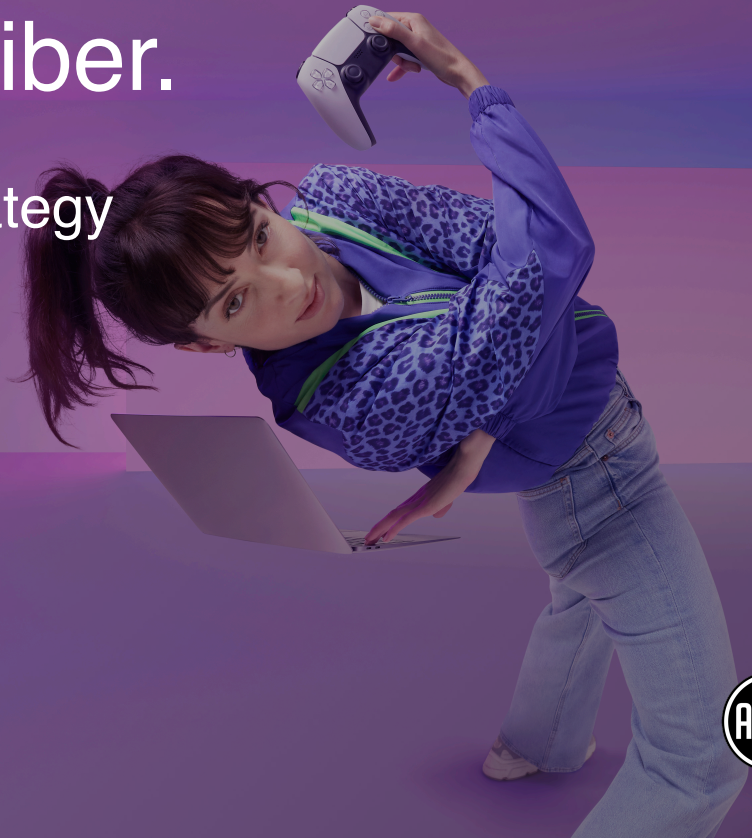


# Proximus is fiber.

Long term media strategy





**proximus**

fiber 2016

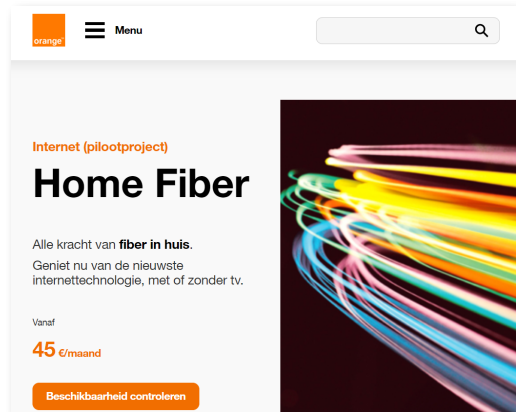
# Since a few years, the battle for the fiber customer intensified.

## Telenet fibert verder

### Fiber bij mij, kan dat?

Fiber van Telenet komt van je straat naar je thuis. Benieuwd wanneer fiber beschikbaar is bij jou?

Hou me op de hoogte



The screenshot shows the Orange Home Fiber website. At the top, there is an orange logo, a menu icon, and a search bar. The main heading is 'Internet (pilotproject) Home Fiber'. Below this, it says 'Alle kracht van fiber in huis. Geniet nu van de nieuwste internettechnologie, met of zonder tv.' The price is listed as 'Vanaf 45 €/maand'. At the bottom, there is a button that says 'Beschikbaarheid controleren'. To the right of the text is a graphic of colorful fiber optic cables.



The screenshot shows the VOO website for fiber optics. At the top, there are links for 'PARTICULIERS', 'PROFESSIONNELS', and 'ZUMY'. The main heading is 'Fibre optique chez VOO : tous en GIGA !'. Below this, it says 'Câble et fibre optique partout en Wallonie et à Bruxelles'. The background is dark with a colorful fiber optic graphic.

# The battle for the fiber customer intensified.

**DE TIJD**

NieuwsMarktenMijn GeldSabato

MIJN TIJD

KP

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

KOPIER LINK

 (TWITTER)

