

Vodafone makes the most of Newspapers

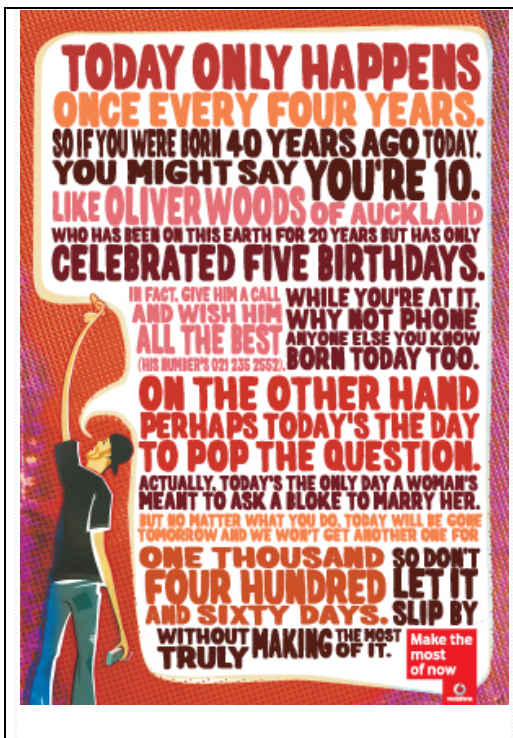
How Vodafone used newspapers to get instant results

BRAND:	Vodafone
CATEGORY:	Telecommunications
AGENCY:	Colenso BBDO
MEDIA:	NZ Herald, Dominion Post, Christchurch Press
TARGET AUDIENCE:	All New Zealanders
CAMPAIGN DATE:	February 29, 2008
MARKETING OBJECTIVE:	Inspire kiwis to 'make the most' of the extra day in 2008.



ROLE OF NEWSPAPERS

Ability to get nationwide coverage on a specific day – February 29, 2008. With newspapers mass reach, the ad was able to talk to *1 million New Zealanders (29.96% of all people 15+) on this one day.



RESULTS

Although this ad was actually a brand message, we received over 300 calls and 800 TXTs on the day to a real leap year baby's phone number, which was in the ad. These included calls from radio stations wanting to interview Oliver Woods.

WHAT THE CLIENT SAID

"It just shows how even one print ad can inspire people to make the most of now."

Jodene Murphy, Head of Brand, Vodafone New Zealand

HOW CAN YOU FIND OUT MORE?

Contact your Account Manager or download related reports at www.nabs.co.nz

Source: * Nielsen Media Research, National Readership Survey, Q1 08 - Q4 08, All 15+