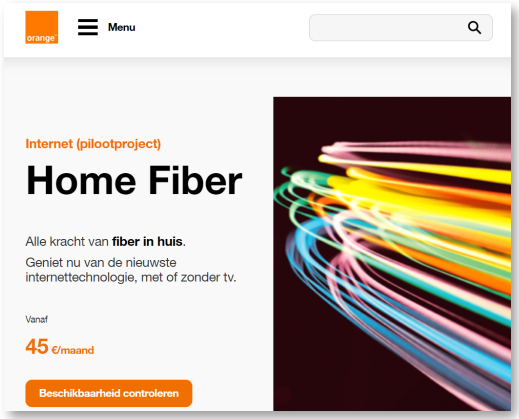
Proximus is fiber.

Long term media strategy

proximus

fiber 2016

Since a few years, the battle for the fiber customer intensified.



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The battle for the fiber customer intensified.

DE TIJD

Nieuws Markten Mijn Geld Sabato MIJN TIJD

Wall Street: Intel verhoogt inzet in AI-race

Europa legt duurzame normen op voor bouwmaterialen

Fiber in alle uithoeken van België: de inhaalrace van Belgische telecomspelers

KOPIEER LINK
(TWITTER)
FACEBOOK
WHATSAPP
LINKEDIN
E-MAIL
BEWAAR
SCHENK DIT ARTIKEL
REAGEER

Technici rollen glasvezel uit in de straten van Gent. ©BELGA

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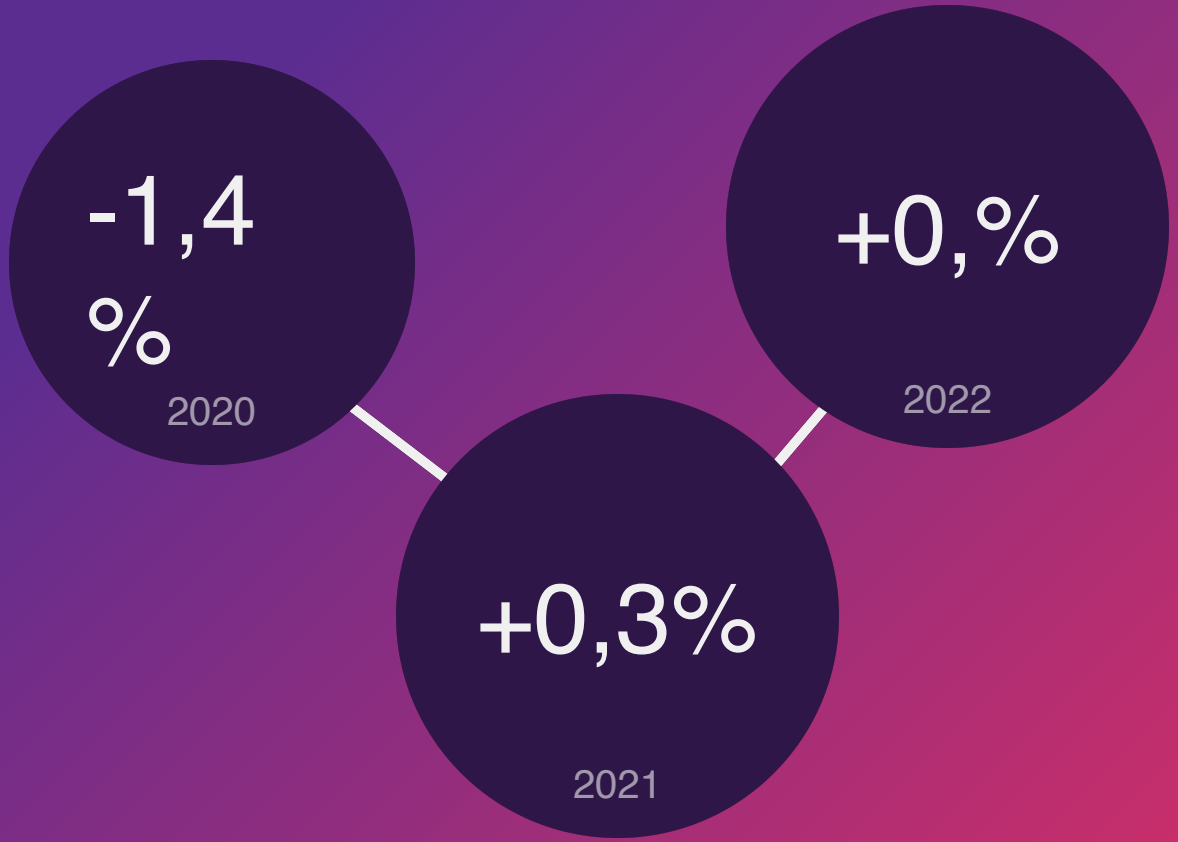
But… market in saturation



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And yes, the little figures
after the comma do matter.

