

## O<sub>2</sub> - Ireland



Together is Better



### Agency/Client

Verve Marketing

### Brand

O<sub>2</sub> Prepay SIM Card

### Industry

Telecommunications (mobile phones)

### Application

PixPic with data capture

### Region(s)

Dublin (Ireland)

## OBJECTIVES

- Create brand awareness with students at "Debs Expo", a student lifestyle event
- Drive traffic to O<sub>2</sub>'s booth
- Gain new clients

## SOLUTION

- The PixPic and PixCapture applications were used to create an entertaining experience and engage with students. Pixman brand ambassadors took their pictures and gathered emails.
- A customized email with the photo and O<sub>2</sub> special offers was sent to participants after the event.
- Free SIM cards were distributed to target market.
- Pixman brand ambassadors were visibly identified to the brand. O<sub>2</sub> logo appeared on the front of their t-shirt and a blue panel with the slogan "Together is better O<sub>2</sub>" was affixed behind the backpack.

## RESULTS

- Quickly attracted groups of students and gained significant exposure for O<sub>2</sub>.
- Over 400 participants during the two-day show.
- 800 SIM cards were distributed to target market.
- The brand-consumer relationship established at the Expo was maintained after the event.