

# PROVING NEWSPAPERS WORK:

## At Launch

## CASE STUDY

### The Challenge

A new and unknown player, Wind Mobile, owned by Globalive Holdings, was launching into the wireless carrier marketplace in Canada. It needed to build its brand awareness quickly to garner interest and, of course, customers.

### The Objective

To build awareness for the brand name, Wind Mobile, as well as communicate its unique brand positioning in its key launch markets of Toronto and Calgary before launching across the country.

### The Plan

Wind Mobile positioning would be different than its competitors. It determined what Canadians found annoying with their current wireless carriers and offered the solution. It would offer price-competitive service. And it would do this with few additional fees, contracts and penalties.

At launch, it needed to communicate this positioning broadly and quickly – so it determined that newspapers would be used right from the start. In addition, cinema and online including newspaper site advertising were used to further support the communication. Out of home advertising was used to a limited extent.

### The Creative

The advertising was designed to communicate the positioning in a fun yet irreverent manner. This would allow Wind Mobile to position itself as a different kind of wireless carrier.

“There’s a lot of talk these days about the diminishing effectiveness of newspaper as an advertising medium. We couldn’t disagree more. As a new mobile services provider operating in a very competitive market, our targeted use of newspaper advertising has allowed us to highlight our tactical offers in a way that other media cannot. As part of our integrated communications campaigns, newspaper has proven to be an effective driver of traffic to both our store locations and to our website. It has also contributed significantly to some very encouraging statistics about how well people understand our key messages. It helps us differentiate. WIND Mobile will continue to invest in newspaper advertising as a key performer in the fight for both brand awareness and customer acquisition.”

– Will Novosedlik, VP, Brand & Communications, WIND Mobile

2 unlimited plans. Because one set of infinite possibilities just isn't enough.

**ALWAYS SHOUT**  
\$45/month  
Unlimited Canada-wide calling from any landline or mobile phone.  
Unlimited text messaging.  
Unlimited email.  
Unlimited streaming video.  
Unlimited downloading.  
Unlimited social media.  
Unlimited cloud storage.  
Unlimited backup.  
Unlimited security.  
Unlimited safety.  
Unlimited peace of mind.

**ALWAYS TALK**  
\$35/month  
Unlimited Canada-wide calling from any landline or mobile phone.  
Unlimited text messaging.  
Unlimited email.  
Unlimited streaming video.  
Unlimited downloading.  
Unlimited social media.  
Unlimited cloud storage.  
Unlimited backup.  
Unlimited security.  
Unlimited safety.  
Unlimited peace of mind.

WINDmobile.ca

WIND  
The Power of Connection

"Unlimited local anytime any day..." - Canadagetscrewed

"phones should be unlimited talk day or night" - smisty

"It would be nice to NOT have limits." - Alacatrype

You wanted unlimited plans. We delivered. Done like dinner. Mmm... Dinner...

WIND  
The Power of Connection

You asked for unlimited plans. We've got unlimited voice, unlimited text and unlimited data. WINDmobile.ca

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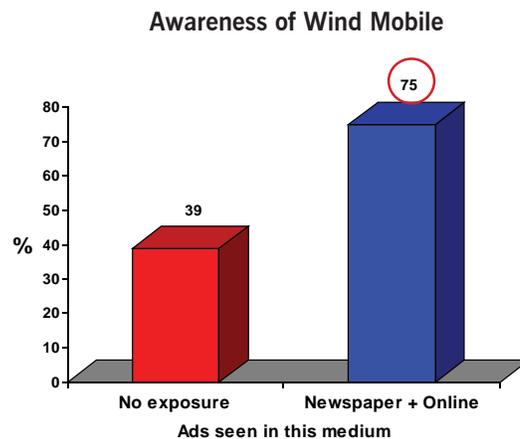
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### The Results

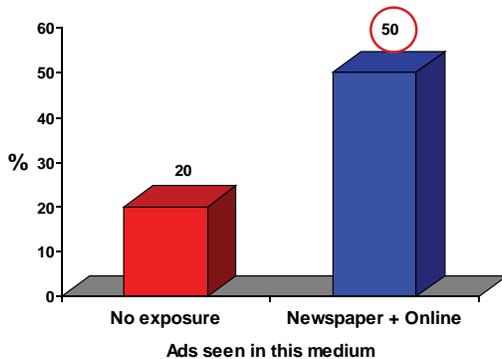
A study was undertaken by Totum Research in Calgary, one of the launch markets. The kick-off was tracked. The key media of newspaper, online and cinema ads were noted by Canadians.

Newspapers and online effectively built awareness for the brand.

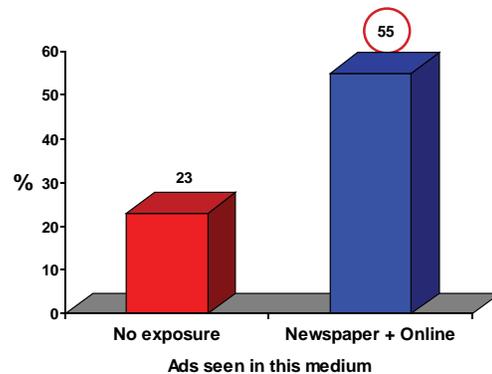


Newspapers and online advertising demonstrated they can effectively deliver Wind Mobile's key messages.

### Wind Mobile has competitive pricing



### Wind Mobile does not require you sign a contract



Given this is launch campaign, the most impressive piece is how quickly Wind Mobile was indicated as “the first choice if I was in the market for a new cellular phone”. Those that saw the newspaper and online advertising were **three times** as likely to choose Wind Mobile as their first choice than those not exposed.