E-1063-896

Vodafone Discoverage

Product
Vodafone Discoverage

Category Entered
Positive Change: Social Good - Brands

ENTRY DETAILS

Dates Effort Ran (Total)

List the start/end dates of the effort, even if it goes beyond the Effie eligibility period.

Efforts that are ongoing should leave the end date blank in the Entry Portal.

Date From	2022-04-05
Date To	2022-05-30

Countries Effort Run In

List the countries the effort

Romania

Regional Classification

Select all that apply.

Please note that if your effort is Multinational, your entry must be isolated to adhere to the eligibility parameters for your Effie program.

National

Industry Sector

Classify your brand/product by one of the available industry sectors, or choose Other.	Internet & Telecom

Industry/Category Situation

Select one.

Growing

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

The Challenge:

(Maximum per line: 20 words)

How can Vodafone help Salvamont save more people lost on the mountain?

The Insight:

(Maximum per line: 20 words)

The faster the rescuers can find people, the bigger the survival rates.

The Idea:

(Maximum per line: 20 words)

We launched Discoverage: an innovation that repurposes Vodafone's 5G Network to help rescuers efficiently locate hikers in difficulty.

Bringing the Strategy to Life:

(Maximum per line: One sentence - 20 words)

A 360-comms campaign documented & amplified a rescue mission where tech joins saviours in finding a victim on the mountain.

The Results:

Salvamont saved 350 lives by using our innovation.

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Saving lives of hikers in danger is a matter of having the right timing: the faster rescuers could find them, the bigger their chances of survival.

Discoverage, an innovation powered by Vodafone 5G network and crafted by state-of-the-art tech was designed especially for this need: to help Salvamont Mountain Rescuers locate and save faster the people in dangerous situations.

We documented the real usage of this innovation and transformed it into a 360-comms campaign that showed how technology can literally save lives.

This innovation not only strengthened Vodafone's responsible brand perception but, more important, it saved hundreds of lives.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

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 why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes? What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

VODAFONE & SALVAMONT: A PARTENERSHIP FOR (SAVING) LIVES

Vodafone's bigger brand purpose is to bring progress in people's lives through technology. Thus, a long-term partnership with Salvamont, the National Mountain Search&Rescue Organisation, represents a compelling way to apply the brand philosophy in daily life.

LOCAL TOURISM HAS BEEN FLOURINSING DURING THE PAST YEAR

After years of this long-term partnership with Salvamont, the collaboration needed to evolve along with the change in how people spend their free time: more Romanians rediscovered the beauty and benefits of hiking.

Thus, in the last year the local tourism increased by 25%, while 31% from all Romanian tourists chose to go mountaineering. An impressive percentage as Romania has a population of 18 mil people[1].

THE NUMBER OF HIKERS IS INCREASING, BUT SO DO THE NUMBER OF ACCIDENTS & DEATHS

The not-so-bright side of the story is the increasing number of mountain rescue missions: +40% in rescue missions performed by Salvamont vs the previous year. In 2021 [2], Salvamont mountain rescuers have performed 7200 interventions but, tragically, the number of deaths has also increased: 50 people have lost their lives in 2021 [3] while in in the first 3 months of 2022, the number had already reached 70 [4].

To ensure mountains are safe for all, Salvamont needed a solution to optimize their intervention time and ensure a reliable way of finding and rescuing an ever-increasing number of victims.

CHALLENGE

How can Vodafone use its 5G network and its compelling technology potential to create a service that will help Salvamont keep safe more and more people present on the mountain?

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIS) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

List each objective individually. We have allowed for one key business objective (required) and up to 3 Customer (marketing) and Activity (comms) objectives (1 required, 3 maximum for both types). If you had fewer customer and marketing

objectives, that is fine, please leave the fields blank. For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? View guidance here.

Business Objective

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives.

For each objective, you may include up to three charts/graphs.

Reference 1

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Decrease the number of deaths by helping rescuers reduce the time to locate hikers in need.

