Executive summary

Tesco Mobile’s 4G offering is a compelling alternative to the big players (EE, Vodafone, O2), with intrinsic benefits for potential new customers. We wanted to make print work harder at driving sign-ups and spotted the perfect opportunity with the iPhone 6 launch.

Based on insights derived from research we challenged ourselves to position the campaign alongside relevant newsworthy content in order to increase efficiencies beyond current benchmarks.

Having put the publisher’s to task on delivering a campaign based on the above parameters, we delivered a campaign that substantially increased print performance, provided a platform for on-going campaigns and created a new way of working with print partners.

Background and objectives

Tesco Mobile is a challenger brand with a point to prove. The network offers customers connection on the 4G network at speeds that match its larger competitors like EE and Vodafone. However, the critical difference is that Tesco Mobile offers 4G at no extra cost compared to 3G – a key USP for the network.

Our task was to spread the word about Tesco Mobile’s 4G offering to the audience, split into two groups: younger people (18-34); and those more likely to own high-value handsets. The proposition, however, has universal appeal.

Learnings from The Telegraph and More Than subscription targeting studies, alongside common sense informed us that the best time to steal customers from competitors is when those individuals are coming to the end of their contracts: an easier task in digital than in print, thanks to granular digital targeting. But newspapers are a mainstay within Tesco Mobile’s activity, constantly proving their worth as powerful tools to drive cost-effective response. But we wanted to challenge newsbrands to further improve their efficacy.
The 9.7m 18-34 year old newspaper readers were not the single overriding factor, we needed a platform that delivered stature and authority. According to Gorkana/YouGov’s 2012 survey, “82% of people believe that newspapers have power and influence over their readers”. This influence is exactly what we wanted to tap into to communicate Tesco Mobile’s compelling offering.

**Insight**

To be most effective, we needed to reach people at the moment they were considering changing their network provider. Without this information readily available to a media agency we undertook some devious lateral thinking, and realised that people often change provider when they get a new handset, which is more likely when a new model is released, like the iPhone.

A large group of customers would naturally be coming to the end of 24-month contracts, having purchased an iPhone 5 in 2012. Surely the best time to tempt people to change provider, therefore, would be around the biggest mobile event of 2014, the announcement of the iPhone 6.

We knew that the announcement and release of new iPhone models always sparks an enormous desire for relevant content and news among the public. A simple search on Google Trends highlighted when peaks of interest were likely to occur (see figure 1).

![Interest over time peaking on 10/9 and again on 20/9. Source: Google Trends](image)

The buzz increases across all channels on the day of Apple’s launch summit and is widely reported in print the next day. If we could place our Tesco Mobile 4G adverts effectively in newspapers the day after the new iPhone handset launch, we stood a chance of increasing salience amongst those people considering changing contracts.

And there was another unique opportunity here: the day after the iPhone 5s launch in 2013, no single network operator had attempted to maximise exposure across a wide range of titles within the newsprint sector and Tesco Mobile had barely featured. We wanted to make this idea our own, make a big splash and keep costs down.
The key to increasing our association with the launch of the new iPhone models was to align ourselves with content in print. But there would be no time to wait for feature-led pieces. We needed to ride on the crest of the wave by placing ads among genuine news content and this had to be on the one specific date when it was most likely to appear across the national newspaper market.

This would then create a solid foundation for us to build on, for when the Apple iPhone advertising embargo would be lifted, affording us an opportunity to steal a march on our competitors.

The plan

Initially we were faced with three challenges:

- **Using larger formats was not an option** due to the adverse effect on the cost-per-response
- All advertisers were faced with one unifying clause: **Apple would embargo any mention of any iPhone model** for an as-yet undisclosed period
- No newspaper would be able to inform us of the exact content they would carry, nor where it would sit until the evening of the day before each paper was published

The one solution was informed by each factor. By using fractional ad formats and promoting Tesco Mobile’s 4G service benefits, we could overcome the need to mention the iPhone and not be bound by Apple’s mandate on acceptable formats. Yet to execute this as the sole solution would be to deliver a campaign in line with previous schedules. We needed to go above and beyond. Timing was everything. Content would be king.

