

Case Study | Simyo | SMS Bomb



1. Challenge

Our challenge was to position Simyo.be as a challenger brand, raise prompt awareness with 4% and to sell 1.500 mobile subscriptions via the internet within a 18 to 25 year old target audience in the Belgian market.

4. Use of Media

To provoke screenagers to participate in the game, we launched an innovative media strategy. In **stage 1** we used Simyo's owned media and we earned attention by natural seeding. In **stage 2** we launched a digital campaign using social networks, MSN Messenger, Google and mobile. In **stage 3** we launched radio spots, print ads and an out of home campaign.

2. Strategy

Insights: our most likely 'to buy' consumers were **screenagers** who are always connected to their friends via social networks and mobile text messaging. And they love to play games online.

5. Results

In 3 months we engaged over 300.000 players with SMS Bomb. The campaign achieved double its upfront objectives: it lifted prompt awareness not with 4% but with **8%**, measured by MetrixLab. And sales did not hit 1.500, but 3.200 new mobile subscriptions.

3. Concept

We created **SMS Bomb**: a branded online game competition in which screenagers had to beat "the sms error-ist". We embedded Simyo's special offer in the game, and created a viral mechanism that would spread Simyo's message fast and cheap. We used a Smart car as incentive to trigger more teens to connect to Simyo.