

# VODAFONE FIFA WORLD CUP 2010

## 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

Vodafone wanted to launch a campaign addressed to women with the goal of increasing their database and their online sales. To help reach their objectives, they were willing to offer two LG LCDs as prizes.



## THE PROJECT

Being right before the 2010 FIFA World Cup, we immediately seized the opportunity of targeting those women who hated or disliked football or were fed up with their husbands, boyfriends or fathers monopolizing the TV during football matches. So, we used World Cup as a reason to address to our target. We offered them a fun alternative to “the problem” they had at home.

Using mostly e-mail marketing and Facebook PPC, we invited ladies to shop online during football games, announcing the chance to win one of the two LG LCDs. With a single purchase from Vodafone Online Shop, they were automatically entering the draw.

To raise awareness even more, we created a Facebook quiz application for both women and men. One had to answer to a number of questions that determined what he/she disliked about his/her partner.

The campaign implemented by us included also an e-mail marketing component, targeting both male and female clients from Vodafone.

## THE RESULTS

For the e-mail marketing campaign having women as a target, the results were as follows: a unique open rate of 34.33% and a click-through rate of 19.5%. Also, on Facebook, women showed their appreciation for the campaign by commenting, liking and sharing the quiz to their friends along with funny feminist messages.

The e-mail marketing campaign targeting men generated a 23.23% unique open rate and a 16.8% click-through rate.

**Targeted especially towards women, our campaign helped boost sales in the Vodafone online store. To make the campaign even more popular, we created a Facebook quiz application and an e-mail marketing campaign.**