



**AMMA AWARD**  
**BEST MEDIA STRATEGY**  
*HEY - Back to school*

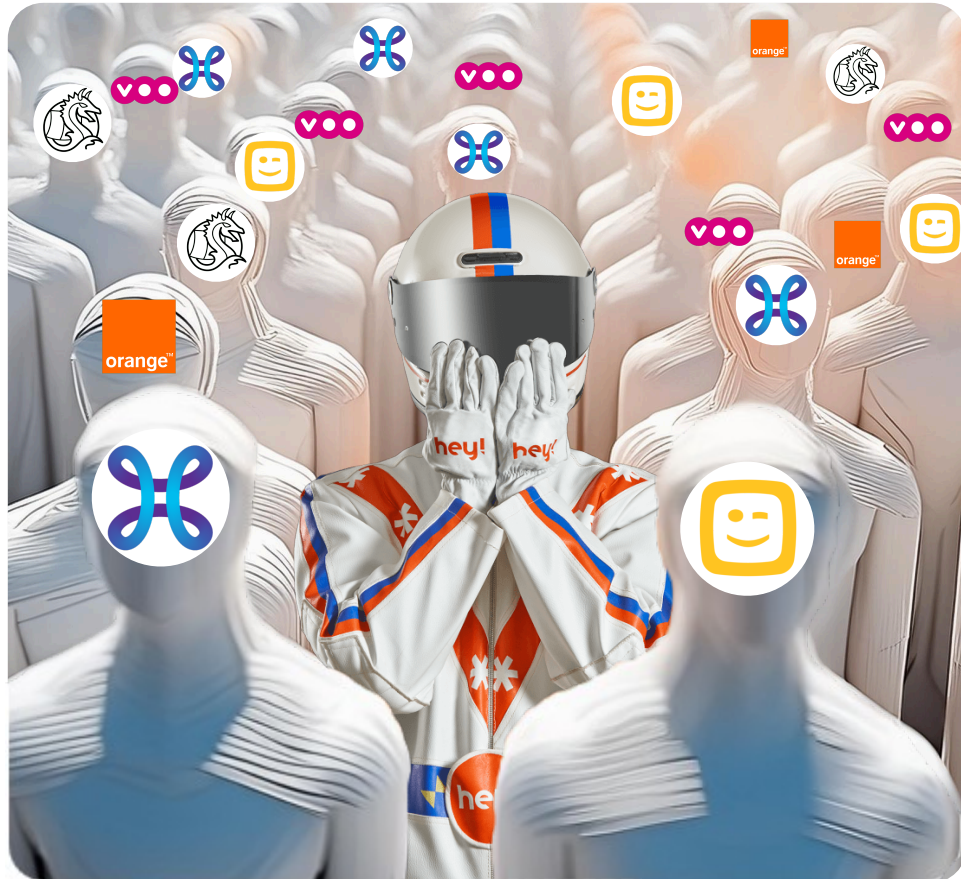
**STANDING OUT IN A SATURED BATTLEFIELD**

**hey!**

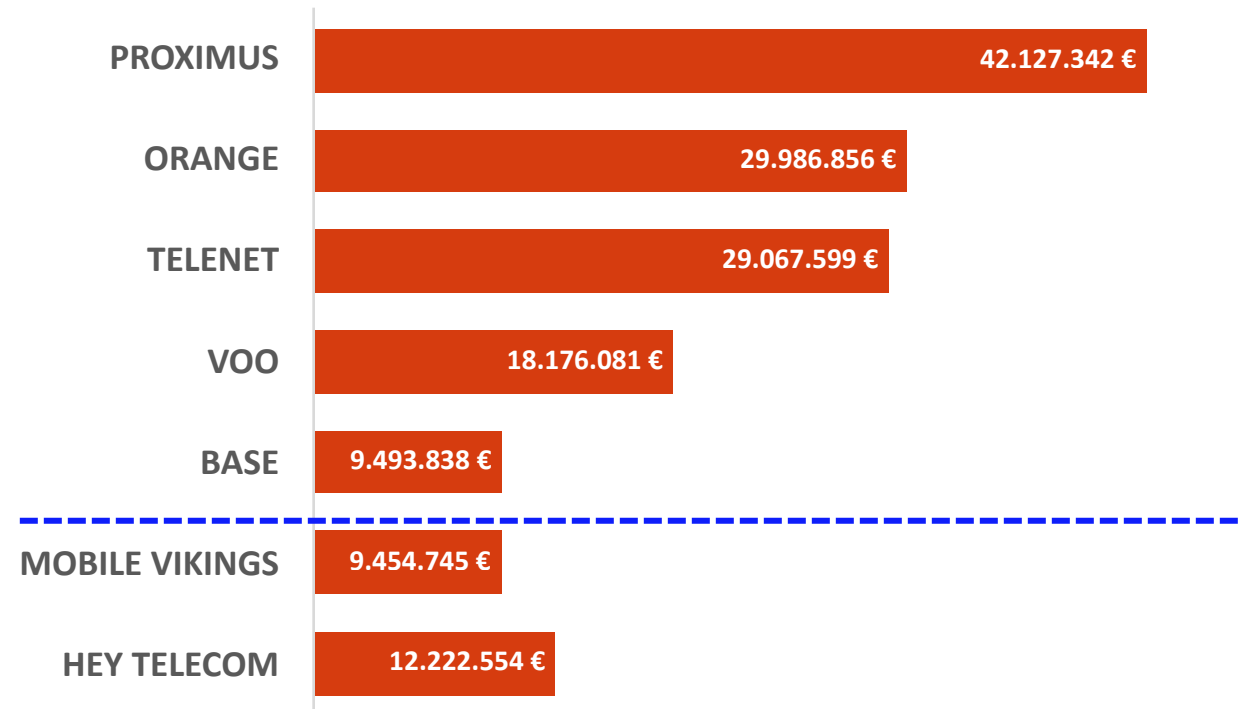
# HOW DID A **NEWCOMER** SECURE A PRIME POSITION IN THE TELECOM LANDSCAPE BY **TRIPILING ITS AWARENESS**?



