

Welcome to Big Ideas

Best Media strategy
AMMA 2022

Challenge

5G and **Fiber** are in most cases generally reduced to 'a faster network'.

Without actually understanding what these technologies are capable of and how we as a society and individuals can benefit.

Objective

Position Proximus as the leader and enabler of new technologies that can change our lives and society for the better.



proximus

**The network that can handle
any idea.**

Make people SEE our message.

Push the concept “welcome big ideas” : Spot inventor

Video (TV+OLV)

Impactful Digital display strategy

Make people THINK about our story.

Illustrate the concept with concrete use cases to educate

Digital video and traffic driving strategy

Native content integration in news contexts

Make people LIVE the network.

Demonstrate Local & Contextual relevance

TV integration (partnership l'Amour est dans le pré)

Event integration Code van Coppens Fiber Escape room + TV

Contextual OOH





Thank you



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