

THE CHALLENGE

BACKGROUND

New WIND Campaign



A new promise and a new campaign
We are evolving


The logo for WIND, featuring a stylized red and white figure above the word "WIND" in white capital letters on a blue background.


BACKGROUND

New product
WIND TRIPLE PLAY



 **1500'** προς όλους, **1500** SMS προς όλους, **3** GB
Mobile Internet

 **1500'** προς όλους (σταθερά και κινητά Ελλάδα)

 Internet έως **50** Mbps

A new product

Worry Free

The WIND logo, consisting of the word "WIND" in white, uppercase, sans-serif font, with a red swoosh above it, all contained within a blue rounded square.

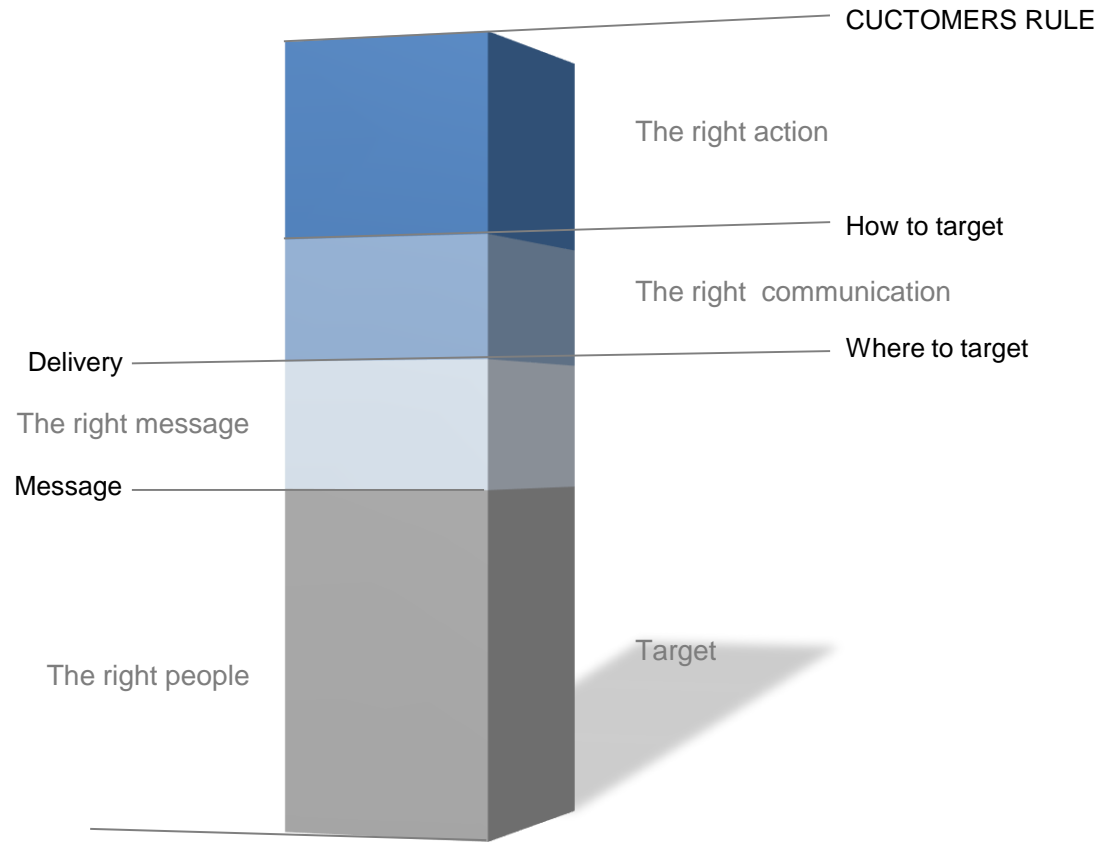
What we need?

- All the **right people** to get aware
- Something to **remember**
- Make them **act**

How S.M.A.R.T are we?

- **Awareness** — up by 15%
- **Online Sales** — up by 15%
- Both **measurable** on the same platform?

