

VODAFONE LOVE MIXER

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 2012, we were asked to come up with a creative concept for promoting Vodafone's personalized packages for both postpaid and prepaid customers, while also engaging users for the upcoming Valentine's Day.

THE PROJECT

In order to reach the objectives, we instantly knew we had to make the project viral. So it had to feature an application to engage users. The challenge was not to redirect users on a single channel, but to go and build the application where the majority of Vodafone's public was. And so there were two categories of public we took into account: the active users of vodafone.ro and the big number of fans on Vodafone Romania's Facebook page – Vodafone Buzz (<https://www.facebook.com/vodafone.ro>), thus implementing the same app on both channels.



The app we created consisted of a quiz that allowed users to send out a personalized letter to their loved ones, based on the answers they gave. The 7 questions of the quiz were built in a manner that would help us determine whether the recipient was a postpaid or a prepaid user, thereby knowing what kind of promotional package to recommend from the 5 bundles Vodafone offered.

To help personalize the letter even more, users had to fill in the recipient's name. Also, each answer was represented by an icon which later showed up in the letter, replacing a certain word. The letter was later to be sent out to the recipient either by e-mail or by posting it on their Facebook wall.

After Valentine's Day, with spring being right around the corner, we decided to upgrade the app for two other regional celebrations (1st and 8th of March) and aim toward mothers and women only.

The campaign was live between February 12th and March 9th.

THE RESULTS

People were very enthusiastic about showing their love and appreciation, thus sharing the letter via e-mail or Facebook. This campaign also helped make Vodafone's official Facebook page in Romania, Vodafone Buzz (<https://www.facebook.com/vodafonero>) even more popular.

As a proof that the app was outstanding and innovative, it was featured in the first edition of IQads' Digital Heroes event, along with other Valentine's Day apps from Heineken, Bit Defender and Skittles.