



ENTRY FORM

THE EFFIE AWARDS AOTEAROA IN ASSOCIATION WITH TVNZ – ENTRY FORM

ENTRY ID	581-B13
ENTRY TITLE	Fighting for Fair: How 2degrees redefined telco...again.
CLIENT	2degrees
PRODUCT	Telecommunications
FIRST MEDIA APPEARANCE DATE	2019-05-01
CAMPAIGN START DATE	2019-04-15
CAMPAIGN FINISH DATE	Ongoing
CATEGORY	B13. – Sustained Success
CATEGORY DESCRIPTION	<p>Products or services that have experienced sustained success for a period of at least 36 months. Entries must have a common objective and utilised the same strategy throughout the length of the campaign. They may have done so using different executions, but still deliver to the core insight and idea. The current year's results must be included and be shown to build on the previous results. This award recognises strategy and creative platforms that are 'built to last' and demonstrate effectiveness over time. Judges will be looking for proof around the scale of challenge, where the strategy came from, where it's going and how it continued to deliver results for the client over a sustained period of time.</p> <ul style="list-style-type: none"> • Campaigns that ran for at least 36 months between 1 June 2022 (or earlier) and 30 June 2025 are eligible for entry. Campaigns may have been introduced earlier but must have run during this period and have data relative to the qualifying time up to close of entry on 22 July 2025. • The campaign must be able to demonstrate sustained effective results for 36 months or more. Judges will be looking for evidence from each year in question to show that the results were consistently good across all years and campaign executions. • The entry must be for one campaign throughout the period. The campaign can show some evolution or refinement in focus, execution, and media use, but it must clearly be one campaign. Multiple campaigns for a brand or different product or variants over the period are not permitted.

WORD COUNT: 3000 MAX

EXECUTIVE SUMMARY [0%]

Give the judges an understanding of the case they are about to read by providing a brief summary for each of the items below. A one-sentence summary is recommended for each line.

(Maximum: 100 words in total – not included in total word count)

The Challenge:	<i>2degrees was lost with no more competitive spirit, no more point of difference and no more growth.</i>
The Insight:	<i>Unfairness was rife, left unchecked in a category that lacked the fun of everyday phone use. But there was still an internal army at 2degrees with the knowledge and the stomach for a fight.</i>
The Strategic Idea/Build:	<i>2degrees is bringing back the fun, fight and fairness to New Zealand telco.</i>
Bringing the Strategy & Idea to Life:	<i>Fighting for Fair is an all-of-business platform that for six years has revitalised comms, customer experience and internal culture.</i>
The Results:	<i>A distant third for spend. A distant first for growth.</i>
Why is this entry an outstanding example for effective marketing in this Effie entry category? (Maximum 90 words – this is not included in total word count)	
<p><i>In 2009, 2degrees disrupted the telco market as the people's champion.</i></p> <p><i>A decade later, 2degrees was lost – no more competitive spirit, no more point of difference and no more growth.</i></p> <p><i>The Fighting for Fair platform was a turning point, galvanising the entire business through immense change.</i></p> <p><i>From staff socks to grime tracks to millions of Kiwi handsets, Fighting for Fair has transformed the entire category.</i></p> <p><i>With a platform built to last, 2degrees has endured declining share of voice to outgrow by the category by a rate of 11:1.</i></p>	

01.**Challenge, Context & Objectives [20%]**

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline the degree of ambition represented by your objectives. Including historical data may be useful here to provide judges with a clear picture of the situation the brand or organisation found itself in.

01A

Before your effort began, what was the state of the brand's/organisation's business and the overall category in which it competes? What was the strategic challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge.

Over the six years of *Fighting for Fair*, 2degrees has been recognised multiple times for creative, effective campaigns.

But this paper takes a broader view of the business transformation delivered by one of New Zealand’s most enduring platforms.

THE 2DEGREES EFFECT

In 2009, 2degrees launched as the people’s champion.

Their success blindsided the duopoly of Spark (then Telecom) and One (then Vodafone), and gave birth to “the 2degrees effect”, now shorthand for category disruption.¹

But as 2degrees approached its 10th birthday in 2019, momentum had disappeared.

PREPAY PURGATORY

The brand’s initial success came from disrupting Prepay Mobile. The promise of value and flexibility made 2degrees hugely appealing to the lower end of the market.

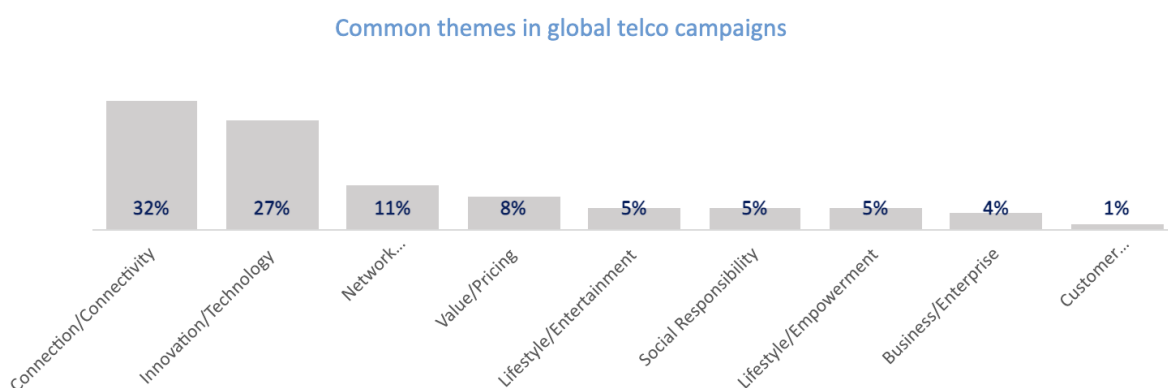
Prepay customers are easier to acquire, meaning they’re also easier to lose. Being stuck with a volatile base that generates low Average Revenue Per User (ARPU) was unsustainable.

THE TRAINING WHEELS COME OFF

In response to expanding into Pay monthly, Business and Broadband, a narrative flourished within 2degrees that the brand needed to ‘grow up.’

If 2degrees was to attract higher value customers, then conventional wisdom suggested it was time to stop criticising the competition and start talking like them.

2degrees abandoned the challenger spirit that had brought success and instead focused on innovation and connection.² Analysis of global telco campaigns shows these are the least differentiating adjectives in the sector, present in 59% of campaigns.³



Campaigns like ‘Play the Bridge’ and ‘Second Nature’ gained some attention, but had robbed 2degrees of their unique positioning.

