

KPN – The Netherlands



Agency/Client

@Hand Communications
for KPN

Brand

KPN

Industry

Telecommunications

Application

PixCapture / PixQuiz

Region(s)

the Netherlands (tour in
over 10 cities in just two
weeks)

OBJECTIVES

- Promote the grand opening of new KPN stores
- Increase awareness of KPN services
- Drive traffic to the stores

SOLUTION

- Two PixMonitors were used per location to attract youths in high traffic areas near KPN's new stores.
- Pixman ambassadors invited consumers to play a fun quiz game about KPN services: telephone, Internet and television.
- Each participant received a raffle ticket to be dropped off at KPN stores to enter a contest.
- At the store, sales representatives engaged conversation with participants and handed them out an instant giveaway, a CD of KPN fm with Howard Komproe, a popular local comedian.

RESULTS

- Effective drive to store. Depending on the location, redemption ranged from 55% to 94% of the participants.
- The campaign received many positive feedbacks from consumers.
- Created a fun and memorable brand experience.
- Attracted new clients to the stores and stimulated sales.