

O2TV -

Pure consumer engagement

O₂

Challenge

Fix line was a stale line in the O2 product portfolio. We were challenged with **switching perceptions of a bland product to a fresh, clever and entertaining product** - in a highly competitive market.

Strategy:

360 communication to demonstrate the real benefits of the 'fixed line'. Ambient communications **were selected to reach a media elusive target**, allowing them to **experience the product first hand**.

Solution:

We created the atmosphere of a **real living room and cinema**, the everyday entertainment zones for our consumers. The power of O2TV was **based on the TV remote-control**. Cinema visitors experienced the product and its many benefits. A product engagement experience way beyond traditional communications.

Result

3000 people got to **experience** true engagement with **O2TV**.