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In telco-world, we master the art of “stealing” customers from our competitors.

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That means: promotions, gifts, phones, TV's,…

We are racing to the bottom of our value construction.

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And if we aren’t devalorising our market already by ourselves… Here comes DIGI.

DE TIJD

NIEUWS | ONDERNEMEN | TELECOM

Nieuwe telecomspeler Digi: 'We komen met ongeziene prijzen Belgische markt op'

De nakende vierde telecomspeler Digi Belgium lanceert deze zomer een mobiel aanbod aan 'ongeziene' prijzen. Dat zei de top van het bedrijf in de marge van de opening van hun nieuwe hoofdkantoor in Brussel.

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So… let’s go back to growth

Position Proximus as thé best quality provider,
with fiber as spearhead.

- Number 1 in attribution of fiber to Proximus
- Sell high margin fiber packs
- Conquer Flanders, where’s most potential
- Eliminate the barriers for switching

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fiber

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fiber

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proximus

2023

AMMA: Gold Media Strategy
EFFIE: Gold Long term change

2024

We must work on a horizontal fiber story to address the largest possible audience.

Linked to a vertical message to address the viable audience.

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Make Belgium know Proximus brings them Fiber

Get

All Belgians (residentials, professionals,…) that are having a need for digital services.

To

Understand why Proximus brings Fiber to Belgium and why this is upgrading their digital life.

By

Showing and experiencing how their life would be when they are connected to the Proximus Fiber network.

2.

The

Vertical

message.

Make the fiber-hood know Proximus fiber is available

Get

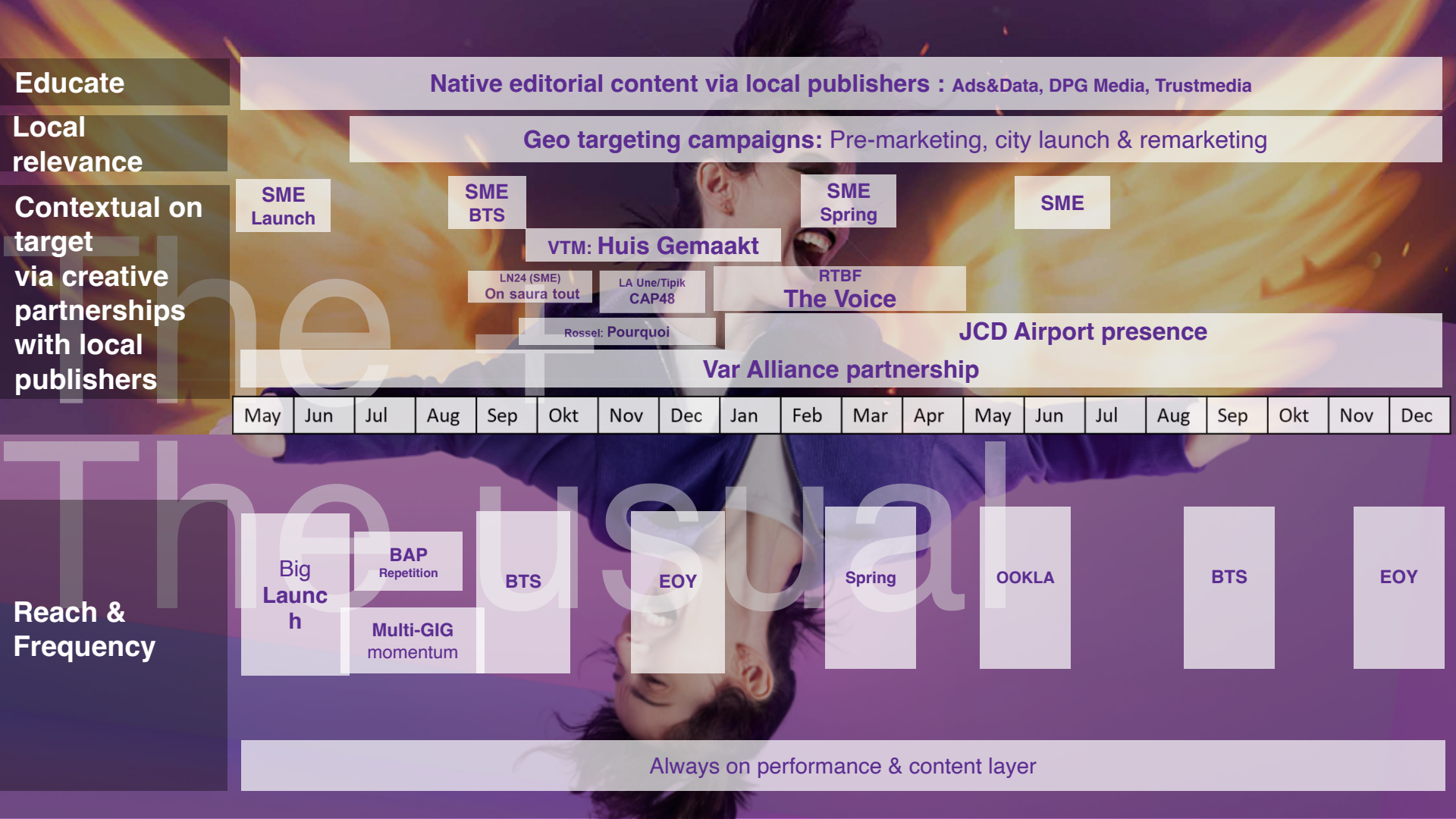
The fiber target audience that lives in the Fiber-hood.

