campaigns
- Contextual advertising campaigns
- Internal communication materials
- Advergaming
- Website maintenance
- Database maintenance

THE BRIEF

In October of 2011, Vodafone Romania asked us to come up with a concept for their winter campaign that would help generate traffic to the website and that would also stimulate users to create and become active on their MyVodafone accounts.

THE PROJECT

To determine the targeted public to use MyVodafone, we came up with the idea of creating a game which users could play only if they were logged on to their accounts. We knew the game had to be simple and addictive and that it had to make users return periodically, thereby converting them into active users of their accounts.

Pixelmania was the name of the game implemented on vodafone.ro website. The mechanism of the game consisted in MyVodafone users turning pixels every day on a Vodafone branded board. Each turned pixel was the equivalent of one contest entry and gave users the chance to win the prize of the day or the grand prize offered at the end of the competition.

The board also included so-called "x2" lucky pixels that gave users the opportunity to choose two more pixels to turn, thus increasing the number of their contest entries and, subsequently, their chances to win a daily prize.

Another interesting effect was given by the multiplying factor of the game, which was to allow users to invite their friends via e-mail or Facebook in order to increase their chances. Each friend who answered a user's invitation logged in into his/her MyVodafone account and also played the game brought the user the right to turn one more pixel.

Pixelmania featured 58 daily prizes consisting of books, smartphones and Vodafone devices. There was also a grand prize, offered at the end of the campaign: a 5000 Euro credit MasterCard.

The campaign was active between December 5th 2011 and January 31st, 2012.

A campaign that helped Vodafone Romania generate traffic to the website and that increased the number of active MyVodafone users.

THE RESULTS

The results were impressive, counting up to tens of thousands of pixels turned every day. It was a great experience offered to Vodafone users, one that helped engage them and turn them into active MyVodafone subscribers.