

Eircell

'Ready to go'

Those Ready to Go Phones, they have taken off enormously well ...

Absolutely, an absolutely phenomenal success altogether.

The Gerry Ryan Show, RTE

INTRODUCTION

Eircell, the premier mobile phone operator in Ireland, is at the most fundamental level involved in the business of selling airtime. Traditionally, airtime has been billed as it is used in the month following its usage, referred to as post-paid. Whilst a post-paid means of payment is internationally the most common means of payment, Eircell explored the possibility of introducing a prepaid system of selling airtime to the Irish market. This paper describes the overall approach that was taken in launching this proposition.

MARKETING BACKGROUND

In a market, which they had previously dominated as sole player, Eircell aimed to increase mobile ownership in Ireland to beyond the European average. The launch of Esat Digifone onto the market in March 1997 resulted in wider consumer choices and greater price competition. This competition was driven by short-term offers through the agents and had helped fuel increased interest in mobile phones. At this time, 11% of the population owned a mobile phone. Market growth was moving from niche (primarily business) to mass (business & social). An opportunity existed to tap into this new usage trend. Social calls

had doubled during the previous 18 months.

Careful consideration of the Irish market had detected a segment of the market that was reluctant to buy mobile phones. It became apparent that the main reason for this was an unwillingness of this segment to become involved in a contract and the receipt of monthly bills.

Research had shown that a prepaid service accelerates market growth; makes mobiles more accessible to all; taps into under-performing market segments; and creates an entry point into mobile telephony from which people eventually move onto tariffs.

MARKETING STRATEGY

The marketing strategy was incremental: Because mobile telephony is so new, Eircell needed to establish its knowledge base and learn at every stage of the process:

- Research - Finding out what customer wanted/wants.
- Develop a package that can fill the 'want-gap' found in the research.
- Pre-testing concepts.
- Implement and communicate the offering in a meaningful way to the target market.

CAMPAIGN OBJECTIVES

- Prompt and stimulate latent demand for a prepaid service, i.e. Ready to Go, by opening the 'cellular door' to the mass market and create awareness of Ready to Go within 1 month of launch
- Capture the first time user market by moving firmly towards all hesitant mobile phone users, i.e. women and the youth market, who are



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Eircell

Agency:
Saachi & Saachi

Team:
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traditionally difficult to target

- Communicate the key benefits (functional and aspirational) of the product to consumers
- Position Ready to Go as the ideal Christmas gift
- Sales of 40K units by the end of March 1998

EXECUTIONAL OBJECTIVES

- Create a distinctive, full through the line communications campaign and plan
- Ensure that all communication be simple, effectively branded and clear
- Add strength to the Eircell brand
- Develop a distinctive brand concept, image and personality for Ready to Go within the Eircell brand

OVERALL

We wanted to position Ready to Go as the ideal product for anyone who ever wanted to go mobile, but thought they couldn't afford it. Ready to Go gives you the freedom to talk without the hassle of monthly bills.

The creative brief was developed with all of the above objectives in mind and the advertising proposition therefore became: "Mobile thrills. Without the bills". Support for this proposition came from Ready to Go being the first service of its kind in Ireland to offer consumers the benefits of owning a mobile phone but without the usual bills.

CREATIVE RATIONALE

All the advertising was required to reflect this innovative new product. A character was developed that could be used across all visual media to represent the product and its benefits. This character encompassed all of the key traits of our desired brand character. He was young, vibrant, colourful, dynamic and energetic, with appeal for the mass market, but more specifically for the youth market. He

was simple, but yet effective and very soon came to symbolise the freedom from bills associated with Ready to Go. All of the advertising featured 'Hugo' against bright backgrounds of vivid colours that reflected the personality of this unique product.

MEDIA RATIONALE

The media mix for Ready to Go consisted of Television, Radio, Press and Outdoor. The objective of the media campaign was to create high awareness of the product very quickly. To facilitate ease of execution and transmission, the media campaign was designed to use the smallest possible number of commercial size changes, designs and colours. In this way the campaign would be consistent throughout and would provide a consistent look and feel for the target audiences.

SIMPLIFIED CAMPAIGN PLAN

The advertising campaign launched on October 17th. Significant PR and promotional activity had previously announced the imminent arrival of Ready to Go in order to generate prior media and target audience interest.

MEDIA PLAN

The media mix for Eircell Ready To Go (RTG), consisted of Outdoor, Television, Radio, and Press.

- The media activity commenced with 48 sheets, superlites and Dart Cards on 17th October 1997, showing the announcement executions of 'Rocket' and 'Surfer'.
- Television used 3 x 15-second commercials. The activity commenced on 31st October 1997, developing the 'Rocket' execution already featuring on outdoor.
- Radio used the same copy titles as TV and commenced on 31st October 1997.
- Press activity commenced on 31st October 1997, with 15 x full-page

colour advertisements in national press, using the 'Rocket' and 'Surfer' executions featuring on outdoor and TV.

- Additional support was provided by inserts in the Irish Times, Sunday World and RTE Guide. One page colour was placed in Phoenix magazine and 24 advertisements in the Irish Times Christmas gifts section.

The percentage split by media is as follows:

Outdoor	30%
Television	13%
Radio	18%
Press	39%

RESULTS

SALES

Total number of units sold by 31st December 1997: **70K**

This is an outstanding sales figure, given that the projected figure was 40K by end of March 1998.

