

Advertising brief - Funny face

Why do we want new advertising?

We have made a strategic shift from a singular brand - targeting one segment (lower end mass market) philosophy to two brands - targeting multi segments.

Having launched the new face of Ufone with a universal theme and aspirational brand values, we now need to get into the heart of the market, tap into the middle and lower end segments through a prepaid brand; the key objectives here being acquisition of new subscribers and revenue increase.

We need to create a brand identity for Ufun (Ufone Prepaid) that has the flexibility to tap into various segments through a broad based positioning; youthful and aspirational brand values, relevant to target audience.

What is the consumer insight?

My life is a roller coaster...there is a lot happening today. The only thing constant is change....I need to keep up with this fast pace.

I want to live up to my aspirations and reach higher.

I need to bond with my peer group...its fun to be connected!!

Advertising Objectives

Improvement in all brand track scores:

- Top of mind awareness, Brand consideration, Intent to buy, Sales
- Ad awareness, brand recall, absolute liking, relative liking, communication, personal relevance (empathy), comprehension, uniqueness
- Attribute scores on: youthful, aspirational, consumer driven, innovator
- Customer acquisition and ARPU increase (average revenue per user)
- Growth rate higher than industry average

Who is the target audience?

Demographically the target audience comprises of adults 19+ belonging to A, B and C consumer households.

Attitudinally the target audience is young at heart, outward looking and fun loving. They are active in their daily routine sharing an outward looking optimistic perspective and want to get the most out of life.

What do they think and do now?

They are mostly non-users of brand and category who are primarily driven by brand imagery and keeping appearances.

They are aspiring for superior cellular service; that meets their ego needs and peer pressure (bonding with friends/ social support group), along with the best value proposition in terms of consumer benefits and value pricing.

Users have opted for Ufone Prepaid owing to functional benefits and competitive pricing, but are in dire need of a 'feel good' factor i.e. the benefit of superior quality service, high brand imagery and the best value proposition in the market.

What would we like them to think and do in response to the advertising?

We would like them to believe that only Ufun enables them to live up to their aspirations and reach higher. Its fun to be connected!!

What is most likely to achieve this change?

An energetic campaign, highlighting Ufun brand values - prepaid community, camaraderie, ambition, energetic optimism, youthful, aspirational, with consumer relevance and cross-segment appeal.

Why should the consumer believe it?

- From the house of Ufone - It's all about U.
- The only cellular service that knows me, my life and aspirations and delivers technology (voice or data) accordingly
- Credible for the most reliable service, best pricing, leading in innovation and the best portfolio of services/ features

Practical considerations for execution

- Establish Ufun as a prepaid brand identity, distinct from Ufone Corporate (upbeat)
- Highlight prepaid community - youthful brand values with broad based appeal. 'Fun' is broad based, appealing to community...Every body wants to have fun!
- **Bring the positioning 'Every body loves to...' to life through 360 degree exploitation/ integrated brand communication/ ATL and BTL**
- Advertising feel should be youthful, with aspirational appeal for target audience
- Identify mass market segments - Ages 15 - 55. Sec B - D. Students, house wives, young professionals, blue collar workers
- Bring in Product relevance - MMS, Polyphonic ring tones, SMS, GPRS and Voice, across relevant situations/ settings
- Integrated Campaign, launch date - New Year's

The following mediums should be used to communicate with potential target market:

- TV, Outdoor, Print
- Radio, POS/ Merchandising/ SIM pack, Tariff, Welcome guide, Scratch cards, Availability boards, Retail fascia
- Ground activation/ Event for consumer interactivity
- Consumer Promotion, Trade/ retail activation
- SMS broadcast/interactivity, Website