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Time is one of the most important parameters for rescuers when they need to act. Thus, a system that helps them correctly locate the hiker in need is not only a prerequisite of their successful intervention but a true gold mine for their actions.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

With 70 deaths registered in the first 3 months of 2022, the goal was to help rescuers have the best information to organize their missions and save more lives.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

Marketing Objectives

1

Objective - Overview & KPI

State your objective here. (Max: 30 words)	Increase **"Responsible brand"** brand indicator among non-users **by 3 points** vs the month before the campaign
	Benchmark: 24.9%

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)	The "Responsible Brand" indicator is intrinsically tied in with Vodafone's Brand purpose and it expresses the constant focus of the company in creating positive impact in society.

Measurement - How did you plan to measure it?

(Maximum: 30 words)	Brand Tracking, June vs March 2022

Tagging - What keywords best describe your objective type?

• You may have more than one objective of the same type. • Unsure which objective type to select? View guidance here.	Changes in Specific Brand Attributes

2

Objective - Overview & KPI

State your objective here. (Max: 30 words)	Increase Vodafone's **brand reputation by at least 5 points**, vs the month before the campaign June vs March 2022

Rationale – Why the objective was selected & what is the

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

The **brand reputation** indicator shows the overall salience and positive sentiment behind the brand awareness.

The benchmark: 54,6%

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Corporate Reputation Management | RepTrack, June vs March 2022

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Changes in Specific Brand Attributes
Cultural Relevance

3

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Increase **"Cutting Edge Solutions for better lives"** brand indicator among non-users by 2 points vs the month before the campaign.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

This indicator measures Vodafone positioning as a company that delivers new and relevant technology to bring progress in the lives of people.

Benchmark: 31.2%

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand Tracking, June vs March 2022

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Changes in Specific Brand Attributes

Cultural Relevance

Activity Objectives

- **1**

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Have at least 50K downloads for Salvamont app, during campaign period.

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

As an integral part of the system, the app is a crucial part for the system to find each mountaineer. In order to be located people need to have the installed.

Measurement - How did you plan to measure it?

(Maximum: 30 words)   App Store & Google Play analytics, during campaign period.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Reach (e.g. open rate, shares, views, attendance)

Acquisition/Intention

2

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Have a total reach of at least 8 million users, during the campaign period

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)   The more people know about the solution, the better the chance they can be helped if in need. The benchmark is related to the level of reach obtained in a previous campaign dedicated to another social cause.

Measurement - How did you plan to measure it?

(Maximum: 30 words)   Aggregate the reach on social media networks: June vs March 2022

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Reach (e.g. open rate, shares, views, attendance)

3

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Obtain at least 35k unique visitors on campaign website, during campaign period

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Correct information about the system's coverage and functioning was essential for its useful deployment.

The figure is related to a previous campaign that proposed a digital innovation with a tangible social impact.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Campaign site analytics, campaign period.

Tagging - What keywords best describe your objective type?

- You may have more than one objective

Reach (e.g. open rate, shares, views, attendance)

Section 1: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

Provide sources of data included in your responses to Section 1.

1. Romanian Tourism Ministry, 2021-2022 data
2. Salvamont data, March 2022
3. Salvamont data, March 2022
4. Salvamont data, March 2022

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge.

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both. What perceptions or behaviors are you trying to affect or change?

Commerce & Shopper Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

(Maximum: 300 words; 3 charts/visuals)

The saving lives "equation" implies two parts: the rescuers & the hikers

THE RESCUERS:

They face the most extreme natural conditions and are in a perpetual race against time to get to those who need their help.

Highly trained individuals, they already possess hard skills when they come to the Salvamont school. Passionate and motivated individuals, they are trained and evaluated not only on their physical and technical skills, but also their motivation, determination, and resilience.

They are the embodiment of reliability for those who find themselves in limit situations in a dangerous environment. They are always ready to help, they never quit, and they always protect others. But they are also constantly under immense pressure, as any lapse in focus and performance leads to the direst of outcomes. They need all the help they can get, as lives depend on it.

THEIR KEY NEED: when I'm on a mission to find people in danger, I need to not lose time with false tips.

THE HIKERS

62% of Romanians that have listed technology (apps, gadgets, internet) as an interest [1], have mentioned outdoor activities as well, with an additional 42% of these individuals mentioning "mountains" or "hiking" [2].There is a significant segment of people in Romania that are both tech savvy and enjoy nature.