CHALLENGE



Could the platform be



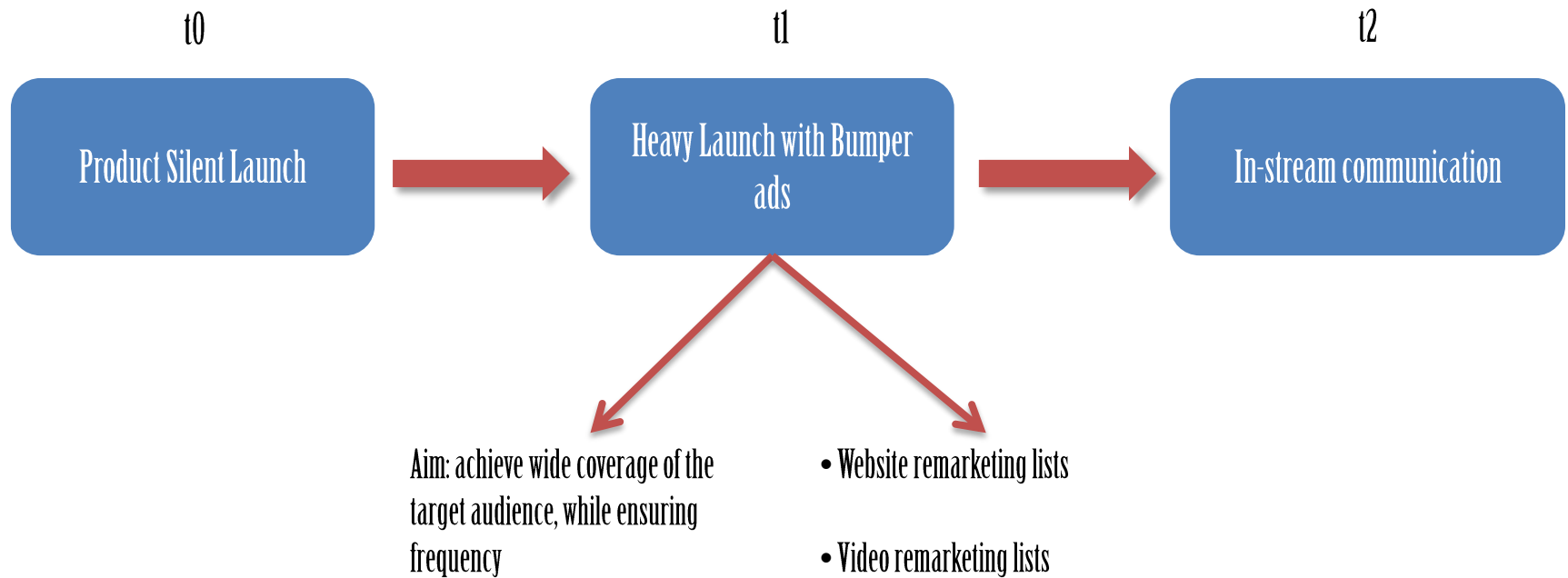
?

