



**Commercial  
Communications  
Council**

## **Comms Council Beacon Awards 2018**

### **Case Study**

**Agency Name:** PHD  
**Advertiser Name:** Skinny Mobile  
**Gold Beacon Award Category:** Most Effective

*The Best 'Freekend' Christmas Ever!*

*Faced with a range of challenges at its biggest time of year, Skinny Mobile needed a breakthrough over Christmas 2017. With a radical change in approach and smart and innovative media thinking, PHD got people to re-think Skinny, helped deliver its most successful Christmas ever and won Gold in the Most Effective category in the Beacon Awards.*

#### **Background**

Skinny Mobile is a no-frills telco that promises to deliver 'the best priced plans and handsets'. It sells via its website and through dairies, supermarkets and retailers. Unlike its competitors, it has no physical stores. Skinny Mobile's focus is the high churn, pre-pay category, where switching is often triggered by mobile phone purchase.

The most important time is Christmas, when most phones are sold<sup>1</sup> and Skinny onboards around a third of its new customers over this period, setting up a strong 2HY.

Coming up to Christmas 2017, Skinny was facing several major challenges:

- it had lost its biggest sales channel, as The Warehouse Group began evicting it for its own pre-pay brand Warehouse Mobile
- by launch, Skinny handset stock was heavily depleted
- it lacked the best smartphone deal
- it had low share of voice and wasn't on people's radars

#### **Campaign Objective**

<sup>1</sup> Source: Spark/Skinny handset sales data

Skinny Mobile needed PHD to help it overcome these hurdles during the crucial Christmas period and increase its base customers by 31 December.

## Campaign Overview

PHD's research uncovered a key insight that would be fundamental to its strategy: Reliance on mobile data peaks during the summer, especially weekends<sup>2</sup>, therefore running out of mobile data in summer is the "ultimate buzzkill".

PHD convinced Skinny Mobile to lead over Christmas with its secondary offer of Free Data Weekends – owning the weekend space instead of heroing a phone.

The campaign 'Skinny Freekend Weekends' leveraged the crucial currency of data when people needed it most, shifted focus from handsets to SIMs, and widened the targeting to anyone who was data conscious (873K), versus those looking to buy a cheap handset (167K)<sup>3</sup>.

The strategy had three layers: getting noticed by shifting considerable spend to weekends and turning up in unexpected places; forcing re-evaluation by building 'cred' by association; and increasing sign-ups by making it easy join.

## Media Strategy

Shifting 70% of spend Friday-Sunday gave weekly market exposure and increased SOV on weekends, using premium tv positions within top shows Friday-Sunday, and increased exposure via iHeartRadio ad units, takeovers, audio ads and push notifications.

Unexpected placements included a weekend 'take-over' of The Edge radio station with hourly on-air promos and commercial messaging on digital car radio screens, as well as plane banners and geo-targeting (and re-targeting) of mobile screens at weekend events such as Christmas in the Park and the Rugby League World Cup.

Alignment with *7 Days* helped to build 'cred' by association, force re-evaluation and provided a large audience to help kick off the 'Freekend'. PHD worked closely with Mediaworks to create a fully integrated partnership with on-screen talent, in-show segments and across both brands' social channels.

Signing up was made easy with orange path to purchase Adshels and billboards, and wrapping 44 dairies to look like Skinny stores. Counter wraps and check-out bars boosted supermarket presence while digital targeting tactics reached data conscious / interested audiences.

## Results

The 'Freekend Weekend' campaign was the most successful Skinny campaign to date. Acquisitions over the campaign resulted in the largest ever customer base for Skinny with PHD significantly exceeding its growth target.

<sup>2</sup>Source: Data usage stats for Skinny customers

<sup>3</sup>Source: Nielsen CMI – 'Those looking to buy basic handset next 12 months' vs. 'Out of contract mobile users who tap into free WiFi'

Shifting focus from handsets to SIMs saw sales diverted into more effective channels with increases across website, grocery and convenience. ROI for the campaign was 15:1<sup>4</sup>. While the offer was for new customers, the campaign has had a halo effect on existing customers with churn reducing 14% YOY.

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<sup>4</sup>ROI based on average lifetime revenue of new customers