

# TECTEO – VOO MOBILE

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VOO, a major Vizeum client asked us to improve its awareness on a crowded and competitive market. As a challenger in the sector of telecommunications, the group asked us to increase its awareness and to improve its brand image. Thanks to an original idea and a successful OOH campaign, Vizeum managed to put VOO in the spotlight in a very short amount of time...

## Be part of the everyday life

VOO has been developing its range of products in a very competitive sector. In 2013, the sector of telecommunications witnessed some major changes. VOO, as a key actor on the sector asked us to create a campaign with clear objectives: Increase the awareness of VOO mobile, stay in top of mind *Tatoo* and *Toudoo* in a very competitive context, reinforce the presence in Wallonia and be part of the population's everyday life.



## A LARGE COVERAGE

As a mobile operator, VOO has developed different products that fit to the different types of users. With this campaign for *Tatoo* and *Toudoo*, we were asked to focus the action on the 18-54 with two different profiles regarding their use of mobile internet.

# Vizeum

## CREATING A SYMPATHY EFFECT

In order to fulfill these objectives, VOO wanted to privilege repetition. The purpose was to be present on a long term basis so the target could be in contact with VOO MOBILE's communications as often as possible. Moreover, the client wanted us to complete the classic mediamix TV/radio with a proximity media, Out Of Home was chosen. The campaign started in 2013 with a massive presence in the different medias (TV, OOH, Cinema, Radio, Dailies and Magazines). The Out of home media provides many original formats which allows the brand to emphasise its sympathy effect. Thus the solution we suggested to VOO for the second wave in 2014 was to use Busses and Tramways decorated with VOO Mobile billboard.



## WHAT FORM DID THE EXECUTION TAKE ?

It was all about making an impact. VOO invested more in Out of Home than its competitors and created a buzz personalizing different busses and tramways. It created a sympathy effect and impacted a lot when it came to brand perception. Another visionary idea was to keep this VOO bus/tram for a long period. We suggested to the client to focus the action on Liege with Clear Channel and Brussels with JCDecaux for the Tram. For the busses Mons, Namur, Charleroi, Liege and Brussels were selected.

## A SUCCESS THANKS TO BUSES AND TRAMWAYS

The campaign was a real success. We managed to increase VOO's awareness by having trams and busses in the different towns we were aiming. VOO Mobile action was printed on 2 tramways (Liege and Brussels) and 5 busses (Mons, Namur, Charleroi, Brussels, Liege) for a period of 3 months.