

Vodafone Fold Campaign

Marketing Problem

When it comes to technology leadership, Vodafone New Zealand is light years ahead of its main rival Telecom. Vodafone has better products and services that enable you to do far more. The problem was, the New Zealand public still perceived Telecom as the more innovative of the two companies. We were tasked with changing this perception.

The Idea

Don't get all technical, just show people that you can do cooler stuff with your mobile if you're with Vodafone. We came up with a simple yet really cool device: Fold. How you can fold all of the things you love onto your mobile. Maps, music, TV, even the internet. We launched with a TVC then did magazine, POS, SMS and PXTs all driving you to trial or to go to the hot new website we also developed.

The Results

Fold blew the competition away. Over 35% of competitor customers are now considering switching to Vodafone, our PXT generated a 26.97% click through rate (4% is the average here) and even better, Vodafone Australia loves the work so much, they're running the material over there too.

'Fold' TVC



'Compass' Press Ad



'MusicStation' PXT



'Internet on your Mobile' PXT



Vodafone Innovations Website