¹ The Spin Off, *Why we shouldn’t hold out too much hope for a grocery market ‘2degrees effect’*, 2022

² 2degrees post-campaign analysis 2016-19

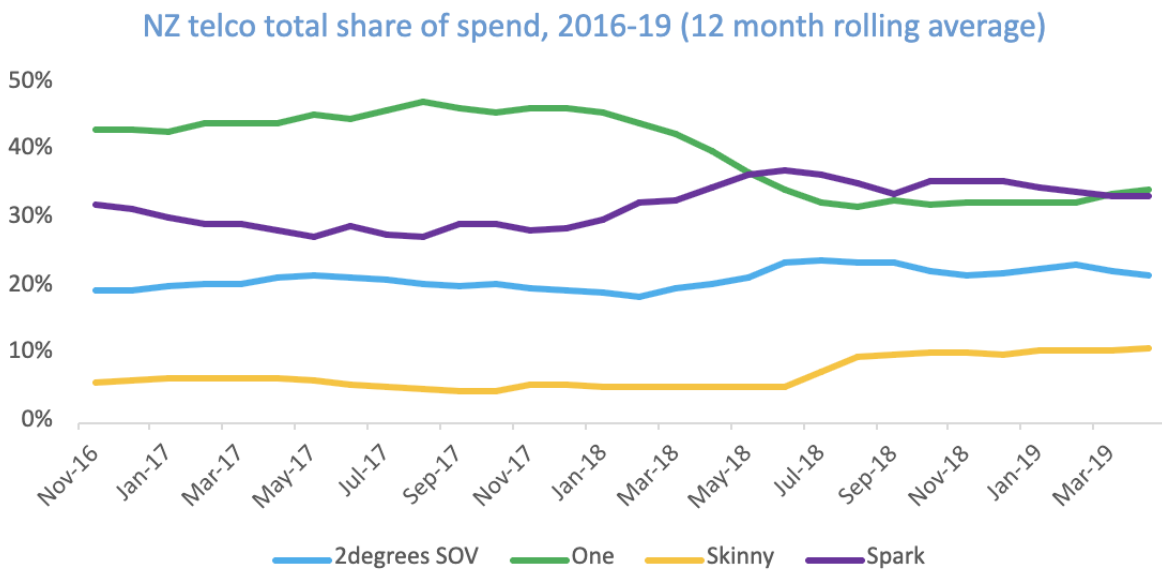
³ Agency competitor and global comparator analysis of telecommunications campaigns, 2016-25.

SKINNY LAUNCH, FAT COMPETITION

Meanwhile, Spark launched and bankrolled Skinny to compete at the lower end of the market. Serving as a function of Spark, Skinny could remain laser-focused on what was traditionally 2degrees’ heartland.⁴

Spark also transitioned from Telecom, shedding their outdated image, whilst One had new owners with deep pockets.

Spark and One were amongst New Zealand’s biggest media spenders. At a distant third, 2degrees couldn’t buy their way to growth.⁵



With increasing competitive pressures from larger and smaller brands, 2degrees was being squeezed in the middle.

CONSIDERATION DOGFIGHT

2degrees’ highly disruptive proposition had historically had an outsized effect on brand consideration, allowing it to grow despite lack of spending power.⁶

But as this proposition faded, amidst stiffer competition, the battle for most considered telco had become a constant tussle.⁷

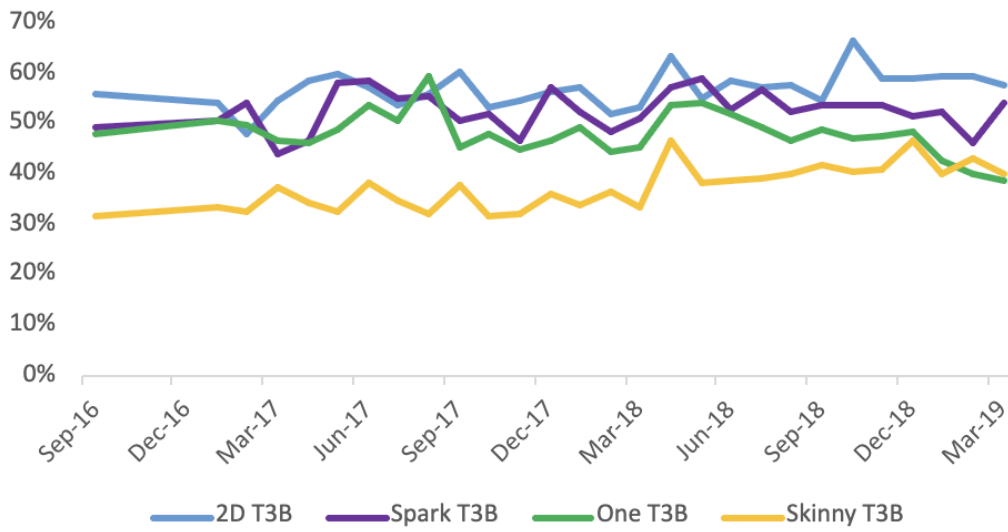
⁴ Stuff, “Telecom’s Skinny set to target youth”, 2011

⁵ 2degrees internal spend tracking, 2016-19

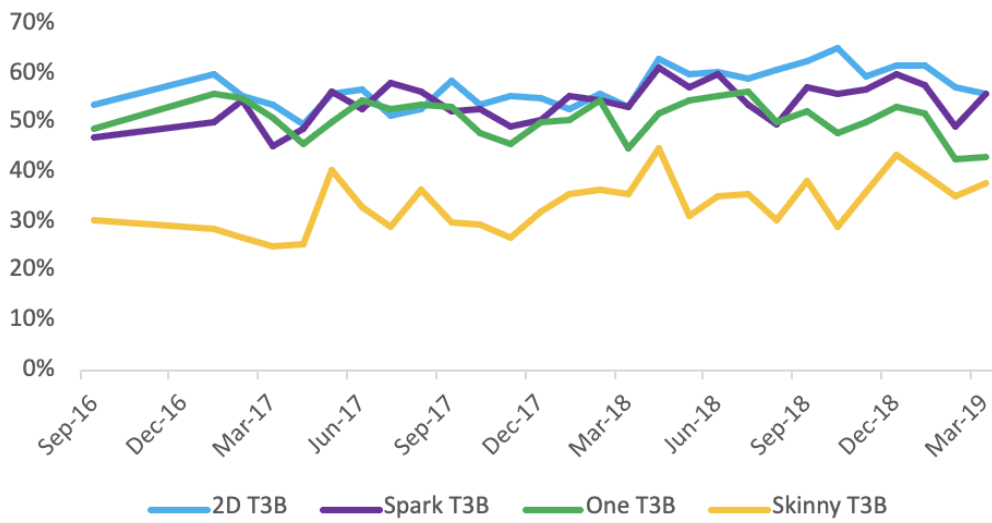
⁶ Gain Theory

⁷ 2degrees brand tracking, 2016-19

2D Mobile Consideration vs Competitors, 2016-19



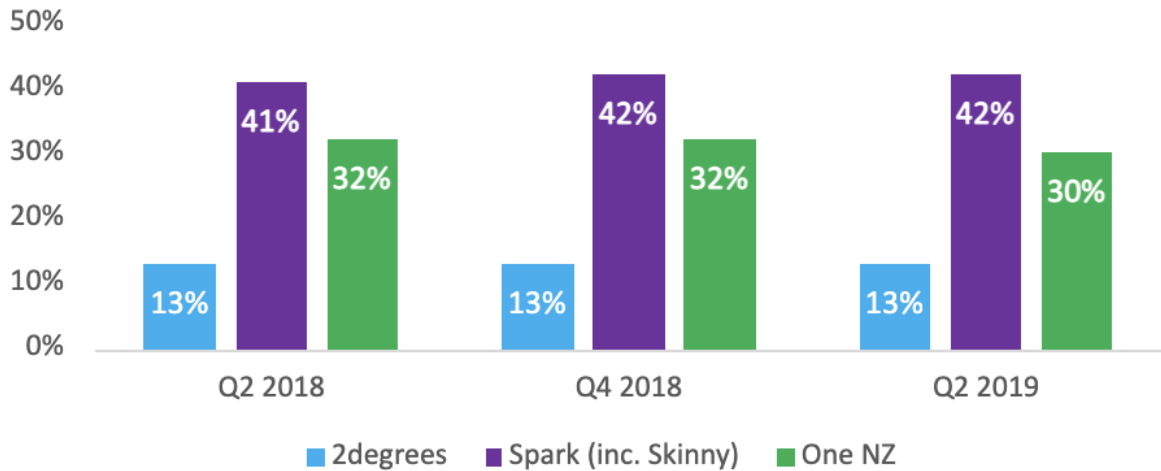
2D Broadband Consideration vs Competitors, 2016-19