THE STRATEGY

IMPLEMENTATION



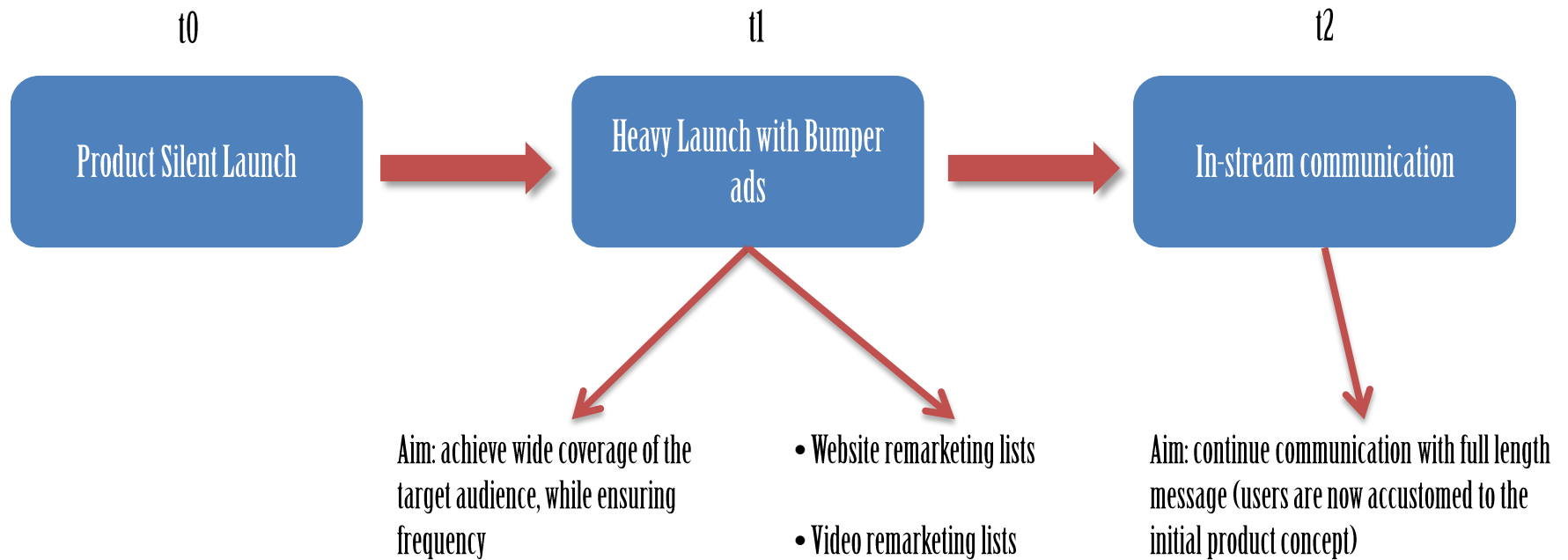
IMPLEMENTATION



BUMPER ADS



IMPLEMENTATION



IN-STREAM

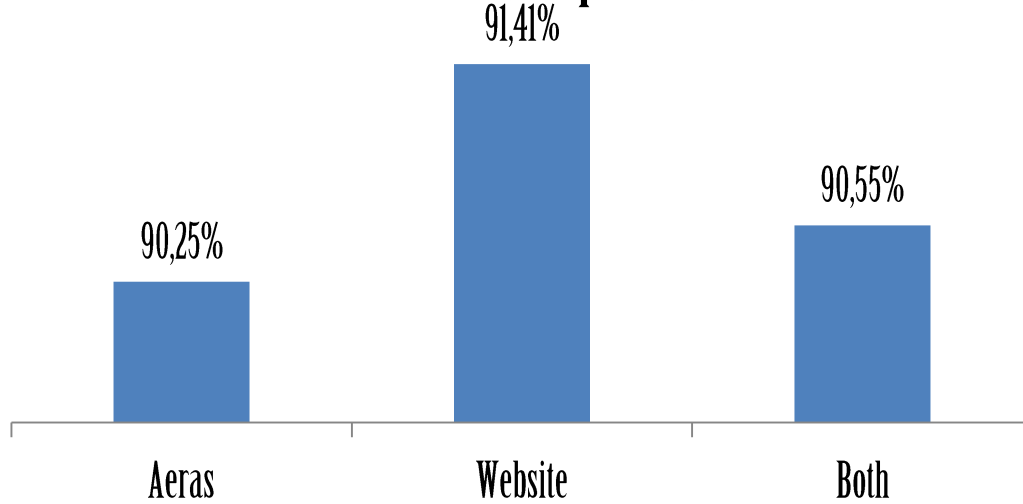


 WIND

THE RESULTS

TARGETING WORKED

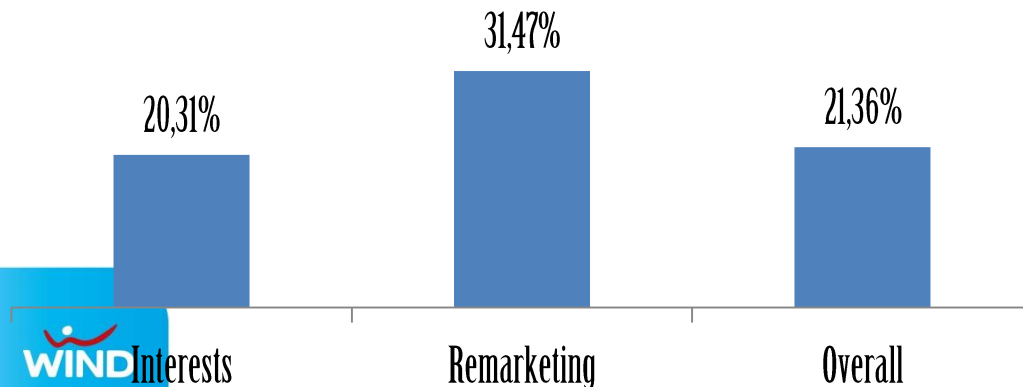
View Rate (Bumper ads)



Running **bumper ads** prior to a Trueview campaign lifted our View Rates compared to other campaigns.

Also, running **remarketing** on the Trueview itself results in repeated views, with even higher rates.

View Rate (Trueview)