They are nature lovers and have an active lifestyle, using their free time to travel, visit and explore new places. They enjoy the challenge of mountain hiking as it gives them the opportunity to spend meaningful time by themselves or with friends and even to challenge themselves. They want to create the context to enjoy overcoming obstacles and putting in the effort to achieve a difficult goal.

THEIR KEY NEED: if I'm in danger, I need the peace of mind that rescuers could easily find me.

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

(Maximum: 300 words; 3 charts/visuals)

STARTING POINT: we have more & more people that go mountaineering, but we also have more & more accidents.

In the past years, the number of tourists that chose mountain destinations has increased exponentially due to more and more accommodations and touristic infrastructure being developed.

This has also increased the number of potential victims and rescue missions completed by Salvamont each year.

However, despite this increase in potential victims and actual missions, Salvamont operates with almost the same number of rescuers, as it is a very difficult and specialized job, requiring a highly trained type of individual.

So however good the training and the individuals are, Salvamont was getting to a dangerous incapacity of responding to the most difficult cases. They needed a different solution to these circumstances, and Vodafone's reliable technology was the best way of giving mountain rescuers new tools and means to reach more people in more and more dangerous situations.

INSIGHT: The right timing for finding the people in need makes the difference between life and death

Saving people's lives when they go mountaineering it's a matter of a tight timing for rescuers: the faster they can locate the victims, the better are their chances of survival.

BRAND ROLE:

Vodafone stands for progress in people's lives, a progress supported by the power of technology. When it comes to save people's lives, technology could fulfill the highest potential of doing good.

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 20 words)

VODAFONE CREATED DISCOVERAGE:

An innovative digital ecosystem powered by Vodafone's 5G network connecting climbers in need with their rescuers.

Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

1. SNA data, Jan-Dec 2021.

SECTION 3: BRINGING THE STRATEGY & IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

(Maximum: 100 words; 3 charts/visuals)

Our campaign was based on 2 main elements, both vital for the efficiency of our efforts [1]:

1. **The innovative solution** that was composed of a main command and analysis center, the on-site equipment used by mountain rescuers in their missions and the app used by people that go up the mountain.

2. **A national media campaign** that communicated the usage of our innovation in real life.

A tactical deployment of OOH in touristic mountain areas where the solution was implemented.

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

(Maximum: 100 words, 3 charts/visuals)

We showcased our network and technology advantages for mountain adventurers by filming a rescue mission, emphasizing our "The Network you can rely on" slogan as a guarantee of safety through technology.

The TV commercial and the video documentary were the main sources for our digital (Ads, social media) and OOH communication (both national and tactical) as they portrayed situations relevant for those traveling to mountain destinations.

The tactical component of our OOH communication helped us remind tourists of the technological safeguards Vodafone brings is to support search&rescue teams in charge with people's safety on the mountain.

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

(Maximum: 400 words; 3 charts/visuals)

Vodafone aimed to demonstrate the practical application of their technology in real-life scenarios where actual people's lives are involved. Collaborating with mountain rescuers, Vodafone understood their needs in terms of the essential tools required to perform their job more effectively. And this meant the better the job, the more lives saved, and faster.

Vodafone combined various technologies to provide a solution to the increasing number of hiking accidents and incidents on the mountainside. The system Vodafone created is designed to enable rescuers to establish a 5G coverage area of up to 10 km [2] (allowing them to detect a signal from the victim's phone, through the Salvamont App, regardless of its location). Once a victim's presence is confirmed (by the mobile signal booster that links the user's phone through Salvamont App, and the drone), another drone is deployed to scan the surrounding area where the rescuers are, using photogrammetry and thermal scanning. The images collected are sent to the command center, which scrutinizes them for small hints of the victim's whereabouts through real-time AI-based analysis software.

With the implementation of this system (hardware, software, network), mountain rescuers can reduce their response time and locate victims up to 10 times faster [3] and more reliable than before [4]. The process was recorded in both TV and documentary formats, capturing the real-life deployment of the technology in action. Vodafone's documentary illustrates the impact of their technology in protecting human lives, particularly in extreme and time-sensitive situations.

