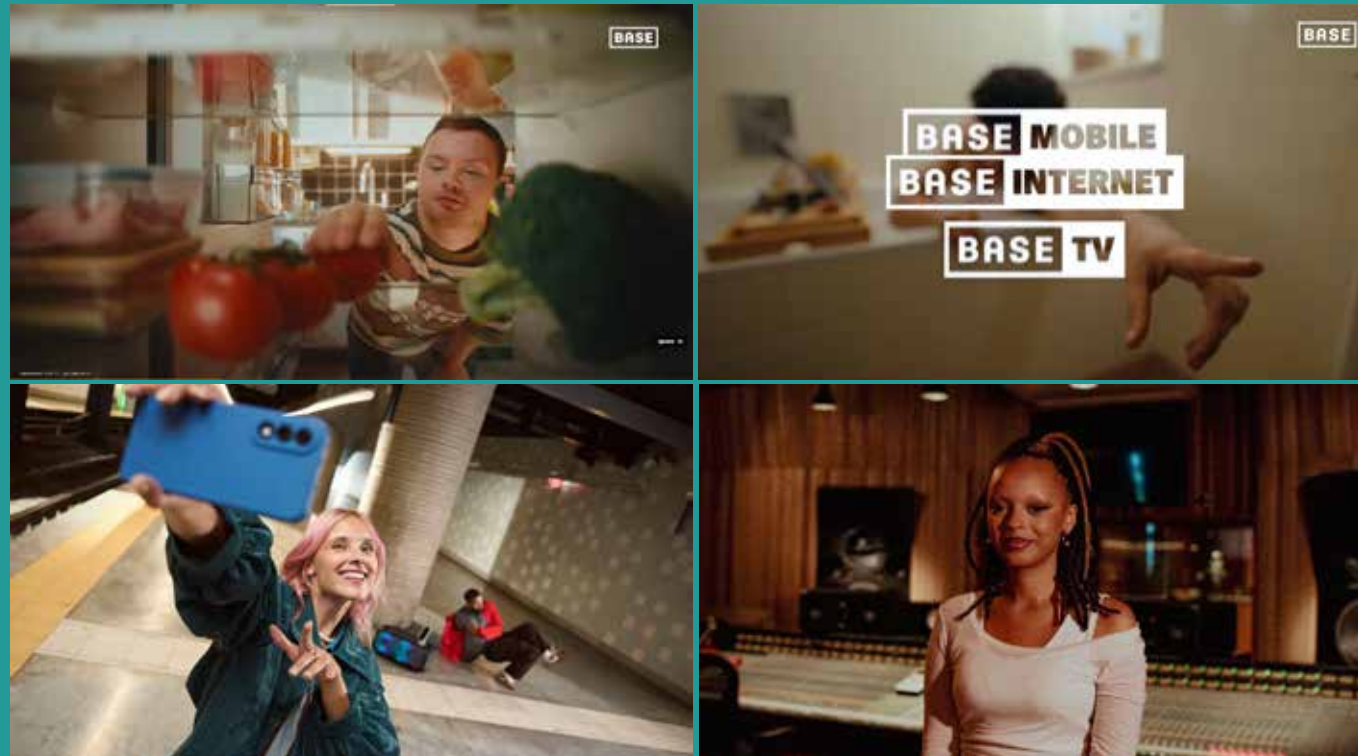


BASE

AMMA Best Long-Term Media Strategy





**Start where you are.
Use what you have.
Do what you can.**

- Arthur Ashe

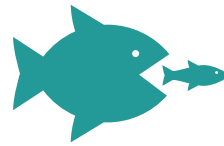
A mobile challenger under pressure

CONTEXT

- **Established mobile-only operator, known for its price-quality ratio**
- **Volatile Mobile Market: promo driven easy switching**



COMPETITION



- **High competition from other players offering multi-product bundles**
- **Aggressive new players: hey! Telecom, DIGI**

IMPACT

- **Declining sales trend**



A photograph of three young men in an urban setting. The man on the left has freckles and is wearing a brown hoodie. The man in the middle is wearing a purple shirt and blue jeans. The man on the right is wearing a green jacket and a blue beanie. They are all looking at a white tablet held by the man on the right. In the background, there is a modern building with a grid-like facade and a skateboard leaning against a wall.

