

## Advertising brief – Prepaid 'Talker'

### Why do we want new advertising?

Ufone has recently introduced Ufone Prepaid under a new tariff and sub brand structure in order to promote the concept of prepaid community, retain its 2 million subs and increase subscriber acquisition (to bring in more volumes at a mass level).

Ufone Prepay is planning to introduce a hybrid product, that works on daily charge, with reduced pricing (lower than the mainstream package), targeted to a select segment of 'talkers'.

We want to announce a separate new package, under Prepay, targeted to a new segment of 'users/ talkers' (high end Prepaid) for whom outgoing recurring cost (cost of outgoing airtime) would be a key deciding factor, owing to their high usage pattern.

### Ufone Prepay

### New Package (also under Prepay)

Mainstream (high volume, mass market segment)	U - U	U - OMO	Talkers (high revenue segment)	U - U	U - OMO
O/G Peak	3	4.75	O/G Peak	Lower than existing	Lower than existing
O/G Off Peak	1.5	4.75	O/G Off Peak	- do -	- do -
SMS	1	1.5	SMS	- do -	- do -
Daily Charge	Zero		Daily Charge	Yes	

### What is the consumer insight?

Its fun to talk away when it's cheaper!

### Advertising Objectives

Two-pronged objective:

- Migration of existing Prepay customers to new high end Prepay package
- Acquisition of new 'high usage' customers seeking value for money proposition

### Who is the target audience?

**Demographically** the target audience comprises of adults 19+ belonging to A and B class 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 towards life.

### What do they think and do now?

They currently comprise of the following:

- The 'contactable' segment that use their mobile for staying in touch, but would like to use it for talking if the psychological cost barrier went down.

- A new segment of 'talkers' which comprise of high users among prepaid seeking value for money proposition whereby they can talk away with huge savings.

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

We would like them to believe only Ufone Prepay lets you talk away and save money!

**What is most likely to achieve this change?**

An energetic campaign, highlighting the fun of talking away at cheaper rates!

**Why should the consumer believe it?**

- From the house of Ufone - offering best value for money
- The only cellular service that knows me, my life and aspirations

**Practical considerations for execution**

- This package should fall under the Prepay banner.
- Need to work on a Package name
- Should be positioned as an upward line extension, that does not cannibalize existing customer base
- Key hook/ positioning, preferably in Urdu for mass market appeal/ relevance, highlighting consumer benefit
- As another option....try positioning this as a prepaid cum postpaid innovation, i.e. post paid rates + monthly cost (worked from daily charge) and prepaid convenience/ control...

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

- TVC, Print, Outdoor
- Tariff, Merchandising, Packaging

Good Luck!