The documentary's broadcast had a wide reach through digital platforms, including mainstream media outlets such as TV and online news. The media campaign played a significant role in promoting the use of the system but also to promote minimal safety measures when on the mountain.

Outdoor advertising aimed at popular tourist spots in the area where the innovation was implemented, managed to further remind people the system was being used there but also the steps they needed to take to keep themselves and their devices safe when venturing up the mountain.

Key Visual

You have the option to upload a single image to accompany your explanation in this section to show how

you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.

Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

(1) Media Agency data, April-May 2022

(2) Vodafone Technical Data, March 2022

(3) Salvamont data, March 2022

(4) Umlaut Certification 2022

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. HOW DO YOU KNOW IT WORKED? EXPLAIN, WITH CATEGORY CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND'S BUSINESS. RESULTS MUST RELATE BACK TO YOUR SPECIFIC AUDIENCE, OBJECTIVES, AND KPIS.

RESPONSE FORMAT

You have up to 350 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

4A. Results Overview

(Maximum: 350 words, 5 charts/visuals)

The campaign was a huge success and the impact of our technology in people's lives was one of the most visible aspects of it. The overall reception of our technology by both specialists and the wider audience, was immensely positive, with all indicators being met or surpassed.

Our digital innovation helped rescuers save 350 hikers' lives found in very difficult situations, with many more yet to be saved [1]

The success of our campaign was also visible due to a very good performance for "Brand I trust" indicator: Vodafone increased with 5pp: 52% after campaign vs 47 before campaign [2]

WE SURPASSED OUR MARKETING OBJECTIVES.

1. "Responsible Brand" indicator grew with 3.6pp vs 3pp our objective.

Objective reached: 120%.

Responsible brand

24.9% → 28.5%
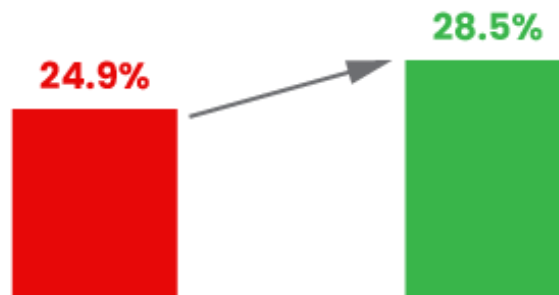
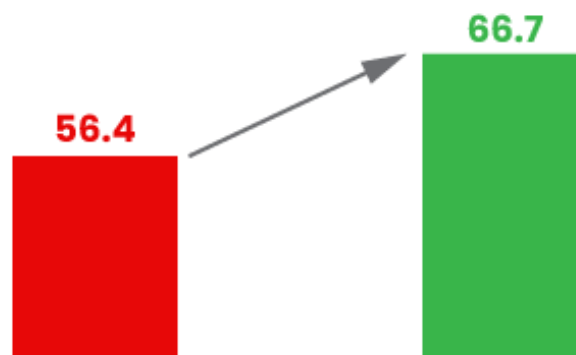● After campaign
● Before campaign

OBJ. REACHED 120%

Even more we became the most responsible brand in category:

Vodafone 28.5%, Orange: 22.3%, Telekom:13.8%, Digi 17.5% [3]

2. "BRAND REPUTATION" indicator grew with 10.3pp vs 5pp our objective [4]

Objective reached: 206%.

Brand reputation
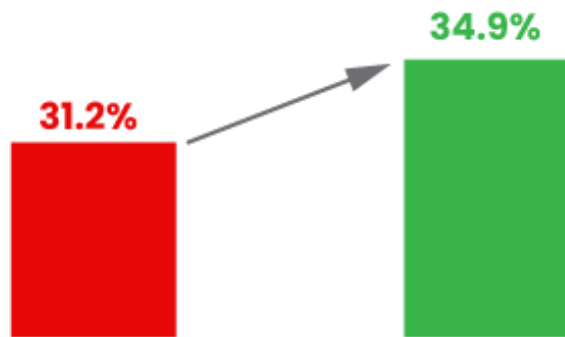
56.4 → 66.7

● After campaign
● Before Campaign

OBJ. REACHED +206%

3. "Cutting Edge for better lives" indicator grew with 3.7pp compared to our 2pp objective.