 FACEBOOK

 WHATSAPP

 LINKEDIN

 E-MAIL

 BEWAAR

 SCHENK DIT ARTIKEL

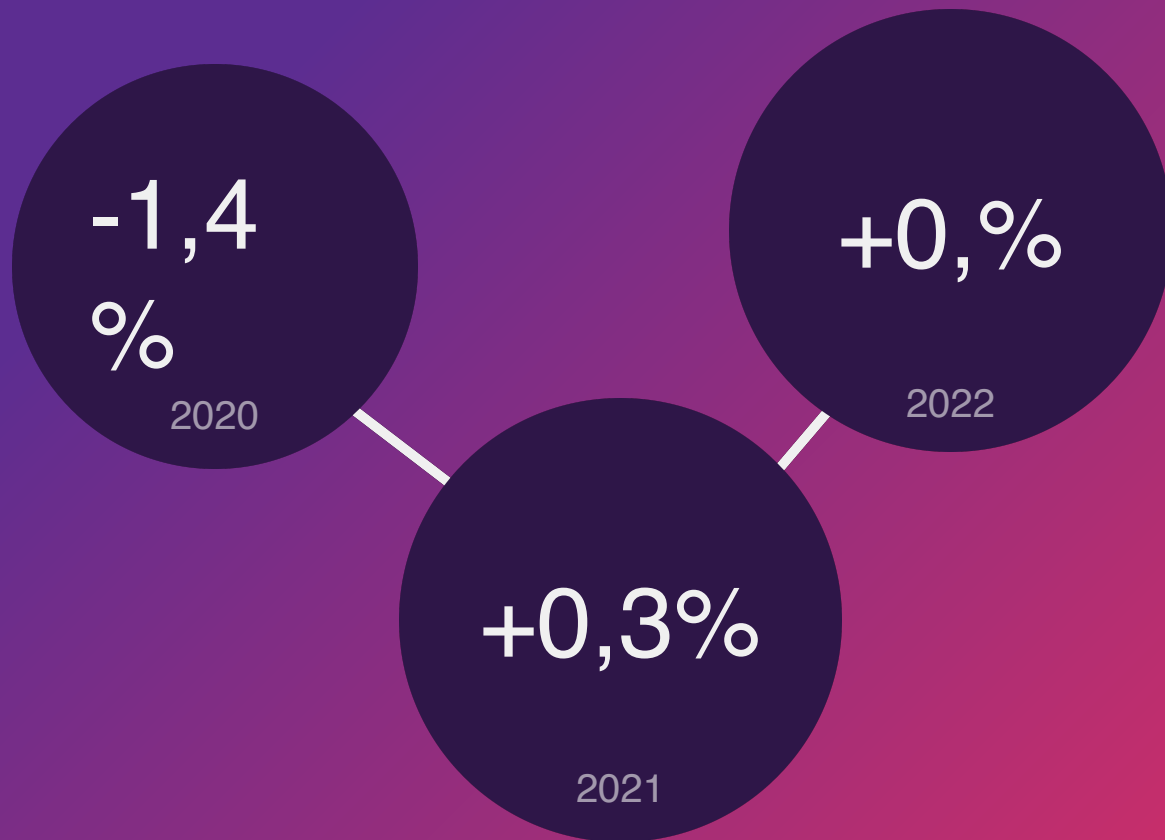
 REAGEER



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



But...  
market in  
saturation



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

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



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

**WORD WIGO 9 GB  
OF YUGO EN KIES  
JE TOESTEL.**



€99

Nintendo SWITCH  
€ 289

iPad 2020 Wi-Fi 32 GB  
€ 289

LG 48" 4K Smart UHD TV  
€ 489

**Get it**



pour  
**€99**  
avec Flex

AK UHD

Plus d'infos

proximus

**Een meer dan  
betrouwbare**



internet 1 Gbps  
4G back-up modem  
50 GB mobiele data

**-25 €/maand**  
gedurende 1 jaar

verbinding

orange  
is er

We are racing to the bottom of our value construction.

DE  
TIJD

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

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.

# So... let's go back to growth

Position Proximus as the 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





# proximus

=

# fiber

**fiber**

**=**

**proximus**



2023

AMMA: Gold Media Strategy  
EFFIE: Gold Long term change





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



Linked  
to a  
vertical  
message  
to  
address  
the  
viable  
audience.



The background of the slide is a photograph of a calm blue ocean meeting a clear blue sky at a distant horizon. A small, white airplane is visible in the upper center of the sky. The text "The HORIZONTAL Story." is centered horizontally and vertically on the slide.

# The HORIZONTAL Story.



# I've got the fiber

Make Belgium know  
Proximus brings them Fiber

**Get**

All Belgians (residential, 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



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

### Geo targeting campaigns: Pre-marketing, city launch & remarketing

**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
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

## Big Launch

## BAP Repetition

**BTS**

EOY

## Spring

**OOKLA**

**BTS**

EOY

## Multi-GIG momentum

## Always on performance & content layer

# And did this all paid off?

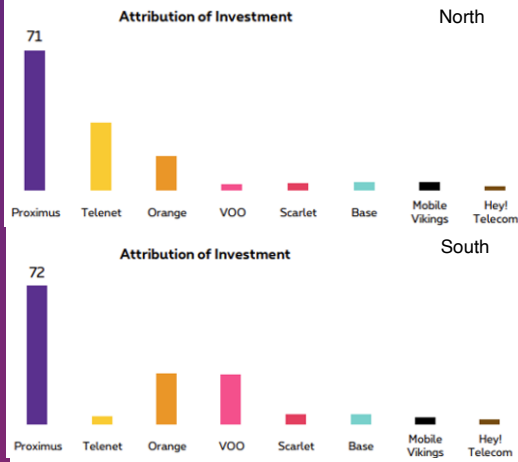
## High accumulated recognition & attribution

	<u>Benchmark</u>	<u>2023</u>	<u>2024</u>
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



Thank you!

