



I've got the fiber

AMMA 2024
Best Media Strategy



Proximus is

The network of the future is Proximus



The brief

Asserting dominance in Fiber and highlighting ultra-fast internet benefits to everyone by launching the “**I’ve got the Fiber**” across various communication touchpoints.





I've got
the fiber





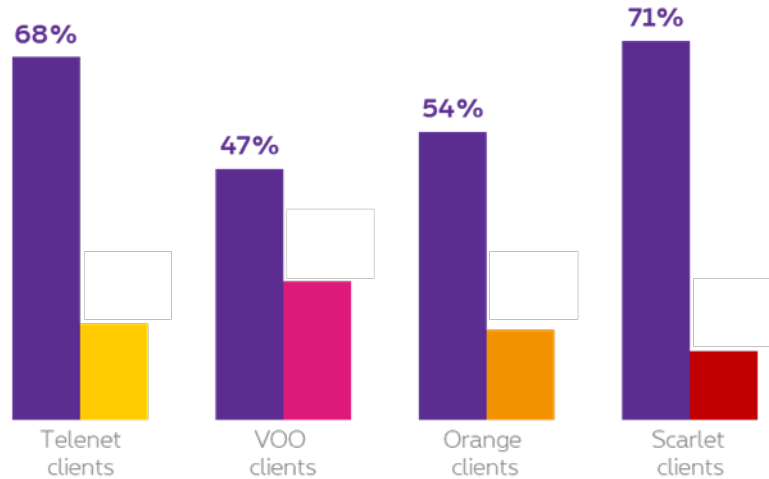
Did it pay off?



“Who offers Fiber?”

72%

Fiber awareness among Proximus clients



Uplift Fiber gross gains YOY

+26.92%

The background features abstract, glowing fiber optic light trails in shades of blue, cyan, and red, creating a sense of dynamic movement and connectivity. The trails are composed of multiple overlapping lines that vary in brightness and color, giving the impression of data flowing through a network.



How did we do this?

The usual+

Of course, we did a great job with the usual media approach as a solid basis.

But we added **a plus** to it.

Educate

Local relevance

Contextual on target via creative partnerships with local publishers

Reach & Frequency

Native editorial content via local publishers : Ads&Data, DPG Media, Trustmedia

Geo target

Geo target

SME targeted

SME targeted

VTM: Huis Gemaakt

**LN24 (SME)
On saura tout**

**LA Une/Tipik
CAP48**

**RTBF
The Voice**

Rossel: Pourquoi

May	June	July	Augustus	September	October	November	December
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Multi-GIG momentum

**Launching
I've got the fiber**

**Repeat to avoid
dememorisation**

**Back to school
Momentum**

**End of year
Momentum**

Always on performance layer

The winning formula

Working on the long and the short

Cleverly mixing our efforts to make the Proximus brand more valuable over time, with short term sales boosts.

Momentous timing

Conscience planning of the year, leveraging Peak Moments.

Cost efficiency

A large platform for all segments, launched in 2023 and still running.

Working vs non-working

Proven effectiveness

Significant increase in brand KPI's, attribution, recognition, Sales results and ...

Media selection

Selecting media for the right ambition and objectives over the multiple touchpoints and moments.

Budget planning

Balancing the budgets over the different campaign moments and linking to results.

Audience relevance

Linking fiber to the everyday context for different segments, increased relevance on the different targets.

Thank you for listening.