- **OBJECTIVE REACHED: 185% and we obtained the best score in the category**:

Vodafone: 34.9%, Orange:24.3%, Telekom: 11.8%, Digi:11,4% [5]

Cutting edge

31.2%

34.9%

● After campaign
● Before campaign

OBJ. REACHED + 185%

ACTIVITY OBJECTIVE

WE SURPASSED OUR OBJECTIVES.

1. Salvamont App downloads objective was reached 220%, from
50.000 downloads our objective vs 110.000 downloads achieved [6]

App downloads

110K

50K
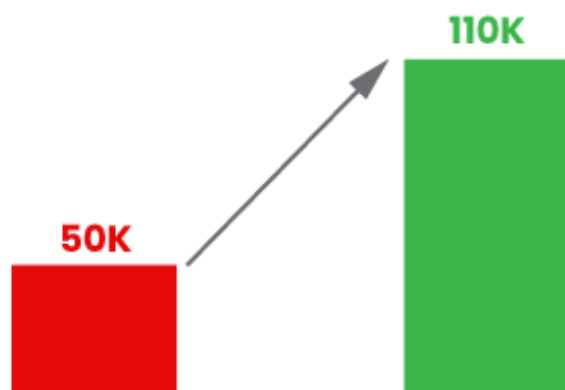
● Result
● Objective

OBJ. REACHED +220%

2. Total reach of the campaign surpassed our objective of 8 million by 115% with
a total reach 9.2 million from all sources (Facebook, Google and Direct) [7]

Total reach

8M → 9.2M
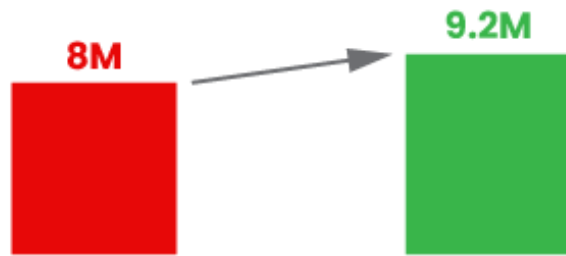
- 🟢 Result
- 🔴 Objective

OBJ. REACHED + 115%

3. The number of unique visitors reached our objective of 35.000 by 125% with a total number of 43.673 unique visitors on the campaign website [8]

Business Objective Results

Provide results that correspond to each of your objectives from Question 1C here. You are required to provide a result for each objective.

To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button.

For each result, you may include up to 3 charts/graphs.

1

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Decrease the number of deaths by helping rescuers reduce the time to locate hikers in need.

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Time is one of the most important parameters for rescuers when they need to act. Thus, a system that helps them correctly locate the hiker in need is not only a prerequisite of their successful intervention but a true gold mine for their actions.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

With 70 deaths registered in the first 3 months of 2022, the goal was to help rescuers have the best information to organize their missions and save more lives.

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Environmental/social impact (e.g. sustainability/purpose/diversity/CSR)

List Result

(Maximum: 30 Words)

Our digital innovation **saved 350 lives, but the number increases every day.**

Context

Explain, with [category,](#) [competitor,](#) [and/or prior year context](#), why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Because of how efficient the system proved to be and the increasing number of missions in every county with mountain resorts, Vodafone's system was used in more missions that intended

Marketing Objectives Results

-

 # 1

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Increase **"Responsible brand"** brand indicator among non-users **by 3 points** vs the month before the campaign

Benchmark: 24.9%

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

The "Responsible Brand" indicator is intrinsically tied in with Vodafone's Brand purpose and it expresses the constant focus of the company in

creating positive impact in society.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand Tracking, June vs March 2022

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Changes in Specific Brand Attributes

List Result

State your corresponding result here.

"Responsible Brand" indicator grew with 3.6pp vs the initial 3pp objective vs the month before the campaign.

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Because of the immediate impact in protecting and saving lives, the solution and efforts displayed by Vodafone led an increase slightly over our set objective.