A New Foundation

**Génération Débrouille /
Generatie Plantrekkers**

A New Posi t i o n i n g

CONTR
OL



BASE

BASED ON YOU

SIMPLIC
ITY



FAIRNE
SS



A 3-Pillar Media Approach

**Data
Driven**

Integrated

70/20/10

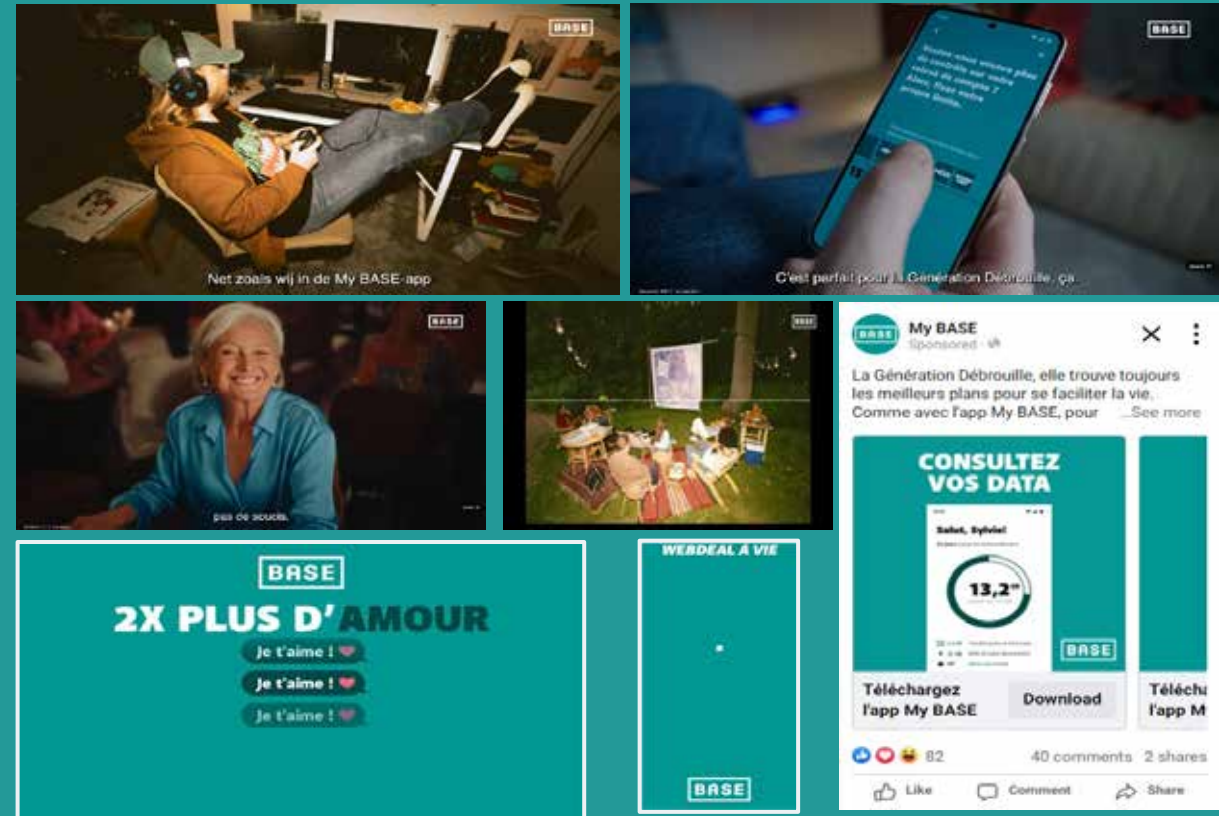


YEAR 1: The launch

Génération Débrouille/Generatie Plantrekkers

Broad Awareness via powerful presence in TV, Cinema, Online video, Social, ...