READY TO GO MARKET SHARE

100% of the prepaid mobile market
16% of the total mobile market

Brand awareness at 30/11/97	53%
Brand awareness at 31/12/97	65%
Brand awareness at 31/01/98	75%

(Source of findings: Lansdowne Market Research)

The Christmas six sheet campaign scored very well in the MRBI/Poster Impact report. The recall level was 54% with an overall 2nd place for the month of December 1997.

Our Christmas 48 sheet campaign also scored extremely well in the MRBI/Poster Impact report. The recall level was 52% with an overall 2nd place for the month of December 1997.

(Source of findings: PML MRBI/Poster Impact report)

CONCLUSION

The success of Ready to Go has been phenomenal. Sales have rocketed past all projections and awareness and understanding of the product are higher than ever anticipated. The gap of hesitant mobile phone users that was identified in the marketplace has been filled by the launch of a prepaid product offering, i.e. Ready to Go. Whilst the success of the product stems back to its origin, the product concept, we believe that the success has been accentuated by a highly focused and effective advertising campaign.



6 sheet poster.

The new way to go mobile
All you need to get going is one pack

Includes a mobile phone, charger and £20 Go Card

Once activated, your Go Card is valid for 60 days

No bills
No connection fee
No rental
No contract
No hassle

You're the one in control
This year's coolest gift is ready to go

£99 Ready to Go

(RSP £99 inc. VAT)
Terms and conditions apply

Colour press & magazine.

The new way to go mobile
All you need to get going is one pack

Includes a mobile phone, charger and £20 Go Card

Playback - Eircell's 24 hour answering service. Takes your messages when you are busy or don't want to be interrupted

No bills
No connection fee
No rental
No contract
No hassle

You're the one in control
Now you're ready to go

£99 Ready to Go

The new way to go mobile
from Eircell.

All you need to get going is one pack

Includes a mobile phone, charger and £20 Go Card

Playback - Eircell's 24 hour answering service. Takes your messages when you are busy or don't want to be interrupted

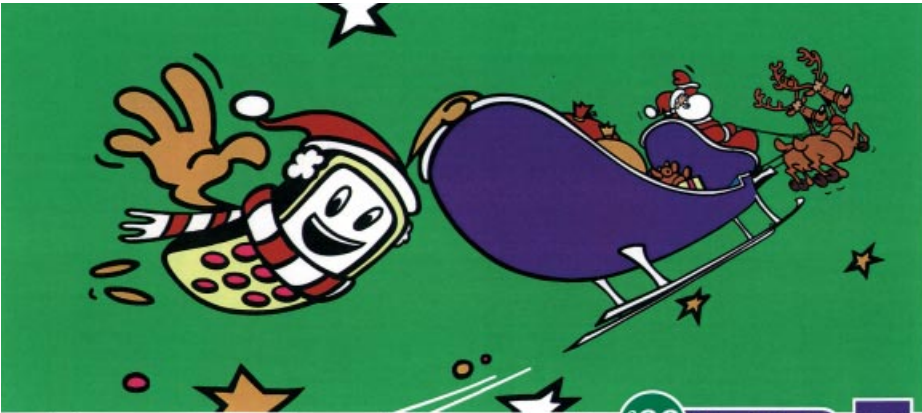
No bills
No connection fee
No rental
No contract
No hassle

You're the one in control
Now you're ready to go

£99 Ready to Go



Mobile thrills without the bills from Eircell **£99** Ready to Go 

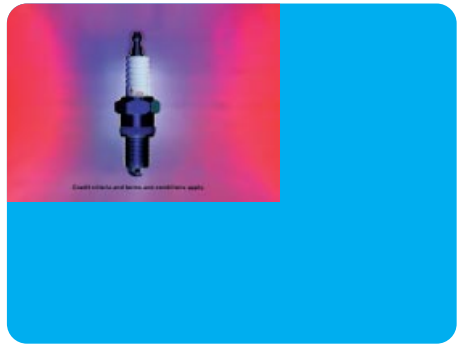
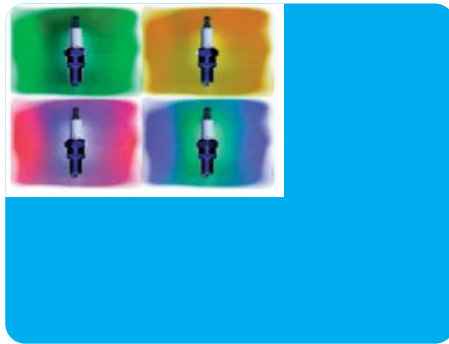
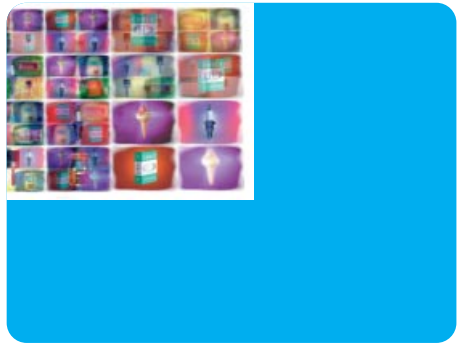


This year's coolest Christmas gift **£99** Ready to Go 



The new way to go mobile from Eircell **£99** Ready to Go 

48 sheet posters



TV commercial.