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Increase Vodafone's **brand reputation by at least 5 points**, vs the month before the campaign June vs March 2022

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

The **brand reputation** indicator shows the overall salience and positive sentiment behind the brand awareness.

The benchmark: 54,6%

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Corporate Reputation Management | RepTrack, June vs March 2022

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Changes in Specific Brand Attributes

Cultural Relevance

List Result

State your corresponding result here.

Brand Reputation has increased with 10.3pp vs the initial 5pp objective

Context

Because the technology had an impact in critical aspects of saving human lives, it helped the brand increase its positive perception and reputation.

 # 3

Objective - Overview & KPI

Increase **"Cutting Edge Solutions for better lives"** brand indicator among non-users by 2 points vs the month before the campaign.

Rationale – Why the objective was selected & what is the benchmark?

This indicator measures Vodafone positioning as a company that delivers new and relevant technology to bring progress in the lives of people.

Benchmark: 31.2%

Measurement - How did you plan to measure it?

Brand Tracking, June vs March 2022

Tagging - What keywords best describe your objective type?

- You may

	Changes in Specific Brand Attributes
	Cultural Relevance

have more than one objective of the same type.

- Unsure which objective type to select? View guidance here.

List Result

State your corresponding result here.

The "**Cutting Edge solutions for better lives" indicator grew with 3.7pp compared to our 2pp** objective vs the category on the same indicator

Context

Explain, with category, competitor, and/or prior year context, why these results are

significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Because the system put together state of the art technologies and a reliable network, Vodafone managed to prove again its ability to innovate and introduce new technology that walk the talk its purpose: help people lives.

Activity Objectives Results

-

 # 1

Objective - Overview & KPI

State your

Have at least 50K downloads for Salvamont app, during campaign

objective here.   period.

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

As an integral part of the system, the app is a crucial part for the system to find each mountaineer. In order to be located people need to have the installed.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

App Store & Google Play analytics, during campaign period.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Reach (e.g. open rate, shares, views, attendance)

Acquisition/Intention

State Result

State your corresponding result here.

The Salvamont App was downloaded 110k times versus the 50k download objective

Context

Explain, with category,

Because the period of the campaign coincided with the return of most tourists to mountain locations, the app was seen as a useful (if not

competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

critical) for a safe vacation

 # 2

Objective - Overview & KPI

State your objective here.
(Max: 30 words)

Have a total reach of at least 8 million users, during the campaign period

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

The more people know about the solution, the better the chance they can be helped if in need. The benchmark is related to the level of reach obtained in a previous campaign dedicated to another social cause.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Aggregate the reach on social media networks: June vs March 2022

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to

Reach (e.g. open rate, shares, views, attendance)

State Result

State your corresponding result here.

The campaign had a bigger reach than the objective, with 9.2 mil. vs the 8mil objective

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Due to the utility of the solution and efficient media targeting and campaign setup, the overall reach was much higher than exepected,

confirming that good technology will always create interest.

 # 3

Objective - Overview & KPI

State your

objective here.

(Max: 30 words)

Obtain at least 35k unique visitors on campaign website, during campaign period

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Correct information about the system's coverage and functioning was essential for its useful deployment.

The figure is related to a previous campaign that proposed a digital innovation with a tangible social impact.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Campaign site analytics, campaign period.

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Reach (e.g. open rate, shares, views, attendance)

State Result

State your corresponding result here.

The campaign site attracted 43.673 visitors vs the 35.000 objective, registering an 125% increase over set goal

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

The campaign website offered more info on how the solution worked, where and how can users benefit from it.

Additional Results

Our solution proved its usefulness and reliability, its success was recognized unexpectedly both domestic and abroad.

- "Best Upcoming SAR Drone Team" – World Conference for Drone Rescue – International Emergency Drone Organization (Paris, France)
- "Gold Award" – Tech PR & Innovation Communiaction category – Romanian PR Award Gala
- "Innovator of the Year" – Vodafone Romania (For Salvamont project) – Business Review Gala
- "Mountain Gala Tropy 2023" – Salvamont Romania – Mountain Gala (Busteni, Romania)

The project was presented in 2 highly important conferences as a new pilot project for rescuers:

- World Conference for Sloap Rescue – FIPS, France
- World Conference for Mountain Resuce CISA – IKAR, Switzerland [9]

4B. Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Public Relations

4B. PUBLIC VERSION: Marketing rarely works in isolation. Outside of your effort, what else in the marketplace could have affected the results of this case - positive or negative?