To

Know that fiber is available and that it is now the moment to switch to fiber

By

Targeting and retargeting with fiber related communications


Educate
Native editorial content via local publishers : Ads&Data, DPG Media, Trustmedia
Local relevance
Geo targeting campaigns: Pre-marketing, city launch & remarketing
Contextual on target via creative partnerships with local publishers
SME Launch
SME BTS
SME Spring
SME
VTM: Huis Gemaakt
LN24 (SME) On saura tout
LA Une/Tipik CAP48
RTBF The Voice
Rossel: Pourquoi
JCD Airport presence
Var Alliance partnership
May Jun Jul Aug Sep Okt Nov Dec Jan Feb Mar Apr May Jun Jul Aug Sep Okt Nov Dec
Reach & Frequency
Big Launch
BAP Repetition
Multi-GIG momentum
BTS
EOY
Spring
OOKLA
BTS
EOY
Always on performance & content layer

And did this all paid off?

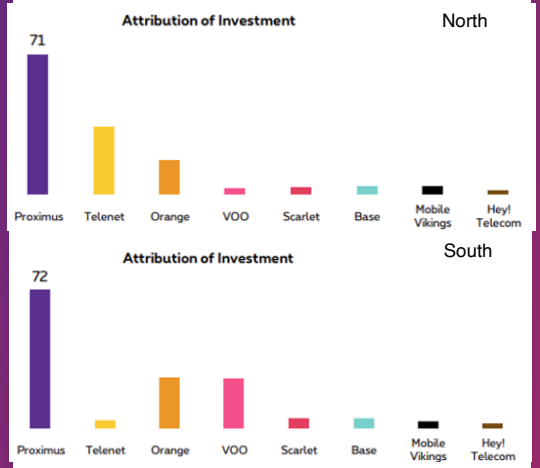
High accumulated recognition & attribution

	Benchmark	2023	2024
Recognition	50%	60%	78%
Attribution	50%	62%	83%
Likeability	70%	76%	76%

Source: Profacts campaign post-studies 2023 & 2024

High awareness of Fiber offer

(also vs competition)



Source = Proximus Brand Pulse reports 2023 & 2024

A faster growth vs roll-out

	2022	2023	2024
# fiber clients	**252k**	**397k** (+57% v LY)	**564k** (+42% v LY)
% coverage	**21%**	**29%** (+38% v LY)	**37%** (+27% v LY)

Source: Proximus year report 2022 & 2023

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Thank you!

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