As a result, revenue growth flatlined.⁸

⁸ 2degrees metrics, 2016-19

2D Consumer Revenue Share vs. Competitors 2018-19



THE CHALLENGE

In the years preceding 2019, 2degrees was lost between a fading past and an impossible future – no more competitive spirit, no more point of difference and no more growth.

We needed a galvanising, all-of-business platform that could provide renewed purpose internally, and reboot 2degrees' image in New Zealand.

01B

What were the objectives you set to address your challenge? For each objective, include: KPI, benchmarks, previous outcomes and the rationale for why it was selected.

Please outline one business/organisational objective and a maximum of 3 marketing and 3 advertising/comms objectives.

Given the long-term nature of your campaign, illustrate how your objectives evolved over time.

1. **Create more distinctive, compelling comms, lifting campaigns consistently above 2degrees norms for Recall (24%), Branding (56%) and Comprehension (38%).**
 - *2degrees couldn't compete with Spark and One on media spend. Every misattribution or misunderstanding presented a bigger opportunity cost for 2degrees than it would competitors.*
2. **Strengthen 2degrees' position as New Zealand's most considered telco.**
 - *Despite efforts to 'grow up' and broaden appeal, 2degrees had failed to widen the consideration gap.*
3. **Become the number one telco for revenue and share growth.**
 - *Being a distant third by both revenue and growth, 2degrees needed momentum where it mattered most.*

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02.	<p>Insights & Strategy [25%]</p> <p>This section covers the key building blocks of your strategy. Explain to the judges how you arrived at your strategy and clearly articulate that strategy. Focus on the thinking or insight(s) that unlocked your solution and tied it to successfully addressing your objectives.</p>
02A.	<p>Explain the thinking that led you to your strategy. Explain how any insights discovered were directly tied to your brand, your audiences behaviours and attitudes, your research and/or business situation.</p> <p><i>Insight 1: The big telcos were mistrusted, even by their own customers.</i></p> <p>Spark and One were two of the worst-rated brands for customer service in the country, with less than half of their customers satisfied.⁹ But long contracts and fear of coverage issues – as well as high media spend – kept their customer base high.</p> <p>Meanwhile, 2degrees was still offering a much fairer experience...</p> <ul style="list-style-type: none"> • Free data for an hour a day • Free Aussie roaming for businesses • Discounts for 'Kiwi Heroes' • Rollover pay monthly data • Free to share carryover data • WiFi-enabled calls and texts • 12 bills a year, not 13 <p>...but had stopped calling out the disparity.</p> <p><i>Principle 1: Blow the whistle on telco <u>unfairness</u>.</i></p> <p><i>Insight 2: 2degrees was a business of outsiders, fighting for better customer outcomes.</i></p> <p>Whilst 2degrees may have lost some clarity with New Zealand at large, the brand's fighting spirit could still be found in their people.</p> <p>Staff interviews showed a passion for the brand and a desire to challenge the competition.¹⁰</p> <p>This passion translated into better customer outcomes. 2degrees' NPS was double that of Spark and One. Brand health amongst 2degrees customers dwarfed that of non-customers.¹¹</p> <p>Those that were with 2degrees, felt the difference. Those that weren't, didn't.</p> <p><i>Principle 2: Make our <u>fighting spirit public</u>.</i></p>

⁹ Consumer NZ, 2017

¹⁰ Agency staff interviews, 2019

¹¹ 2degrees brand tracking, Jan 2019

Insight 3: The category had gotten heavy.

Phones are inherently fun. Texting friends. Pokemon Go. The summation of the entire human experience at your fingertips!

But other telcos had forgotten this.¹²

Stories of absent fathers and sick dogs had given the category an earnest tone, at odds with how 2degrees, and most of New Zealand, saw phones.

Embracing the fun inherent in 2degrees, and our handsets, was an important way to stand out in an increasingly serious category. We could 'grow up' the brand whilst still being fun and entertaining.

Principle 3: Use the fun language of phones to get Kiwis onside.**Awakening a people's champion**

Unfairness was rife, left unchecked in a category that felt increasingly distant from everyday phone use.

But there was still an internal army at 2degrees with the knowledge and the stomach for a fight. We just needed the brand platform to set them loose.

02B.	What was the Core Idea or strategic build that enabled you to reach your solution? (Be succinct. A maximum of 50 words.)
2degrees is bringing back the fun, fight and fairness to New Zealand telco.	

03.	Bringing the Strategy & Idea to Life [20%]
03A.	Describe the creative solution. What was the launch creative, and how did the work evolve over subsequent years and executions?
In April 2019, we launched Fighting for Fair (FFF) : an all-of-business platform to reclaim the best of 2degrees' past, and build a bigger, brighter future.	

¹² Agency competitor analysis, 2019

Over time, this fight gained momentum, growing in scale and ambition.

ROUND 1: ESTABLISH THE FIGHT (2019-2021)

FFF launched by celebrating 10 years of 2degrees successes, quickly flipping into what was offered now.

Emojis became the ‘champions’ of the brand – symbols that represented the fun and ‘everyday-ness’ of modern communication. Emojis also sit on every smartphone in Aotearoa, including those operated by competitors, sneaking a little 2degrees into conversations across the country.

Alongside emojis, we created a whole new brand world that would be more recognisable and easier to execute:

- The 2degrees blue appearing everywhere;
- Voiceover artist, Pax Assadi;
- A banging Boney M track;
- A consistent and ownable call to action; and
- A unique tone and humour.

This new approach allowed us to affordably and hastily bring new messages to market. Any category unfairness could be called out in a matter of days, our cheeky tone highlighting when competitors were being 🙄🙄🙄.

Stories of 2degrees fairness, told through products, services and offers were distributed at scale, with over 80 emoji-laden AV assets in the first eight months.

This brand world seamlessly bled into trade and retail, consistently upping the personality of all 2degrees comms.

ROUND 2: APPLY THE FIGHT (2020-2024)

With the challenger spirit re-established, we then applied **FFF** across the business.

We took the fight internally:

A change of headquarters created a chance to embed **FFF** internally. From socks to giant floor decals, the platform became the official company purpose and an ever-present phrase in recruitment, operations and strategy.