# HEY! CONQUERS A SATURATED MARKET: FROM UNKNOWN TO UNSTOPPABLE



## OVERCROWDED TELECOM MARKET WITH NUMEROUS ESTABLISHED PLAYERS



# PIVOTING TO A CONSUMER-CENTRIC APPROACH



FROM A  
BROAD &  
CLASSICAL  
STRATEGY  
TO A CORE  
TARGETING

ONE TO CAPTURE THE HEART  
OF YOUNG PEOPLE ACTIVE,  
STUDENTS OR PRO,  
CONNECTED



# HOW DID A **NEWCOMER** SECURE A PRIME POSITION IN THE TELECOM LANDSCAPE BY **TRIPILING ITS AWARENESS**?

**JUMPING INTO YOUR  
AUDIENCE'S REALITY**



# A MEDIA STRATEGY BUILT ON THREE PILLARS



AUDACITY



ENERGY



CONNECTION

AUDACITY



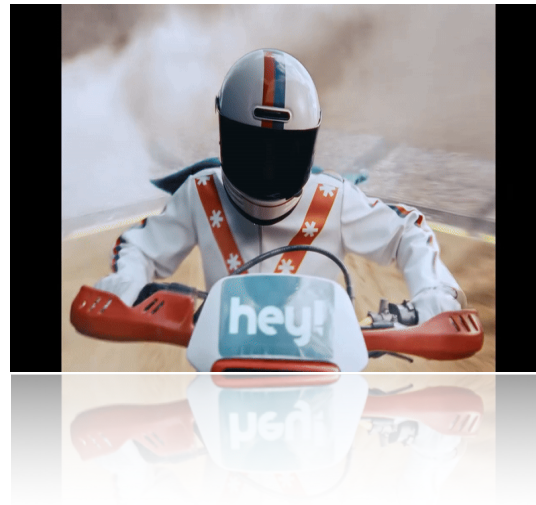
**LET'S BRING THE  
STUNTMAN TO LIFE!**

**Personification of the  
boldness our young  
audience craves, putting it  
at the epicenter of our  
communication strategy.**

ENERGY



THROUGH OUR MEANINGFUL  
INSIGHTS, ~~THE "ENERGISED"~~  
ATTRIBUTE WAS THE  
SPEARHEAD OF OUR  
STRATEGY.



**BIG, BOLD AND IMPACTFUL!**  
Today's Most Meaningful  
Brands™ perform +63% better  
when they bring energy and  
dynamism in consumer's life.



## CONNECTION

# THE STUNTMAN'S MISSION IS TO BE EVERYWHERE

**With an audience always on the move, Hey! had to dominate the urban landscape and make sure no one could espace the Stuntman.**



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**JUMPING INTO YOUR  
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**UBIQUITOUS  
PRESENCE**

**SALES TO THE MOON**  
**+ 106% IN 2023**

**+ 20% OF BRAND**  
**RECOGNITION FOR 18 - 34**

**BRAND ATTRIBUTION**  
**FROM 19% TO 47%**

**+ 144% OF NUMBERS**  
**OF FOLLOWERS**



- **RECOMMENDATIONS: +64%**
- **ATTRIB. VALUE: +46%**
- **ATTRIB RELIABILITY: +61%**

**IT'S  
TIME  
TO  
DROP  
THE  
MIC**

**hey!**

