

DOSSIER DE CANDIDATURE

pour

MEDIA ADVERTISER OF THE YEAR

La participation est réservée aux annonceurs se trouvant nommément sur la *long list* de l'UMA et du Comité du jury AMMA.

L'introduction d'un dossier de candidature implique automatiquement que le candidat approuve le règlement des AMMA et les mécanismes d'évaluation et d'attribution des prix par le jury.

Les dossiers de candidature doivent être déposés au plus tard le **8 avril** minuit sur la plateforme AMMA, par envoi digital.

Attention ! Les dossiers explicatifs des candidatures ne peuvent **pas dépasser un volume de 3 pages format A4 (police 11)** hors feuille de couverture avec les renseignements.

Les **Annexes** sont limitées à

- Soit une présentation type Powerpoint de 15 slides maximum
- Soit une vidéo de 3 minutes maximum

Les dossiers qui excèdent ces volumes sont refusés.

Il n'y a **pas de frais** de participation liés aux dossiers de Media Advertiser of the Year. Les annonceurs participants sont invités lors de l'UMA Get Together du 15 mai et à la cérémonie AMMA du 6 juin.

RAPPEL DES CRITERES D'EVALUATION (extrait du règlement AMMA)

Ce prix vient couronner l'annonceur qui, pendant l'année écoulée :

- a contribué au secteur des médias en termes de contenu
- a lancé ou stimulé certaines innovations médias ou d'études
- a recouru à des formules originales d'utilisation des médias
- a exploité de manière optimale les potentialités des partenaires médias (agences médias, médias...)

Nous vous conseillons de consulter le règlement AMMA.

MEDIA ADVERTISER OF THE YEAR

Formulaire d'inscription.

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Annonceur : Telenet Group

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Annexes : Powerpoint (8 pages)

ARGUMENTAIRE :

1. En quoi estimez-vous que vos choix médias ont été audacieux ou créatifs ?
2. De quelle façon vous étiez engagé sur le marché de la communication et des médias en 2024 ; à quoi vous vous êtes particulièrement intéressé ?
3. En quoi pensez-vous avoir utilisé de manière optimale le potentiel de vos partenaires médias ?

POURQUOI MÉRITERIEZ-VOUS DE REMPORTER UN AMMA ?

ANNEXES

Eléments d'illustration, rapports, ...

An accomplished Senior Business Leader

Sylvie Irzi, VP-Tribe Lead for the Telenet Commercial team at Telenet, has an impressive track record in the world of marketing and media.

After 20 years in telco & technology companies (6 years Motorola, 6 years BT Group, 10 years Microsoft) in several Sales, Marketing & C-level roles in Belgium & abroad across several continents, she filled in successfully leading roles within the media agencies world, at Initiative (Managing Director) and at MediaBrands (successively COO and CEO) for almost 10 years, before returning to the telco, media & entertainment world in 2021 when she entered Telenet and became VP Brands, Communication & Reputation for the Telenet Holding Group.

A role that even expanded in 2023, to face the organizational challenges of Telenet, when her accountability spanned across the whole commercial teams, managing the Residential and SOHO (Small Office – Home Office up to 4 FTEs) segments and the complete Internet, Mobile and DTV¹ products & CVP² line up.

Her internal team at Telenet consists of 120 talents, and she's supported by what she calls fantastic and highly engaged partner agencies (Wavemaker, TBWA, VML, AdSomeNoise, and several other agencies on content, sponsoring, activation and events) that she and her team continuously challenge for the greater good of the business, the brands, and the talents' personal development.

Embracing transformation and (re-)becoming more Telenet than ever.

In her 4 years at Telenet, Sylvie has embraced the transformation that the company was going through and has also initiated and accelerated many different and impactful business, teams and partners transformation tracks, like:

- The appointment of new agencies through important pitches: Wavemaker and JellyFish at the end of 2022, AdSomeNoise in the end of 2023, reconfirming TBWA as strategic lead agency, etc.
- Organizational restructuring and upskilling of her team to increase its digital savviness with the launch of the Digital Academy.
- But the high note being undoubtedly the management of what she calls the most important business crisis she ever had to manage in her career...

End 2022 & in 2023 Telenet faced an important crisis linked to an IT software migration that eventually led to service impact for its customers, with unusual long delays whilst they were waiting for assistance, which put Telenet's customer-facing staff (both in retail and contact centers) under extreme pressure.

¹ Digital Television

² Customer Value Proposition

Not really a customer experience in line with Telenet's positioning on customer intimacy, reflected in the "We Go for Every Smile" line (We Gaan Voor Elke Smile).

Telenet's reputation was harmed, and it needed resolution with an appropriate reaction and a plan of attack.

Alone you go faster, together you go further

To turn the tide, Telenet needed every single employee and partner to be on board.

All partner agencies, but also all Belgian media saleshouses.