Today, ‘*is that fair?*’ can often be heard in meetings as a filter for decisions big and small.

We took the fight to value:

Campaigns like ‘Unfairuary’ and ‘Value through the Ages’ brought 2degrees’ fairer pricing philosophy to the fore.

We took the fight to network coverage:

Despite having the same levels of coverage as other telcos, many Kiwis still believed 2degrees underperformed.¹³ Other telcos rely on this misconception. The 'Blind Network Test' brought fairness to coverage perceptions, proving that sometimes, telcos are all the same.

We took the fight to business:

We showed New Zealand businesses what 2degrees “brings to the table” that other telcos don't.

We took the fight to broadband:

We launched 'internet scented candles' to show New Zealand how 2degrees was making “scents” of the broadband market.

We took the fight to Christmas data giveaways:

Summer is a key acquisition window for telcos, with brands giving away years of free data to gain an advantage. We brought the fun and fight to the usual data lolly scramble with 'Data Piñata', a nationwide hunt now entering its fourth year.

ROUND 3: EXPAND THE FIGHT (2022-2025)

As the brand grew in stature, Skinny and other MVNOs rose to challenge 2degrees, going all-in on price. This meant we had to expand the fight beyond value and into culture.

Fight for fairer phones

Phones and technology have the power to positively connect us. But phones can also cause disconnection and negatively impact our wellbeing.

With no other brand stepping up, The Fairer Phones Project was created.

Three years in, this ongoing commitment has:

Demonstrated the power of in-person connection with '*Real Mode*';

Taught a generation of young Kiwis the good and bad '*Tings*' of phones with the *First Phone Programme* (now integrated into the NZ school curriculum);

And educated rangatahi on how to control their '**NOTifications**'.

Fight for fairer sport

Women and girls in sport face hurdles their male counterparts can barely imagine. We think that's unfair.

That's why we:

- Pay women's codes the same sponsorship fees as men.
- Fund initiatives like '*Girls Got Game*'.
- Innovative fan experience with the world's first TikTok sporting final.
- And help parents keep their girls engaged with the SupportHER Club.

Fight for fairer climate

Post-Covid, big businesses were walking back on Net Zero targets.¹⁴ That's unfair. So we became the first telco to have targets validated by Science Based Targets initiative (SBTi). We launched this policy with ringing phones inside a giant, melting ice block, urging businesses to 'Answer the Call' on the climate crisis.

¹³ 2degrees brand perception metrics, 2019

¹⁴ Financial Times, "How companies are starting to back away from green targets", June 2024

The fight goes on

This is a snapshot of how 2degrees spent six years fighting unfairness. With unfairness still rife in the category and broader society, the platform will grow as the fight for fair continues.

03B.**WHAT WAS THE COMMUNICATIONS STRATEGY?**

This section relates to the media and communications thinking and strategy that brought the creative solution to life in the most powerful and relevant way for the target audience. Include all significant touchpoints and channels in this section.

Outline the rationale behind your communications strategy. Explain how the key elements worked together to drive results. How did the media thinking evolve over subsequent years?

This is a long-term platform in one of New Zealand's most competitive sectors. Therefore, comms strategy is largely employing the basics, well: broad reach, consistent executions, smart activation and strong customer experience.

Instead of covering these brilliant basics, we'll focus on three factors which made **FFF** uniquely effective.

Fair to the core

If the customer experience and corporate culture isn't fair, especially in New Zealand where trust and reputation are vital, a platform around 'fairness' would cause more harm than good.

That's why at 2degrees, fairness is everywhere you look:

- '**Fighting for Fair**' emblazons the head office, greeting staff every morning.
- Supply chain teams build agreements on standards of 'fairness'.
- Community initiatives are funded for 'fairness'.
- Fairness is built into policies like Fair Parenting parental leave.
- Product teams design for fairness.
- Retail and CX teams embrace fairness as the ethos for market-leading service.
- Legal takes pride in drafting T&Cs in plain English.
- And the leadership team even made "**Fighting for Fair**" the entire company purpose.

With fairness embedded across the organisation, it is inherent in every customer touchpoint.

Successful fights need allies

Every rebellion needs a coalition. When it comes to building reputation and creating advocacy for the brand, partners and earned media have been critical:

- Netsafe has helped shape our thinking and increase impact in Fairer Phones.
- Diverse partners like TikTok, Sky and the Tania Dalton Foundation have ensured our impact on women's sport has scale and credibility.

- Various members of the New Zealand media have amplified our crusade for a fairer New Zealand.
- The Chamber of Commerce and Datacom work with us to help make New Zealand fairer for businesses.

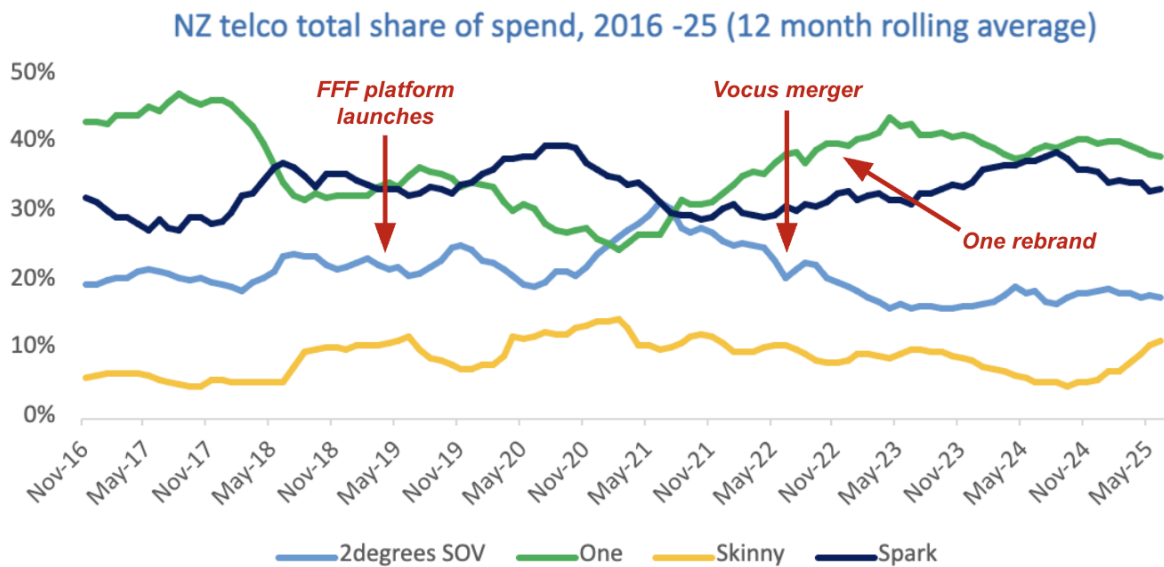
Challenger spirit comes with a challenger budget

2degrees could never compete with the big two on media spend.

This disparity surged after the 2022 merger with Vocus. This merger proved that 2degrees was going in the right direction, with Vocus immediately adopting the 2degrees brand.

But with this came significant internal cost control, at a time when competitor spend increased, with Vodafone’s rebrand to One upping the stakes.

