

## Description of Campaign

### Challenge

Lattelecom had for the last decade communicated almost exclusively products and prices. Therefore, when facing external challenges in Spring, 2014, their Net Promoter Score (NPS – “Would you recommend this service to your friends, relatives, acquaintances?”) fell by an unheard of 133%. Our task was to restore pride in Lattelecom as an industry and innovation leader, so that clients would recommend them.

### The Idea:

Self-irony is courageous for any company, but for a cost-conscious and risk-averse state-owned telco, it is especially daring!

It seemed unbelievable but we did it!

This is the Idea behind Lattelecom’s record-breaking positioning campaign. In a series of humorous cinematic sketches on TV, movie theaters and the Web, Lattelecom laughs about itself and corporate stereotypes. The fictional Implausible Projects Committee was presented with non-fictional ideas that seemed absurd in their historical context but proved, in the end, to change the face of Latvia and place Lattelecom among the world’s most innovative companies.

### Launch and Execution

The Lattelecom positioning campaign is based on 50” and 30” TVC’s, using additional media to call attention to and strengthen its main strategic message.

The campaign was launched on TV and cinema in the context of the Lattelecom-supported international Positivus music festival. Outdoor pillars, Web banners, radio and social media invited consumers to watch “how it happened”. In short, this was a campaign communicating the TV and cinema campaign.

Following TVC’s were each supported by actions unique to the subject. For example, for the TVC’s featuring fiber-optic Internet, the innovation excellence message was supported by Web banners that let the consumer measure their Internet speed and compare it with the rest of the world. The ATL communication of the development of the free Wi-Fi network to over 3000 spots was strengthened by PR actions leading to Riga being named European Capital of Free Wi-Fi.

This integrated communication approach continues to this day.

### Results

Lattelecom’s positioning campaign began breaking records immediately after its launch. The campaign immediately generated viral discussions and excitement, including record-breaking 82 000 youtube views of the first, Positivus, video.

The campaign has the highest image results in the last 20 years. In addition, the communication is equally liked over all age and ethnic groups. A recent survey showed that over 80% of consumers are looking forward to new series.

The employee engagement index grew by 19% (the European average is 4%), and the number of clients increased by 11%. The industry's most important indicator, the Net Promoter Score (NPS) grew by a record-high 1030%, which is unprecedented for the telecommunications market.