



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

o2

The NiX day from o2: Paid Off is Paid Off. (Ernst Campaign)
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

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