

GOLD:: Best Launch

OVERVIEW: By offering simplicity instead of complexity, Koodo Mobile made a significant mark in a crowded market.



SITUATION ANALYSIS:

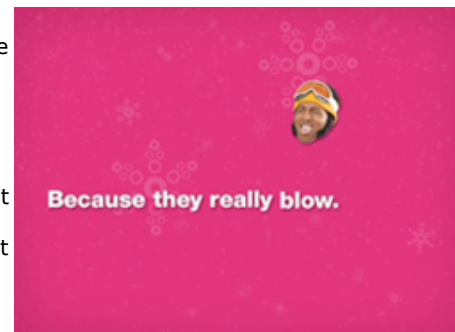
The mobile landscape was dominated by three major players and a large number of smaller ones. Most were escalating what they offered, with a corresponding increase in price for the ever-expanding features. Research showed that while some consumers appreciated this, a lot of them longed for a simpler approach, basically just talk and text. Koodo would offer this, and it would have to be instantly recognized to meet extremely aggressive sales targets. The budget was in the \$5-million-plus range.

STRATEGY & INSIGHT: Research showed that a stripped-down, value-based offering would appeal to Generation Y (aged 21-to-30). They had an appetite for service built around the rate plan, not the phone, and also appreciated the straight goods. Over and above this, there was a crucial decision - to launch with creative that would create talk value, even at the risk of alienating some people. Customer service also shook category norms, moving away from a full-service model and encouraging clients to use the Koodo self-serve website.

EXECUTION: This started in March '08 and covered multiple touchpoints, all to the "Fat-free Mobility" theme. Initial components included: a visual vocabulary of headbands, neon colours and form-hugging spandex; a pre-launch effort to train the Koodo sales teams; and a two-week teaser campaign wrapping trees and billboards in Koodo-branded headbands and five-second TV dot spots. There were multiple OOH executions, with a mix of transit, street teams and stunts. On TV, a 60-second infomercial spoof showcased the offer, along with 15-second spots inspired by the workout craze. Online, interactive rich media and scrolling flash units drove to Koodomobile.com, ads were placed in some of the most popular online video games like Madden NFL 08 and Guitar Hero, and Koodo had its own Facebook application called "4Play." At retail, the branding resonated via point of sale and merchandising programs. And a contest called "Kick It Like a Koodo-ciser," invited Canadians to be the next face of Koodo.

RESULTS: After one year, Koodo had 89% brand recognition and the most successful launch of any wireless provider in Canadian history.

CAUSE & EFFECT: Koodo Mobile didn't exist on March 16, 2008, but one year later it had set multiple records for the Canadian market. It was clear that the campaign had to be a major cause.



KOODO MOBILE

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