



case study

T-Mobile

Top-up Friday

After previous campaign successes, T-Mobile re-booked atmAd as part of a larger integrated advertising campaign for their 'Top-up Friday' initiative. Aimed at customers who wish to keep in contact with their friends during hectic weekends, the service provides unlimited texts all day Saturday and Sunday to pay-as-you-go customers who simply top-up their mobiles on a Friday.

"This was an ideal way to let ATM users know about the Top-up Service at our ATMs. As a direct result of the T-Mobile promotion we saw a substantial increase in top-up transactions across the branch and retail sites where the campaign was running."

Andrew Hutchinson,
Head of ATM Channel Development,
Nationwide Building Society

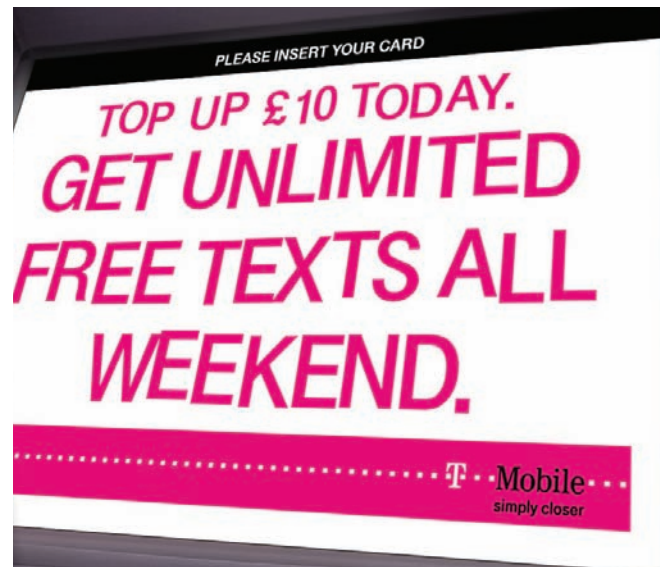
Campaign Statistics

atmAd transactions – the ad was viewed approximately 2.35 million times, as measured by the atmAd software

Branded receipt – requests for the branded take-away receipts were 587,500.



Associate member of the OAA



Campaign Strategy

T-Mobile's key objective was to target commuters and shopping mall audiences in advance of the weekend, with particular focus on driving them to top-up there and then, at the ATM.

As part of an integrated outdoor campaign, atmAd proved effective in delivering an instant opportunity for the consumer to take action, in response to seeing the campaign in the high street.

Campaign Objectives

- To reach customers using top-up enabled ATMs
- Offer a wide range of ATM locations to maximise campaign reach on a national level
- Draw attention to the Top-up Friday cost-savings and prompt customers to immediately act on the promotion when at the ATM
- Complement and reinforce, through one to one interactions, the larger integrated outdoor campaign

CAMPAIGN DATES: Media ran on 6 Fridays during September and November, enhanced by two additional two-week bursts

MEDIA AGENCY: Mediacom

atmAd SITES: 850 sites, with 131 carrying the additional two-week bursts

OTHER MEDIA: Roadside outdoor, online and press

atmAd Message Delivery

The campaign ran for 2 weeks across ATMs selected to deliver good nationwide coverage, with particular focus on targeting commuters in the London Underground and consumers in shopping malls.

Four Message Impacts

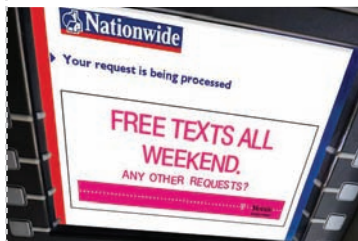
atmAd is unique in that each one to one transaction incorporates four different opportunities in which the brand message is presented to the consumer:

Impact 1 Attract



A 10 second full screen animation played as consumers approached the machine, during which T-Mobile promoted their money-saving message.

Impact 2 In-transaction



A 5 second animation played during the 'dead' time, whilst the transaction was being processed; during which T-Mobile displayed a reminder message.

Impact 3 Thank you



As the customer removed their card and waited for their advice slip, a static screen prompted them to register for their free weekend texts.

Impact 4 Receipt



Each advice slip was printed 'on the spot' with a reminder of the offer and the number by which to register.

Results

9%

The average rise in top-up requests, across the campaign period

20%

The peak in top-up requests, on the third Friday

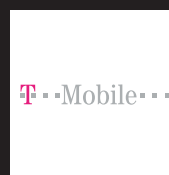
18%

The increase in top-up requests on the last Friday of the campaign

The marked increases on the third and sixth Fridays of the campaign can be attributed to the two additional 2-week bursts of activity.

Key Reasons for T-Mobile using atmAd

- Being satisfied with a previous campaign, T-Mobile recognised the advantages that atmAd could bring to their major national campaign, delivering a unique one-to-one element, right in the high street
- Accountability! atmAd sells transactions, not ATMs, delivering a guaranteed amount of individual impacts to a captive audience. This accountability is unique to atmAd, within digital outdoor.
- T-Mobile could be assured that their message would be delivered as the target audience gave their transaction over 40 seconds of undivided attention; particularly important when promoting a call to action at the point of sale.
- atmAd is able to brand the advice slip at the end of the transaction, delivering a reminder of the campaign with text details to top-up.



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