Skinny also closed in. Today, the gap between 2degrees and Skinny share of spend (12 month rolling average) stands at just **6%**.¹⁵

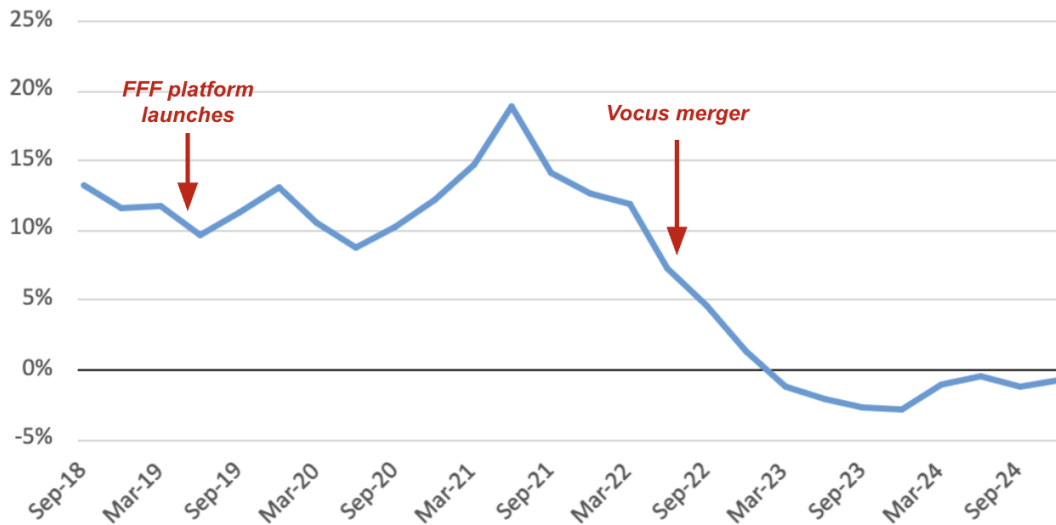


This plunged our Share of Voice below Share of Market.¹⁶

¹⁵ 2degrees internal spend tracking, 2025

¹⁶ 2degrees internal spend tracking, 2025

Quarterly Excess Share of Voice position (2018 to 2025)



After the merger in June 2022, **FFF** had to work harder. During the entirety of 2023 and 2024, 2degrees failed to register a single quarter with positive eSOV.

Effective comms in this environment meant:

- Creation and militant use of DBAs across channels.
- Low-cost production that carried impact.
- Performance messages in high-reach channels - pricing and experience were key comparative advantages, so we couldn't bury these in digital banners.
- Storytelling in culture and sponsorship that created organic conversation.

Despite these pressures, **FFF** continued to grow from strength to strength.

List all supplementary communications touch points used in this campaign (the touchpoints that were not central to the campaign).

Year 1 - 2019	<i>In-branch, customer comms, internal comms, PR, Super Rugby sponsorship</i>
Year 2 - 2020	<i>In-branch, customer comms, internal comms, influencer, social content, Super Rugby sponsorship</i>
Year 3 - 2021	<i>In-branch, customer comms, internal comms, Super Rugby sponsorship</i>
Year 4 - 2022	<i>In-branch, customer comms, internal comms, PR, influencer, digital experience, Super Rugby sponsorship</i>
Year 5 - 2023	<i>In-branch, customer comms, internal comms, PR, influencer, digital experience, Super Rugby sponsorship</i>

Year 6 - 2024	<i>In-branch, customer comms, internal comms, PR, influencer, digital experience, Super Rugby sponsorship</i>
Year 7 - 2025	<i>In-branch, customer comms, internal comms, PR</i>
What was the \$ Spend? Outline the media and production spend on the campaign within the campaign period. Use actual spend rather than ratecard. In the case of donated media please list the rate card value separately from the paid media spend.	
Year 1 Media Spend - 2019	\$22.7m
Year 2 Media Spend - 2020	\$31.6m
Year 3 Media Spend - 2021	\$33.8m
Year 4 Media Spend – 2022	\$23.1m
Year 5 Media Spend - 2023	\$20.8m
Year 6 Media Spend - 2024	\$42.9m
Year 7 Media Spend - 2025	\$11.8m
Outline the media spend in relation to competition over the course of the campaign:	<p><i>Total share of spend April 2019 - June 2025</i></p> <p><i>2degrees: 21.1%</i> <i>One: 35.6%</i> <i>Spark: 33.9%</i> <i>Skinny: 9.4%</i></p> <p><i>2degrees share of spend has been falling since 2022.</i></p> <p><i>Last 12 months only:</i></p> <p><i>2degrees: 17.4%</i> <i>One: 38.2%</i> <i>Spark: 33.2%</i> <i>Skinny: 11.2%</i></p>
Year 1 Creative Production Spend 2019	\$2.13m
Year 2 Creative Production Spend 2020	\$1.55m
Year 3 Creative Production Spend 2021	\$2.05m
Year 4 Creative Production Spend 2022	\$1.4m
Year 5 Creative Production Spend 2023	\$2.15m
Year 6 Creative Production Spend 2024	\$2.37m
Year 7 Creative Production Spend 2025	\$365k

04. **WHAT WERE THE RESULTS? [20% for 4A and 15% for 4B].**

Outline the results achieved by the campaign against the short and long-term objectives set, provide conclusive proof that it was the campaign that drove the results.

In this section, the judges will be looking to see a clear cause and effect between the communication activity and business performance over time. Show the compelling evidence that will convince even the most cynical finance director.

Please Note: All results must be sourced to be judged; any unsourced results will not be considered by judges.

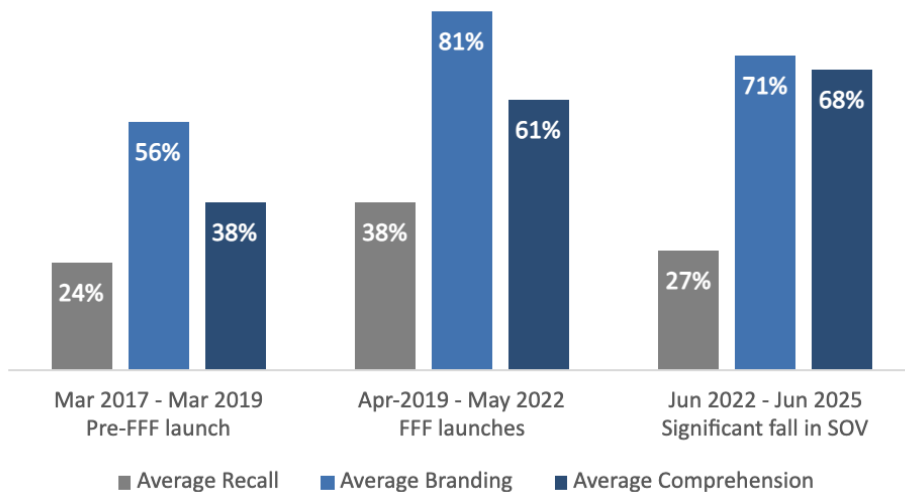
04A **Overall achievement against objectives [20%].**

Clear proof that the objectives established in section one have been achieved. Judges will be seeking quantified results. Successful entries ensure that results can easily be aligned against objectives established in section one.

