

# Digicel

## Engagement & Commercial Brief Template

DCL Marketing

August 2019



Digicel

# Engagement & Commercial Brief: Wild Wednesdays

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## OVERVIEW (READ ONLY)

The **Engagement & Commercial Brief** is a collaborative working document to help facilitate effective communication and planning for our local campaigns.

**Basics/Mandatories:** They express the *what, why, where & when* the campaign exists.

**Market Insight and Shareable Opportunities:**

The strategic thinking that sets the campaign up for success. *Highlight the benefit to the consumer and why they care about this product or offer. How does it help them?*

**Campaign Breakdown:**

The tactical breakdown that gives a holistic view of deliverables, tactics and spend. How is this going to market? Ensure to outline how this campaign is linked to the *overall brand message of being simple and putting the customer first* and consider key activations/sponsorships happening during the campaign period that maybe link to this promotion.

Fill out each section to the best of your ability, and secure approval from your CEO before submitting to DCL's Brand Team to initiate the review process. If you have any questions, please contact a member of the DCL Brand Team.

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## THE BASICS: WHO, WHAT, WHY, WHERE, HOW & WHEN

Campaign Background / Overview		Campaign Objective	
Stimulate Recharge, maintain constant growth on LTE penetration & awareness		Stimulate Recharge, maintain constant growth on LTE penetration & awareness Secondary: Increase ARPU by US \$2 (7 day LTE users) 1000persons	
Market	Grenada	Dates	September 11th 2019
Target Demo, interest & psychographic	<ul style="list-style-type: none"><li>Age: 18-60 years</li><li>Gender: Mixed</li></ul>	Market Context – Digicel	Messages in Market : <ul style="list-style-type: none"><li>Back to school promotion</li><li>Number Portability</li><li>New Freedom Plus bundles</li></ul>
Tactics	Social/Digital	Market Context – Competitors	Flow – Stay Connected (New Prepaid Plans) Back to school Promotion Number Portability
Execution Budget (\$)	USD 200.00	Commercial Offer(s)	Recharge, My Digicel App, LTE Postpaid Freedom Plans & Prepaid LTE plan
Media Budget (\$)	USD \$300.00	KPI's (COMMERCIAL)	Prepaid plan – 1000 plans Postpaid - 20

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Segment	Segment Details	Segment Actions
Acquisition promotion	<ul style="list-style-type: none"><li>Low - Medium value prepaid customers</li><li>Smartphone users</li><li>Non LTE users</li><li>Flow Audience</li></ul>	<ul style="list-style-type: none"><li>Samsung S9 <b>was</b> \$3,999.00 <b>Now</b> \$1,599.00</li><li>Samsung J2 Core <b>Was</b> 4599.00 <b>Now</b> \$199.00</li><li>Alcatel 1053 <b>was</b> \$399.00 <b>Now</b> \$75.00</li><li>Alcatel OT 1052 <b>Was</b> \$109.00 <b>Now</b> \$45,00</li></ul>

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INPUT YOUR SUGGESTIONS FOR MESSAGING

Message Position	Segment Details- Prepaid Promotion
Headline	Wild Wednesdays
SubHeadline	Freedom Plus LTE Bundles
Call-to-Action	Visit the Spiceland mall store



Can the four handsets be displayed on artwork with before and after price

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## INTEL (COMPLETE THIS SECTION)

### Primary & Secondary Objectives

Stimulate Recharge, maintain constant growth on LTE penetration & awareness  
Secondary: Increase ARPU by US \$2

### Market Insight (Insight based on each target demo)

Eg.  
- Customers with smartphones smiling

### Creative Considerations

Include any pertinent messaging  
Eg. Include Couples shopping

### Shareable Consideration

Happy (parents and kids) – “WOW” Effect

### Additional Info

What do the target segments want/ care about?  
Eg. Digicel cares about its customers being the leading telecoms comp. in Grenada

What are the actions we need them to take?  
Eg. Activate an LTE Freedom Plan, Join the Postpaid Family  
Pay their Bills, view and Share content.

What is the value to the business and customer?  
Eg. Increase LTE subscribers, ARPU & revenue

What needs to be improved, recreated or transformed in the customers mind-set?  
What should stay as is?  
Eg. Customer needs to understand Digicel has them connected with the only island-wide LTE Network and only one giving them Lots of Data and talk

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HISTORICAL ADVERTISING, COMPETITOR ADVERTISING

Digicel Campaign 2018

FLOW Campaign 2018

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## STANDARD OFFLINE ASSETS

Video	
Print/ Press	
Radio	
Retail	1920 x 1080/1280 X 720 /5760 X 2160 /1920 X 3240
Digital	970x250, 728x90, 336x280, 300x600, 300x250, 300 x 60, 250x250, 160x600 (format HTML5, GIF, JPEG)
Social Media	1080 x 1080



**Digicel**