

An IPC Media Awards Case Study

Magazine features drive T-mobile top-ups

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Objectives

Topping up their mobile is seen as no more than a necessary chore for most young PAYG customers. They would rather spend their limited cash on going out and having a good time. Instant gratification rules: They want it - and want it now!

It was a marketing challenge that T-Mobile decided, in 2008, that it really needed to take on - and, for long-term benefit, to show their customers that is a brand that really understands them.

Strategy

A new PAYG proposition, "Top up and Stretch", lay at the heart of the strategy, positioning T-Mobile's top-ups as economical and lasting longer than those of other brands - meaning that users, with the money saved, could spend more of their cash and time enjoying themselves.



FHM



To get across and embed the idea with the target, Mediacom decided to employ magazines' unparalleled power to communicate with the young - using the strength of advertorials in credible youth titles to underpin a campaign: "making most of the weekend". The choice of magazines was considered vital because of the way titles reach and engage with young people - delivering more and delivering fast, in line with the campaign message.

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Execution

Multiple advertorials in *Kerrang*, *Heat*, *More*, *Zoo* and *FHM* established a sustained editorial presence and, moreover, the credibility needed by harnessing the strong relationship of trust that young readers have with magazines. Each week featured content, prizes or tips that they could take advantage of there and then.

Using a cost-per-engagement model, optimum use was made of all related on-line channels to achieve the campaign engagement targets - while bespoke TV and radio were also employed to amplify the message.

Such was the success of the activity in shifting consumer attitudes, awareness and consideration towards T-Mobile, that a second PAYG campaign, in November 2008, was implemented - this time using RSVP with its expansive cross-channel youth portfolio to complement the previous IPC/Bauer activity. In this second phase, *Now* carried a series of advertorials with style tips, while the T-Mobile "Double It" message featured in the popular *Nuts Top Ten* franchise.

Results

This magazine approach, with cross-channel integration with their on-line counterparts, proved a great success - promoting instant interaction, generating a surge in topping-up, spawning greater involvement with the brand, and delivering results which exceeded target.

The initial digital element yielded almost 25,000 unique users with an average of 4.48 views per person - while the second campaign resulted in over 20,000 competition entries and some 30,000 unique users to the micro site.

Not surprising, then that over the campaign period consumer consideration for T-Mobile increased - while that for its competitors declined.



"Rather than just a tactical broadcast campaign, magazines above all other channels used gave T-Mobile an opportunity to really connect with their audience and bring 'Top up and stretch' to life"

Sam Taylor, Head of Advertising and Sponsorship, T-Mobile UK