Note: Please ensure all data is sourced, and is specific to the results period outlined in the Call for Entry, and geographically isolated to Aotearoa.

Objective: Create more distinctive, compelling comms, lifting campaigns consistently above 2degrees norms for Recall (24%), Branding (56%) and Comprehension (38%).

With a clear point of view, appealing tone of voice and consistent use of DBAs, performance of individual campaigns improved significantly and survived the fall in share of voice.¹⁷



Objective: Strengthen 2degrees’ position as New Zealand’s most considered telco.

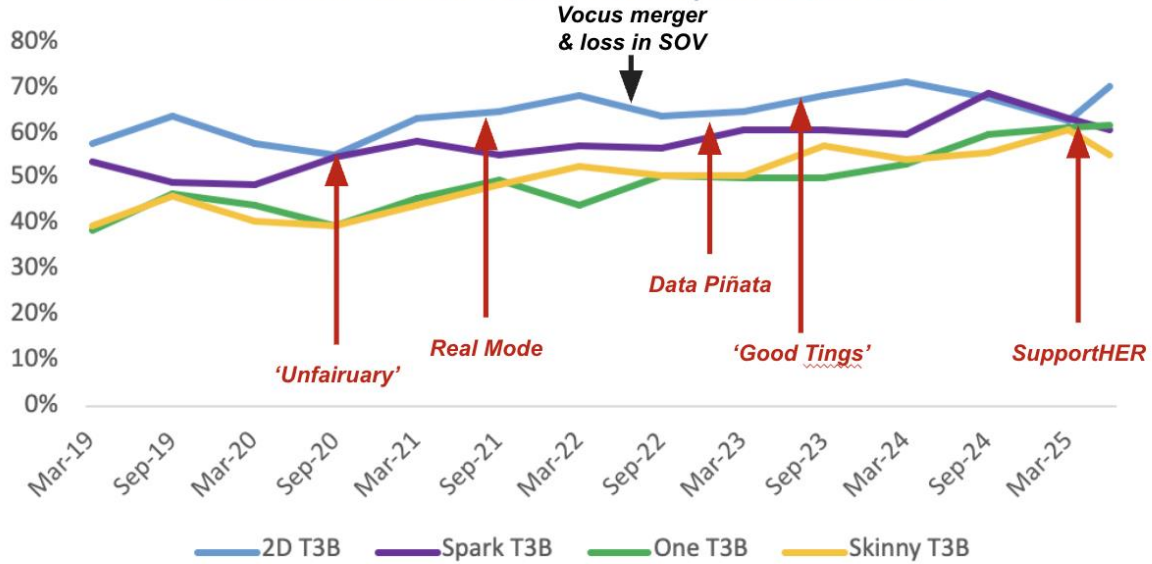
FFF helped strengthen 2degrees’ lead across Mobile and Broadband to **more consistently remain no.1**.¹⁸

¹⁷ 2degrees comms tracking, 2019-2025

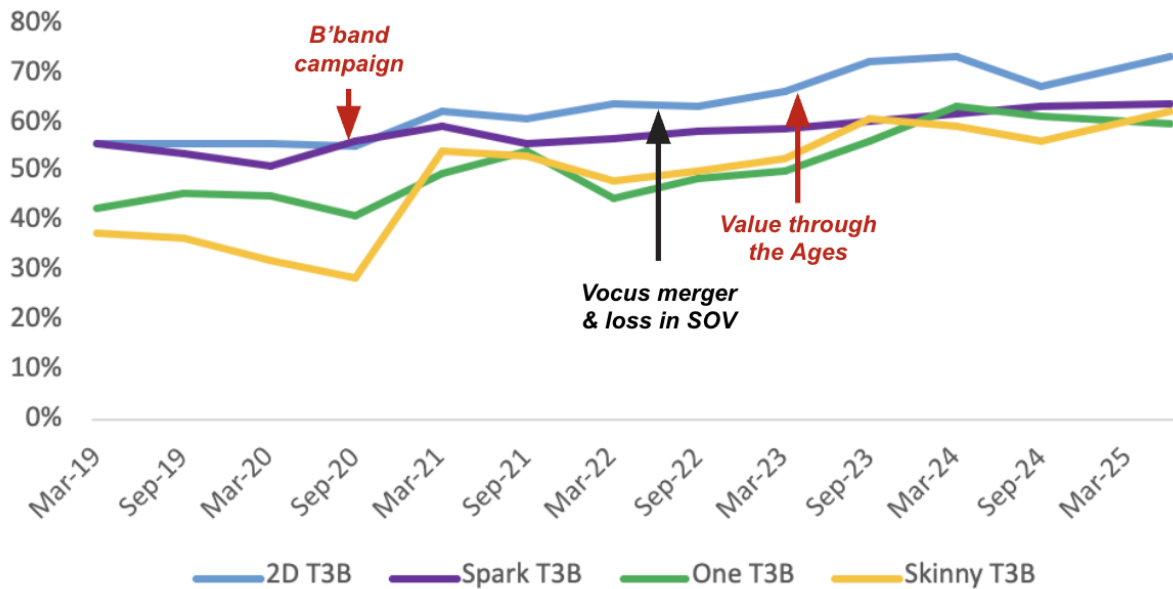
¹⁸ 2degrees brand tracking, 2019-2025

Apart from a short period in 2024, 2degrees has remained the most considered telco across Mobile and Broadband since the end of 2020.

2D Mobile Consideration vs Competitors, 2019-25



2D Broadband Consideration vs Competitors, 2016-25

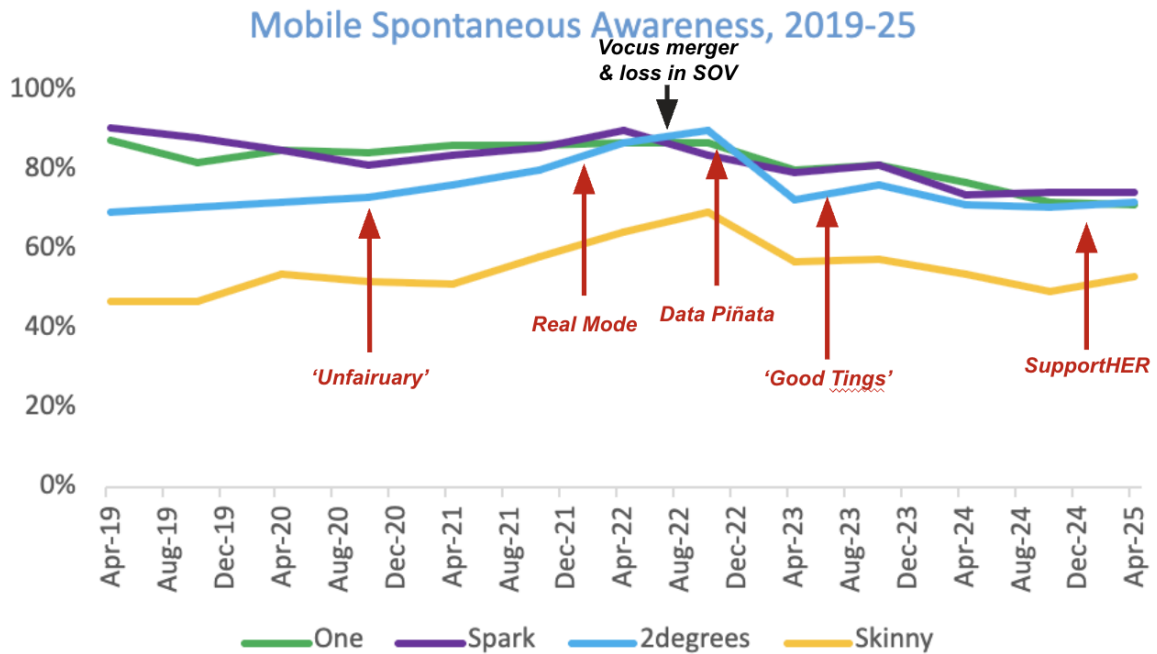


In 2019, given the difference in size and spend between 2degrees and competitors, becoming the telco with highest awareness was a fantasy. In Mobile, 2degrees was **20pp** behind leader Spark for spontaneous awareness.

