

VODAFONE ASK A FRIEND

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 February and March of 2010, Vodafone asked us to create a promotion for 4 of their most popular mobile brands at that moment: Nokia, Samsung, LG and Sony Ericsson. Their goal was to continue to advertise these brand names and to increase sales for mobile phones.

THE PROJECT

We came up with the campaign named "Ask a friend", where each of the brands promoted its mobile phones for a week. In this time, users had to interact with the brands and to invite their friends in the promotion, asking them to state their opinions about the chosen phone. The more friends a user invited, the bigger the discount on the phone he had chosen. The discount offered could go up to 85%, depending on the number of friends posting their opinions.

To promote Vodafone's latest project, we ran four series of e-mail marketing and Facebook PPC campaigns, different for each of the mobile phone brands, along with online activism actions.



The mechanism on which the game was built helped Vodafone's campaign become viral quickly, thus helping the client increase sales and boost their online image.

THE RESULTS

The mechanism on which the game was built helped Vodafone's campaign become viral quickly. Users struggled to invite more and more friends in order to reach the 85% discount on their favorite phone. So did their friends, who were attracted by the discount and started playing it themselves. Also, the e-mail marketing campaign had very good results:

LG

- 19.34% unique open rate
- 17,6% click-through rate (CTR)

Nokia

- 17.23% unique open rate
- 15.7% click-through rate (CTR)

Samsung

- 16% unique open rate
- 12.5% click-through rate (CTR)

Sony Ericsson

- 19% a unique open rate
- 13.7% click-through rate (CTR)