



**SERVICEPLAN GROUP**  
HOUSE OF COMMUNICATION

#### Brief set by

o2

#### In collaboration with

Serviceplan Group

## Help o2 turn consumer pain points into love points

#### Additional Prizes

3 x Paid Internships for 3 months  
at Serviceplan Bubble

#### Deadline

20 March 2024, 5pm GMT

#### The backstory

o2 is a multiple award-winning core brand of Telefónica Germany and a full-service provider for everything digital in everyday life. o2 offers high-speed mobile and fixed-network products as well as smart additional services as a one-stop shop for the entire household. An added value that goes far beyond connectivity via mobile and fixed-network services. o2 has a Game Changer mentality and challenges the conventions of the Telco market, to turn consumer pain points into love points.

#### **"You don't have to pay for a phone, you already own"**

One of the major consumer pain points in the Telco market is that the instalment payment for a device is almost always linked to the tariff price. Which means that, if you continue your contract, you continue to pay for your phone, although it's already paid off. **At o2, the instalment payment for a terminal device from the monthly tariff price are decoupled.**

o2 have already created a major campaign ("Ernst", see *Further Information*) to spread this brand message, but now they want to create an even bigger splash that brings more awareness to this unique offering and puts their unique proposition consistently front-of-mind for their German customer base.

#### What's the challenge?

Develop a disruptive campaign that lets people know that, in contrast to competition, your phone is paid off after the contract period at o2. This can be a brand new campaign or a follow up to the Ernst campaign.

Your job is to create something that develops continuous awareness for the topic whilst challenging traditional market conventions.

#### Who are we talking to?

German phone contract users aged 18-49. Germany is the home hub of o2 and this audience already has some awareness of the proposition due to the success of the initial campaign.

#### Things to think about

##### **Make it can do**

Let the can do mentality guide your work.

##### **Be a game changer**

Challenge the status quo and yourself, not only conceptually but also in the choice of media and communication channels.

##### **How to spread the message**

How could your message scale and be spread? What are the relevant media, channels, social platforms and touch points and how can they be tailored to the idea?

#### Smart branding

Make sure your work is branded without being widely logo-branded. How can you make sure people know it's o2 without relying on logos?

#### The important stuff

The "Ernst" campaign was already very successful and pushed the topic into the press. The follow-up campaign can tie in conceptually, but this is not a necessity.

Develop a campaign that raises awareness for the topic and helps cement o2 as the market challenger for a new way to do phone contracts. Your response should have multiple touchpoints and clearly explain how it would reach as many people in Germany as possible.

You should include:

- How and where your idea would run
- How you'll get people's attention and raise their awareness
- A series of key visuals and mock-ups across multiple touchpoints

#### What and how to submit

Read **Preparing your entries** before you get started for full format guidelines.

#### **Main (essential):**

Either a presentation video (max. 2 min) OR JPEG slides (max. 8), showing your solution.

#### **Optional (judges may view this if they wish):**

**Interactive** work (websites, apps, etc); if your main piece is **JPEGs**, you can also submit **video** (max. 1 min total); if your main piece is **video**, you can also submit **JPEGs** (max. 4).

#### Further information

##### **Ernst Case Study**

[spgroup.box.com/s/5gd2agu5k7nfxohnlmz0bdto m3qetx6l](https://spgroup.box.com/s/5gd2agu5k7nfxohnlmz0bdto m3qetx6l)

##### **o2**

*The NiX day from o2: Paid Off is Paid Off. (Ernst Campaign)*  
[o2online.de/vorteile/handy-behalten/](https://o2online.de/vorteile/handy-behalten/)

##### **W&V**

*Viral campaign: o2 declares "Tag NiX" (Ernst Campaign)*  
[wuv.de/Archiv/Viral-Aktion-O2-ruft-den-%22Tag-NiX%22-aus](https://wuv.de/Archiv/Viral-Aktion-O2-ruft-den-%22Tag-NiX%22-aus)

##### **MEEDIA**

*"Tag NiX" campaign – with a social stunt against mobile phone rip-offs (Ernst Campaign)*  
[meedia.de/article/o2-und-serviceplan-bubble-aktion-tag-nix-mit-einem-social-stunt-gegen-die-mobilfunk-abzocke-0bd6350b3c44f97de318df0](https://meedia.de/article/o2-und-serviceplan-bubble-aktion-tag-nix-mit-einem-social-stunt-gegen-die-mobilfunk-abzocke-0bd6350b3c44f97de318df0)