

# Transforming a “Legacy” Product into Digital



# The Challenge

Να κάνουμε τα απλά αυτονόητα!



# The Challenge

Q Prepaid mobile has a **distinctive Brand footprint**, with **consistent philosophy and values**

A **loyal customer base**, with affiliate users that are almost **proud to be Q**

However, it appears **'absent'** and **'forgotten'** to non-Users

How can we **re-introduce Q** and **build awareness**, staying true to its DNA?



# The Strategy

## Reposition Q

As a **Digital-first brand** with an Alternative & Simple Brand Personality.  
Not just another sim card, but a **digital space** that brings people together.

## Digital, the main proposition enabler

Simple **Hassle-free propositions**, Digital 1<sup>st</sup> **User Experience**, Users **Engaged to the brand**, all enabled by Digital platforms & mechanisms

## Communication Objective

Stand out in digital clutter, create awareness and gain gravity as the alternative prepaid brand

Digital at heart Awareness Campaign and a digital Always-on plan



# Introduced unique digital assets & naming aligned with social trends.

**K**

*Το πακέτο που το βάζεις  
και ξενοιάζεις.*



*Φέρνεις το φίλο σου.  
Κερδίζετε μαζί.*

*Βρες το μεταχειρισμένο κινητό που  
θέλεις, εύκολα και με εγγύηση.*

**τομποτ**

*Λύσε εύκολα τις απορίες σου  
όποτε θες, στο messenger.*



*Η κοινότητα που μαζί  
διαμορφώνουμε την νέα Q.*



# Q Launch Campaign

Successful comeback for Q

- Very promising **Digital only** campaign
- YouTube Brand Lift **above country benchmarks**
- Facebook Brand Lift **above global Telcos benchmarks**

Sets the stage to build awareness & consideration



**103M** Impressions & **6M** reach in  
YouTube & Facebook

**1.6M** Videos Views

**>50%** Engagement rate

**500K** Website Clicks

**+300%** Q Website unique visitors, compared to pre-launch period!

**+250%** myQ App downloads & **+31%** App Active Users, since launch!



**>50k** unique visitors & **1,6k** members in κομιούνιτι  
**>120** ideas submitted by Users

**90K** unique visitors in κλου σοπ



**#ΣΤΕΙΛΟΥΝΤ...**

