

VODAFONE

IPHONE 7 LAUNCH



OBJECTIVE

The iPhone 7 launch was the most anticipated event in the Telco calendar last year. The challenge is, Apple restricts every Telco to running media against the same 50 sites with templated creative. MEC & Vodafone wanted to run a larger campaign supporting the iPhone without mentioning it – freeing us of the creative and targeting restrictions, but more importantly in a way that was different from the competition.



STRATEGY

We worked with MEC to identify 150,000 survey respondents who stated they were intending to purchase the iPhone 7. From there we modeled an audience of over 3M 'intenders' that we could reach with messaging announcing Vodafone had the latest phones. An audience that no other competing telco had access to.

RESULTS

This approach delivered a 900% decrease in CPA YoY, without even mentioning the word iPhone. The outcome of this unique approach to using data led to the most successful iPhone campaign Vodafone has ever run. In fact, this campaign won a Performance Marketing Award for Best Technology & Telecoms Campaign and a Silver award for Creative Use of Data at the Festival of Media Global Awards.

