


**Category number: 4**

**Category name: Best Public Relations Campaign**

**Programme/initiative name: Tony Fresko Ice Cream Van – Digital Makeover**

**Agency [if appropriate]: MBA**

**Brand or client: O2 Business, a Telefonica UK Company**

**URL or microsite [if appropriate]:**

**[Summary page]**

200 word summary here

What do you do when business as usual is no longer good enough? When one of your most profitable segments is declining?

We pressed reset. Radically rethinking our business model to transform from a mobile operator into a digital services provider and extend into a rapidly developing market, whilst meeting the changing needs of our customers. We wanted to create a disruptive PR campaign to showcase how O2's latest digital products and services can help small businesses work faster, smarter and more productively - and prove how digital technology can help start-ups and small businesses thrive and grow.

The idea was to perform a 'Digital Makeover' on a small business within a much loved traditional British industry. We chose an ice cream van business with little digital usage. We provided the company with a bespoke suite of new technology, enabling them to prove first-hand the benefits of digital technology, crucial to the largely mobile workforce.

[155 Words]

**[Main submission]**

## About the client company

O2 is one of the most well-known and best-loved brands in the UK with a strong reputation as a mobile network provider.

## Strategy – broader business issues the company is facing

However, due to the changing needs of its business customers there was a need to extend into a new market of digital services.

## Objectives of the campaign

Our objectives were to:

- Create a BIG moment launch and on-going activity to support the product roadmap
- Take O2 Business onto national news
- Re-position O2 as more than a mobile provider
- Demonstrate how O2 is taking the hassle out of technology in order to help small businesses thrive in digital Britain
- Support through digital influencers as well as traditional media

The challenges were:

- Brand repositioning of this nature is only newsworthy to the marketing trade media
- Only completely new technology will reach the nationals and whilst our digital services were new to us they were not new to the market.

- Entrepreneurs and small business owners tend to consume mainstream media, not the business press

## The target audience

The campaign was SOHO focused - small office or home office businesses with 1 to 9 employees, who are typically overlooked by the business services sector.

At O2 Business, we take a rather different view. After extensive research among small businesses, the picture they painted was of one person wearing a plethora of hats: by day they'd be CEO and by night be HR, finance and IT.

They described a 'to do' list that was too long to complete, where the last thing they needed was to hear about the launch of yet another tech innovation.

What they really needed was help navigating the digital jungle, when their tech let them down and getting tech off their 'to-do' list.

## Media, channels or techniques used

We performed a 'Digital Makeover' on a small business within a much-loved British industry, an ice-cream van business.

Tony Fresko's fleet consists of 20 ice cream vans, with at least 10 on the road that are selling to customers at any one time.

Tony Fresko had done little to update its technology over the last 40 years, the vans themselves had no capability to communicate with HQ and the teams only contacted each other via mobile. Not all drivers had smartphones, some had to rely on physical print outs of maps for destination information. And crucially, bookings were worked on a paper-based system so it was difficult to take customer requests whilst out in the van which resulted in some opportunities being lost.

Our digital advisors provided a digital assessment of the company and recommended ways of making it more efficient with digital products and services. They provided the company with a bespoke suite of new technology which included 4G enabled

smartphones, tablets and Microsoft Office 365 cloud software. Twitter advertising credits were provided to promote the business locally, and emails were migrated to Microsoft Outlook which enabled fleet manager, Andy, to manage both his and his drivers' diaries more efficiently, wherever he was.

Finally, in conjunction with O2 Labs, O2 Business created a Tony Fresko ice-cream van tracker app to download for free. This app allowed customers to track where their nearest Tony Fresko van was located via GPS enabled phones in each van which acted as tracking devices.

The improved tech has meant the Tony Fresko team can stay better connected and co-ordinated, which ultimately results in better customer service and sales.

The 'Digital Makeover' enabled us to bring to life the digital services that O2 Business offers, and highlight how O2 Gurus and advisors can provide support and choose solutions that are right for your business. This ultimately proved how O2 Business is helping small businesses grow and succeed from using digital technology.

Our integrated approach focused on driving reach and getting the story out to small businesses – so we aimed for a mix of coverage to maximise engagement – national, broadcast and both print and online. To help engage with the press, we took the ice-cream van on a media tour to six different media houses to tell our digital story.

We also put content on YouTube to enable businesses to understand and relate to Tony Fresko's challenges and start to think about what O2's tech products could do for their business.

In addition to this, we took the ice cream van to O2's sites to communicate the story to O2's employees - over 800 ice creams were given out across Preston Brook, Leeds and Dearne Valley offices and close to 500 ice creams at O2's head office in Slough.

## Timescales of the campaign

- Research: March – April 2014
- Planning: May – June 2014
- Deployment of Digital Makeover into Tony Fresko – July 2014
- Internal activity: August 18th
- Full media launch: August 20th
- Reporting analysis: October 2014

## Budgets

These details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

## Results

A real success in raising brand awareness and showing the benefits of the O2 products and services in action. The full details were provided to judges in the original submission but are commercially sensitive and therefore confidential.

## Client testimonial

"The 'Digital Makeover' enabled us to prove first-hand how O2 Business is helping small businesses grow and thrive in an increasingly digital Britain. It successfully took O2 Business onto the national news pages and with a total reach of over 25.5 million, achieved well beyond our set targets. A simple yet effective story, the campaign really inspired business and news journalists alike. The O2 Business branding we achieved through the photography and video that was featured in the national, local and business media was hugely impressive. I haven't seen a campaign that's achieved quite this extent of media coverage and coverage that is absolutely on message – it definitely deserves to win this award".

[1000 words]

## Supporting material supplied




x1 presentation board

**Submission ends**