We needed as many of our ads as possible to appear juxtaposed with true iPhone news content. There was to be no complimentary digital activity to help drive contextual placement or targeted ad serving – the burden of this task was placed firmly on print.

Existing Tesco Mobile DR data and TGI runs were analysed in unison to decide on core titles. However the content-led nature of the activity dictated that if we could align ourselves with editorial, the halo effect could potentially transcend traditional media planning tools. All titles were considered and briefed.
We presented our solution and in collaboration with the Tesco Mobile client team and TAG, we drew up a plan of action. Initiative’s task would be to conduct a thorough and exhaustive interrogation of each publisher in order to ascertain how likely they were to run iPhone launch commentary in print and create a list of formats most likely to be able to sit next to said content.

TAG would then ensure that copy was ready to be supplied right on deadline if needed.

**Results**

- **100% of ads placed on the day appeared against iPhone-specific content in:** Daily Mirror, Daily Star, Metro, The Independent, i, The Daily Telegraph and the Guardian
- **Print response rate improved by 60%**
- **Cost per response was improved by 30%**
- We were able to use our strong relationships with media owners to **create a new way of working which will inform all future briefs of this nature.** Relationships were further cemented and there was a mutual sense of achievement in delivering the campaign

“The Tesco Mobile campaign targeted around the release of the iPhone 6 showed a fresh and intuitive approach to modern press buying. While not without its challenges, as flat-plan guarantees are not normally around specific articles, it opened up an interesting question about why this approach which is so common place in digital, hasn’t been done before. It was very effective in delivering a relevant message around key content, which made sense to the reader and wasn’t intrusive to the editorial. The activity also opens up an interesting debate around the value of this type of targeting within newspapers and how this might work with a campaign that runs across other platforms with the same level of hyper-targeting.”

**Rob Smallwood**  
Head of investment, the Guardian

**Client View**

“Heading into the iPhone launch, Tesco Mobile’s challenge was clear: lack of consideration against the bigger networks. Our opportunity both online and offline was to be laser-targeted as to who we talk to and when we talk to them. Our innovative approach to press buying helped contextualise the ad in relation to the content that was featured in the title, ultimately helping us to drive consideration first and foremost and as a direct result this naturally resulted in an acceleration in new customers joining our network.”

**Sayed Hajamaideen**  
Head of campaigns, Tesco Mobile
If you won’t go we’ll make you

MPs backing warning to child sex scandal chief

100 MPs at the centre of the Labour and Liberal Democrat scandal need to send a clear message to the police investigation if they want to avoid the embarrassment of being named and shamed. The police have no choice but to publish the names in their report, a source close to the probe said. It is now clear that the MPs, who have been accused of a cover-up, need to make a decision and co-operate. If they refuse to back the warning, they may have no other option but to come clean.

APPY HOUR

Apple chief unveils watch, new iPhone and paying system
A long time coming ... Apple unveils its watch

UK sends guns and ammunition to Iraq in £2m 'gifting package'

Apple takes the art of timekeeping into a stylish new future

Why the new iPhone could see users ditching their debit cards

Tap into the top 10, matching technologies together and other pleasures lost to today's children

Smart meters 'will only reduce bills by 2pc'
Apple enters new era with release of its smart watch

By John Finn

Apple has entered a new era with the release of its smart watch, which has been hyped as a game-changer in the technology world. The watch, which can be used with both iPhones and Android phones, offers a variety of features, including fitness tracking, message notifications, and even the ability to make phone calls.

Fans queue until midnight for date with Destiny

By Anna Miller

Destiny fans have been queuing outside stores until midnight to get their hands on the latest video game. The game, which has been eagerly awaited by gamers, has sold out in many places, with some stores only able to keep a limited number of copies in stock.

The Apple Watch is about beauty first, tech second

By Sarah Brown

The Apple Watch has been released to great acclaim, with many users saying that it is not just a piece of technology, but also a fashion statement. The watch comes in a variety of colors and styles, and users can customize it to suit their personal taste.

Man Booker shortlist changes the course of book prize’s history

By Emily Cooper

The Man Booker Prize has announced its shortlist for 2023, and this year’s selection has caused controversy. Some readers have praised the list for its diversity, while others have criticized it for not including any books by authors from underrepresented backgrounds.