Explain the influence (or lack of influence) of the factors you selected above.

A media relation campaign complemented the comms effort.

Section 4: Sourcing

1.Salvamont Organization data, 2022

2. Corporate Reputation Management | RepTrak, June vs March 2022

3. Vodafone Brand Tracker, June vs March 2022

4. Vodafone Brand Tracker June vs March 2022

5. Vodafone Brand Tracker June vs March 2022

6. App downloads statistic, June vs March, 2022

7. Media Agency data June 2022

8 Campaign Website Analytics, April-May 2022

9. Client data, 2022

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID MEDIA EXPENDITURES

Select paid media expenditures (purchased and donated), not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select Under €50,000 and elaborate below. If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Paid Media Expenditure (Current Year)

Campaign Period: Competition Year

€500-999 Thousand

Paid Media Expenditures (Prior Year)

Campaign Period: Prior Year	€200-500 Thousand

Compared to other competitors in this category, the budget is:

Select one.

About the same

Compared to prior year spend on the brand overall, the brand's overall budget this year is:

Select one.

Less

Media Budget Elaboration:

Provide judges with the context to understand your budget.

The campaign ran on a large TV mix to build fast reach for our message. In parallel, Vodafone launched the documentary (5 minutes long) filmed at 2000m+ altitude, at -15 degrees C, and broadcasted & commented the Vodafone Network solutions on large audience TV shows.

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy?

On digital, Vodafone launched a 360° video for Facebook & You Tube The digital mix of Social, Search, You Tube, Display targeted to increase reach and traffic to Vodafone landing page for the campaign where Vodafone Network solutions and the campaign were presented [1].

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

PR amplifications brought over 92k media earned value [2]

(Maximum: 100 words)

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life.
This should include hard pre and post productions costs, talent (influencer or
celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

Select a budget range
for the key assets you
developed to bring
your idea to life. This
should include hard
pre and post
productions costs,
talent (influencer or
celebrity fees) and any
activation costs.

€50–200 Thousand

Elaboration on the Production & Other Non-Media Expenditures

Provide judges with
the context to
understand the
selection outlined
above. This is an
opportunity to provide
further context
surrounding your
budget, so judges have
a clear understanding
and do not question
the information
provided above.

(Maximum: 100 words)

Our production costs were split in two3 parts:

60 % spot & online documentary production, 40 % Discoverage ecosystem
development

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that
acted as communication channels for case content.

(Maximum: 100 words)

Was owned media a part of your effort?

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

(Maximum: 100 words)

Yes : We used Vodafone Facebook page to present the campaign and the documentary. On social media the campaign generated overwhelming positive sentiment for Vodafone and the campaign - a record score of 80% positive comments (internal benchmark 50% positive social sentiment). [4] 4. PR Agency, April-May 2022

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Sponsorships

Select all that apply.

Not Applicable

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

Not the case.

SOURCES

Investment Overview: Data Sources

You must provide a

1. Media agency data, April-May 2022

source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

2. PR Agency, April-May 2022
3. Client data, March 2022
4. PR Agency, April-May 2022

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

All Touchpoints

Select all that apply.

Branded Content – Editorial

Digital Mktg. – Display Ads

Digital Mktg. - Programmatic Video Ads

Digital Mktg. – Short Video (:15-3 min.)

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

OOH – Other Outdoor

Public Relations

TV

Digital Mktg. – Long Video (3+ min.)

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

Main Touchpoint 1

Most integral
touchpoint.

TV

Main Touchpoint 2

#2 Most Integral
Touchpoint

OOH – Other Outdoor

Main Touchpoint 3

#3 Most Integral
Touchpoint

Branded Content – Editorial

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilised in your effort from the list below.

Social Media Platforms

Select all that apply, or select Not Applicable.