Digital first Activation layer to stimulate orders and app downloads



2023

2024

2025

2026

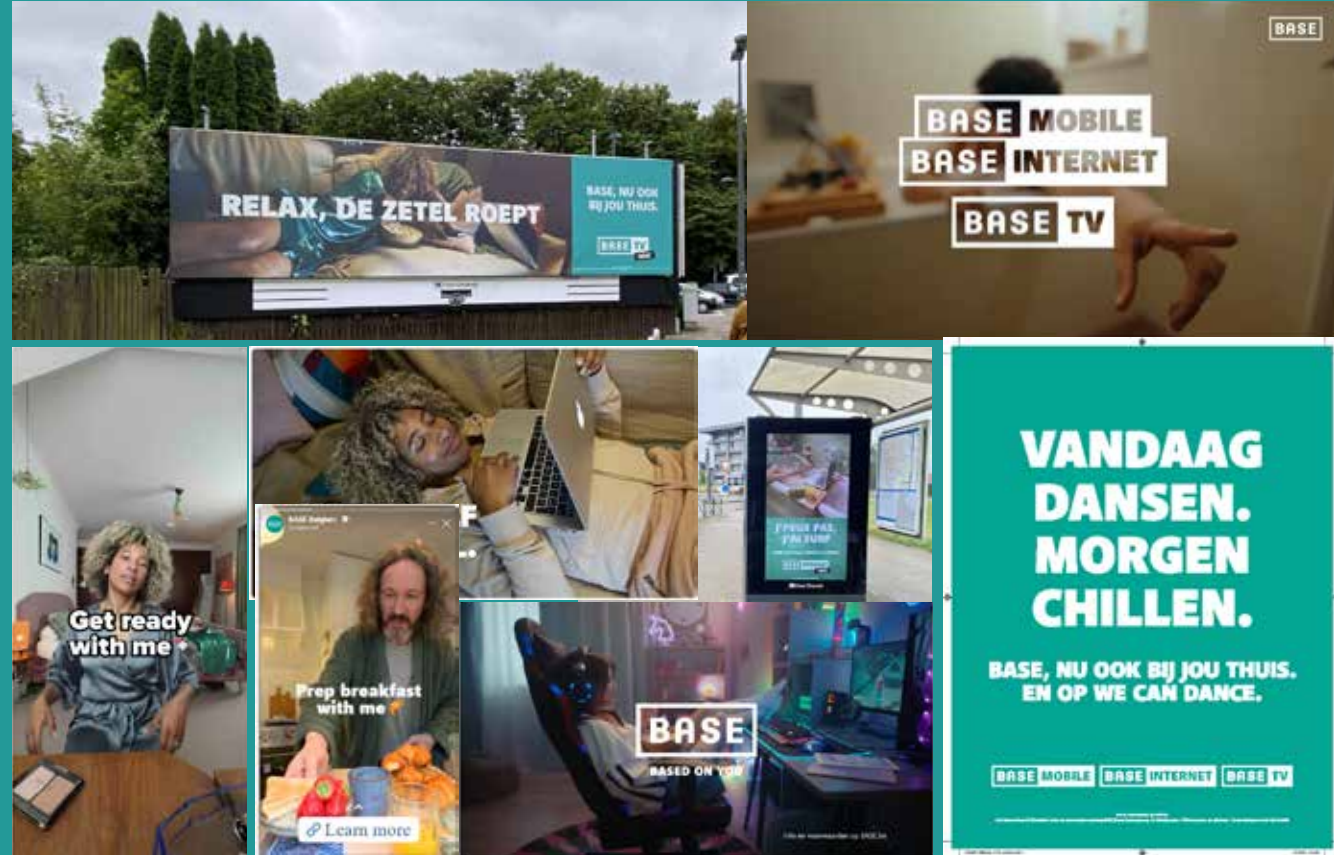
YEAR 2: The Pivotal Year

From Mobile to Full-Service Player

Messaging evolving to in-home experience:
“BASE internet & TV makes your ‘me-time’ even more pleasant”

Media amplification :

- Massive national awareness campaign
- Partnership with European Football
- Activations in festivals & shopping malls



2023

2024

2025

2026

YEAR 3: Deepening the Connection Performance & Precision

More granular & agile performance model

Local boost campaigns

Triple-engagement approach:

- Contextual touchpoints
- Empowering content & creators
- Engaging activations



2023

2024

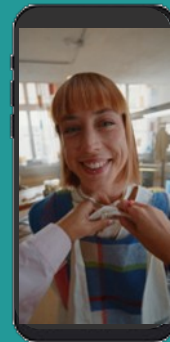
2025

2026

YEAR 4: Solidifying Long-Term Value Amplifying the Experience

Putting Génération Débrouille/Generatie Plantrekkers in the driver's seat

Collaboration with Camille Yembe
to co-create an original song,
transforming our 'Génération Débrouille'
platform into a genuine piece of culture.



2023

2024

2025

2026

RESULTS : A real turnaround !

BRAND

+5%

Awareness & Preference

+11%

Control Experience

N°2

Value For Money

SALES

+28%

Mobile

+42%

Internet

+20%

TV

Why AMMA?

**This was a strategic re-founding
of our brand for the future.
The media strategy was the engine
driving spectacular results
while reinforcing what makes BASE special.**

- Sandrine Decleer, Head of Brand, Media & Communication

BASE