But in late 2022, **FFF** took 2degrees overtook Spark and has kept pace with the big two ever since.¹⁹

¹⁹ 2degrees brand tracking, 2019-2025

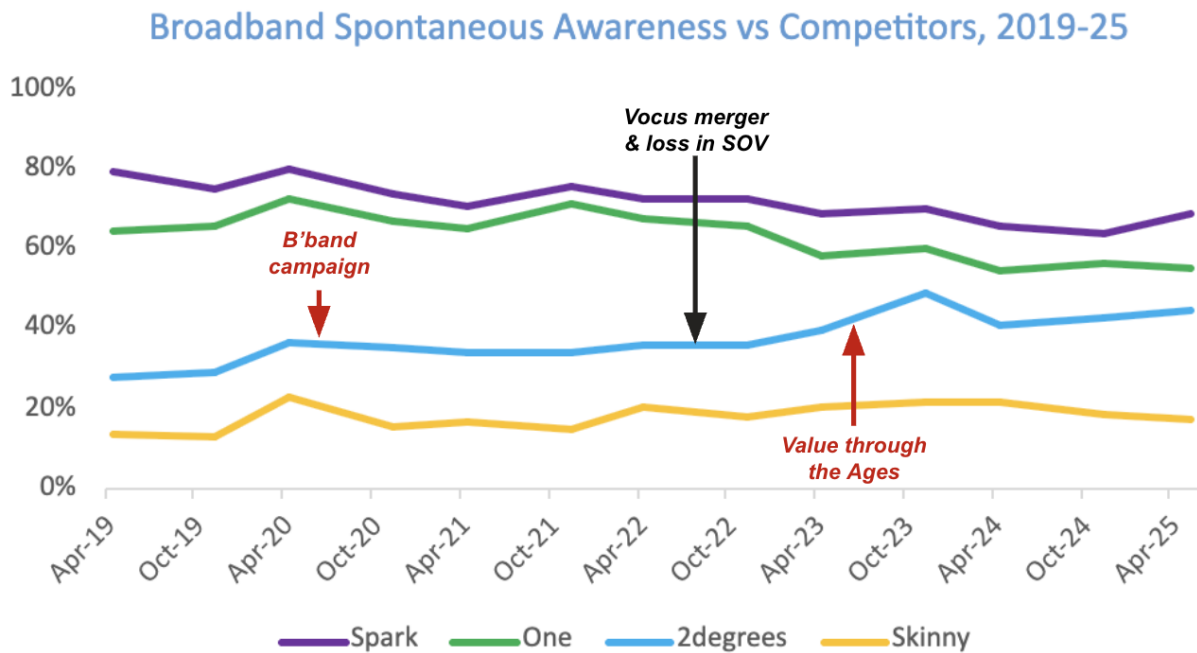
Today, the gap sits at **-5pp**, despite Spark almost doubling 2degrees' media spend in 2025.



In Broadband, the gap is closing between 2degrees and leader Spark.

2019 → 51pp

2025 → 22pp



Objective: Become the number one telco for revenue and share growth.

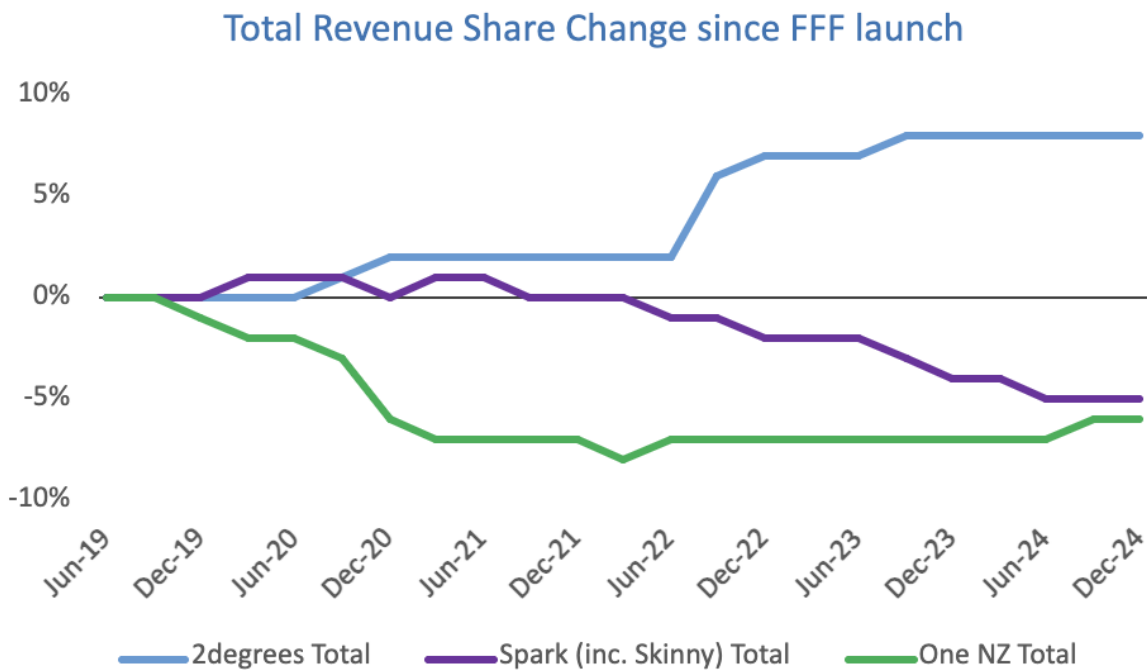
Today, 2degrees is the fastest growing major telco.²⁰

Between **FFF** launching and the end of 2024, 2degrees overall revenue **far outpaced the category, growing by 96%** whilst the big two saw overall declines - despite Spark figures including sub-brand Skinny.

	Revenue Growth (Apr 2019 → Dec 2024)			
	2degrees	OneNZ	Spark	Total Category
Consumer	92%	-1.2%	-2.7%	19.8%
Business	126%	-34%	-10.6%	-18.2%
Total	96%	-13.1%	-5.3%	8.5%

Revenue share for 2degrees now sits at 19%, up from 11% in 2019 and closing the gap to One’s 27% and Spark’s 39%.