AWARENESS WAS CREATED

+19.6%

Awareness lift in users exposed to the video

Increase in brand awareness

+26.7%

For users who have viewed Aeras' previous videos

+21.6%

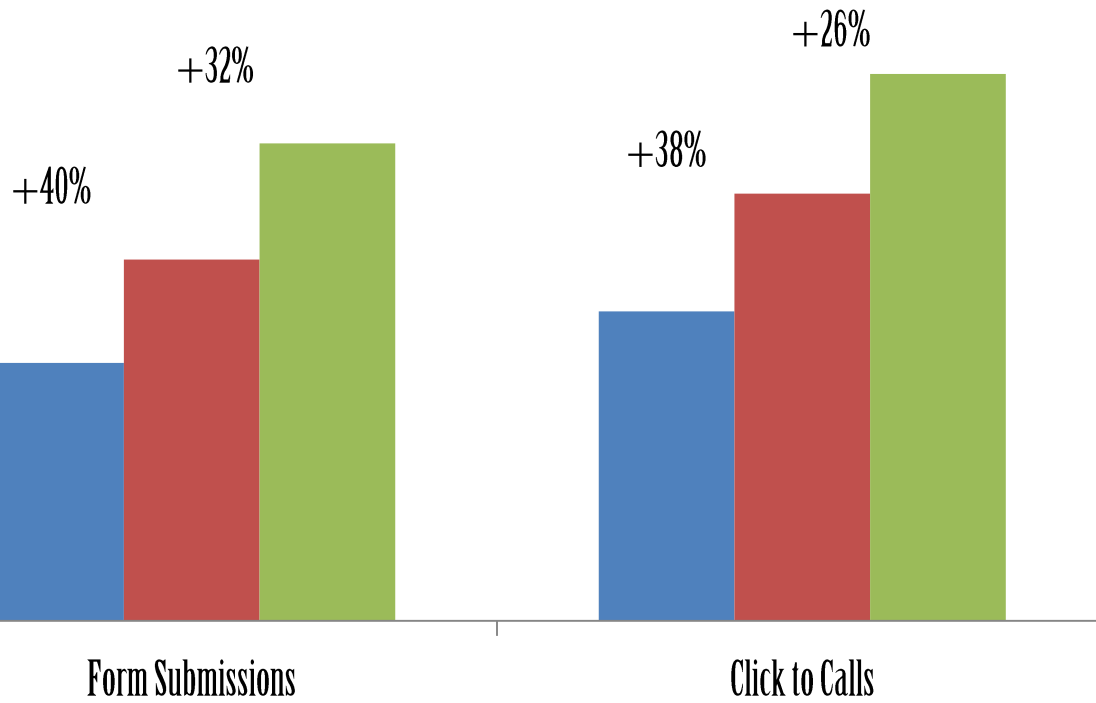
For the key audience of 35-44



Brand Lift Survey, administered by Google

SALES SKYROCKETED

■ Pre-launch period ■ Bumper ad ■ Full Launch



The result of the campaign was a combined increase in **online sales** of **40%** (1st phase) and **28%** in the 2nd one.



THANK YOU!