Relationship balance is a core quality in Sylvie's management, a quality illustrated in the "Telenet Media Days" concept: every year, Sylvie and the broader Telenet teams invite all local & international media actors in Belgium in Telenet's offices, not only to hear from them on their strategy, context, figures and new innovations & opportunities but also to present them extensively its next year plan. And in 2023, the main topic was of course the 2024 strategy and "path to recovery".

A strategy summarized in the following 4 main pillars:

1) *Stabilization & quality improvements*

Getting back to high quality levels of IT and software delivery to improve quality of service for every Telenet customer.

2) *Recover the Telenet Brand*

Bringing back the love and trust for the brand, by being bold, transparent and authentic.

3) *Deliver the top line growth & bottom-line ambition*

Accelerating on new acquisitions while limiting voluntary churn rate.³

4) *Be ready for tomorrow*

Digital first strategy, embracing new technologies and developing e-commerce for seamless end-to-end superior consumer experiences.

With great power comes great responsibility

The telco sector remains extremely competitive in terms of media investments, with on top the expected arrival of a new entrant, DIGI, announced as the new disruptor that would supposedly redraw the cards in an established market.

Telenet, as the number 1 telco brand in Flanders for years, had to walk the talk and, under the leadership and vision of Sylvie, adopted a communication approach that would reflect proximity, connection and relationship rather than transaction, putting back **the customer in the centre**.

³ Churn rate is the annual percentage rate at which customers stop subscribing to a service.

Firstly, with an assumed **full-page apology** across the whole market: Telenet was truly sorry for the inconvenience caused and wanted to express that in a highly authentic way.

Secondly, through the launch of a campaign reassuring customers that they could enjoy the most optimal and **carefree connectivity** & service everywhere at home (thanks to smart WIFI pods) and on the go (with an accelerated 5G network roll-out).

Thirdly, by launching an innovative way to care for its clients. The **Check & Smile** campaign proposed, as a first amongst the telco providers, a 'digital self-check' for customers. A proactive, 100% end-to-end data models fed, complete diagnosis of their network quality, best product fit and security, helping them to enjoy even more their connected life. Amplified with a data driven media approach combining awareness, impact and addressability, the results were above expectations, not only re-building trust among existing clients but also strongly appealing to non-clients⁴.

Last but not least, with the '**Digitale Duik**' (or 'Digital Dive'), a CSR initiative aiming at reducing the digital gap amongst the Flemish population, educating and helping people to fully benefit from the new digital possibilities with a critical and cautious mindset. This initiative was brought to life thanks to a strong local partnership with the VRT, extremely relevant content and a solid owned-paid-earned campaign to inform, educate and decrease the divide in terms of digital access and skills, resulting in 70% of the Flemish people feeling more digitally included.⁵

A committed media & marketing ambassador

Next to her primary mission of securing success to Telenet, Sylvie remains very engaged into the (media) community, with regular Thought Leadership keynotes. Most recently she participated to the iO Table Talks podcast, sharing Telenet's view on what it means to be driven by data and technology in marketing, advertising and communication. She also shared a session with Customer Collective on leading through crisis management, talked to 1,500 leaders of Fluvius about transformational leadership, delivered several keynotes in universities on digital marketing and Leadership (ULiège, Maastricht University) as well as several inspiration brown bag sessions to younger leaders within Telenet.

Delivering strong results

Despite the challenging context, Telenet saw its different KPI's going up again in 2024:

⁴ See case 'Making our clients smile again' in Best Media Strategy category for more details.

⁵ See case 'Telenet & VRT – Digitale Duik' in Best Use of Native & Content category for more details

- Boost on Telenet's image on innovative services (+14%) and reliability (+7%)
- NPS significantly increased during campaign months with Residential NPS being at a higher level than before the crisis
- 63% of Telenet customers feeling more valued after the Check & Smile campaign.
- More than 310K customers performed the 'Check & Smile' tests and entered in conversation with Telenet (+60% above target)
- -20% decrease in churn

The vision & strategy also positively impacted non clients with **56% of the non-Telenet clients who would consider switching to Telenet** because of the Check & Smile proactive & hyper-personalized value proposition.

Why deserving the Award for Advertiser of the Year ?

Sylvie Irzi's story is a compelling example of leadership, innovation, and resilience even in adversity. Her ability to navigate complex challenges, deliver impactful business results, execute strong strategies & campaigns, and drive important (digital) transformation while maintaining a customer-centric approach sets her apart as a human & visionary leader.

The measurable success of her initiatives, combined with her thought leadership and advocacy for the industry, makes her a deserving candidate for the title of "Advertiser of the Year."

Sylvie didn't just quote, *"Alone you go faster, together you go further"* — she lived it. Through her vision and leadership, collaboration became the engine that powered brand and service recovery & transformation at scale. By aligning agencies, teams, and internal & external partners around a single, shared goal, she, together with the Telenet leadership, turned fear and complexity into clarity, ambition and great achievement(s).