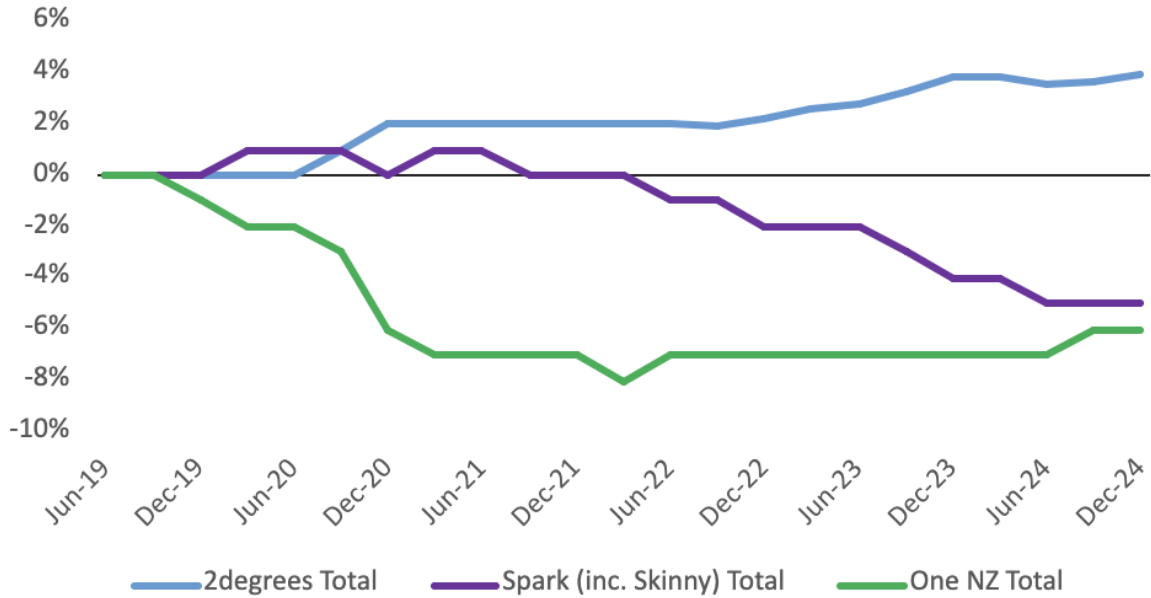
Focusing just on share changes, 2degrees has acquired 8pp share whilst Spark and One have fallen.



The 2022 merger did come with some readymade customers. However, when removing the revenue gained through the migration period, 2degrees is still the only major telco to grow since 2019 – climbing 4pp whilst Spark and One fell at -5pp and -6pp respectively.

²⁰ 2degrees commercial metrics, 2018-2025

Total Revenue Share Change since FFF launch (minus Merger migration)



Focusing on just the last 12 months, where share of spend dipped further below revenue share at ~18%, **FFF** shows no signs of slowing. These results put 2degrees at no.2 for Broadband, overtaking One.²¹

	Share of Spend			
	2degrees	OneNZ	Skinny	Skinny
FY24 (Jul-May)	18.3%	38.9%	5.2%	37.5%
FY25 (Jul-May)	17.8%	36.8%	11.3%	34.1%
PonP Change	-0.5%	-2.1%	6.0%	-3.4%

²¹ 2degrees commercial metrics, 2023-25

	YoY% Revenue Growth (2023 to 2024)		
	2degrees	One	Spark
Pre-Pay Mobile	3.1%	2.9%	1.1%
Pay Monthly Mobile	11.6%	10.9%	6.4%
Broadband	11.6%	2.5%	-8.1%
Total Consumer	10%	6%	-2%
Business	6.2%	-0.4%	-1%

Conclusion:
A distant third for spend. A distant first for growth.

By resurfacing what had always been true about 2degrees, marrying the fight and the fun, we created an effective and enduring platform that outgrew the category at a rate of 11:1.

And by embedding the platform across the business, it impacted not only comms, but the entire customer experience and corporate culture.

CEO Mark Callander was clear about the role of **FFF** in the **\$1.7bn merger**:

*Since day one, we’ve had a clear plan and purpose: **Fighting for Fair**.*

It’s guided our decisions – from product to platforms, pricing to partnerships.

The platform gives us the freedom to innovate, to take risks, and show up differently. When your brand stands for something meaningful, every dollar works harder, your proposition cut through, and customers believe in what you stand for.

Most importantly, we’ve proven you can scale without losing your challenger edge.

And with ‘**Fighting for Fair**’ engraved into the company building and embedded into all operations, this is a platform that will guide 2degrees far into the future.

04B

Convincing proof that the results were a direct result of your campaign [15%].

Outline other external factors that could account for the results outlined in 04A and provide compelling evidence and rationale for why these did not contribute significantly to those results. There are almost always other factors that could have affected your results, such as product changes, pricing, distribution, stock levels, competitive activity, weather, etc. You need to convince the judges that these factors were not responsible for your results, or estimate their contribution and/or demonstrate how they needed the campaign to amplify their impacts.

Fighting for Fair delivered exceptional commercial outcomes for 2degrees. But in a dynamic, complex category, multiple factors could have contributed to growth. Here, we address those factors.

The Vocus Merger

- Removing the revenue acquired through migration still left 2degrees with +4% growth since launching **FFF**.
- Between **FFF** launching and the merger, 2degrees revenue grew by 25% as competitors shrank, proving the platform had momentum pre-merger.²²

Infrastructure improvements

- 2degrees has significantly invested in network infrastructure over the last decade, in line with competitors. All three operators have accelerated connectivity to underserved regions. Spark has also vastly improved digital infrastructure, whilst One has launched satellite text service.
- ‘The Blind Network Test’ campaign coincided with an 8% jump in non-customers agreeing 2degrees “Has a reliable network”.²³

Price

- During an economic downturn, 2degrees’ commitment to providing value becomes more appealing, contributing to Spark and One’s struggles.
- However, 2degrees has also been undercut by Skinny and other MVNOs able to reduce margins to grow customer base.
- In response, **FFF** communications in the last two years have focused on network perceptions and culture, not just price.

eSOV paradox

- Despite having negative eSOV since 2023, 2degrees has grown share.
- A more consistent brand world, with a strong point of view, increased impact of comms (as our results show).
- Our shift to fighting fairness in culture improved campaign performance in earned media.

More than a traditional brand platform, **FFF** is a galvanising mantra for one of NZ’s biggest organisations, allowing it to better weather decreases in investment.

	<p>Guidance Notes</p> <p>Please refer to the guidance notes below, to ensure your entry conforms to eligibility criteria.</p>
	<p>Eligibility: Campaigns that ran for at least 36 months between 1 June 2022 and 30 June 2025 are eligible for entry. Campaigns may have been introduced earlier but must have run during this period and have data relative to the qualifying time. Results may be included up to 22 July 2025.</p>

²² 2degrees commercial metrics, 2019-25
²³ 2degrees brand perception metrics, 2024

Data Sources: All data referenced in the entry requires sources (recommended as footnotes on the page referenced or at the end of the entry).

Charts and Graphs: Entrants are encouraged to display data via charts & graphs within the limits allocated in each question. Sources required for all data including charts and graphs.

Agency names: No agencies, of any kind, are to be included in the entry.