Facebook

Instagram

YouTube

CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Investment Overview. These elements together account for 23.3% of the total score.

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Reel is viewed once the case has been read.

Creative Reel

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format. High

A 360° campaign that repurposes the Vodafone network as a force for good

Resolution: 16:9 at 1920x1080.

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.

Vodafone Discoverage

Video Case
OK

Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Digital Mktg. – Long Video (3+ min.)

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Interactive / Website / Apps

OOH – Billboards

OOH – Other Outdoor

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to:

+ Showcase work that is better seen as a still image vs. video format

+ Draw further attention to key creative elements

Images of Creative Work

Upload 2-6 images of your creative work that ran in the marketplace. Do not
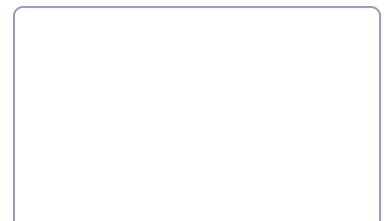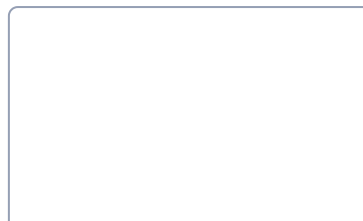
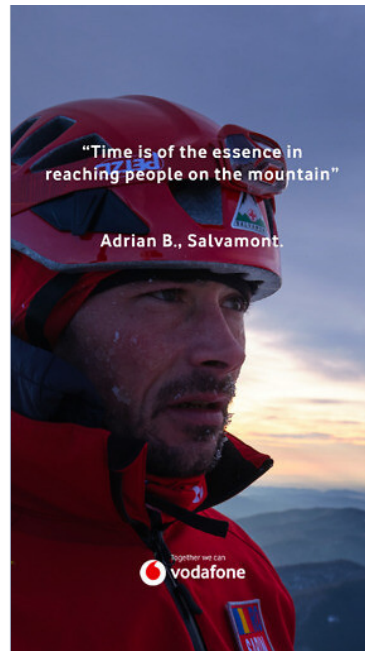include agency names in the file name or within the images.
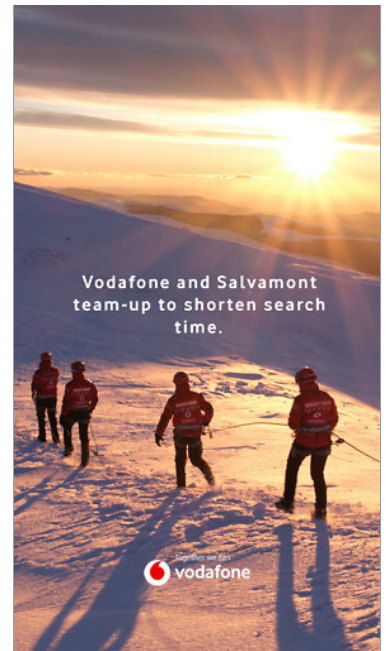
Technical Requirements: ,jpg/jpeg format

Vodafone Discoverage Campaign Visuals
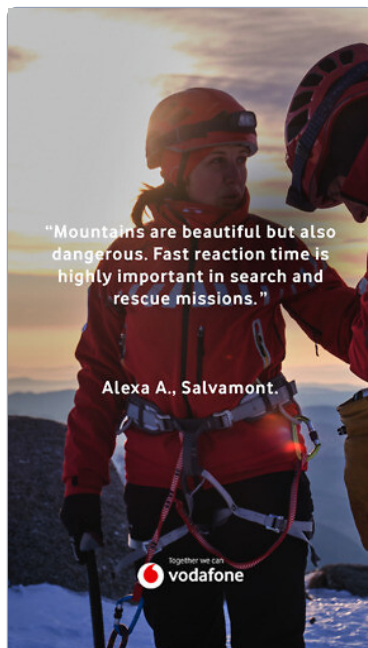OK

Digital Execution 1
OK

Digital Execution 2
OK

Digital Execution 3
OK

Translation of Non-English Creative Work (If Applicable)

If your creative examples include non-English work, you are required to include an

English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges