

HOW THREE DROVE CONSUMER SIGN-UPS FOR THEIR ONLINE PETITION 'MAKE THE AIR FAIR' CAMPAIGN



OBJECTIVES

Earned Media Traffic
Engagement

PRODUCTS

Outbrain Amplify

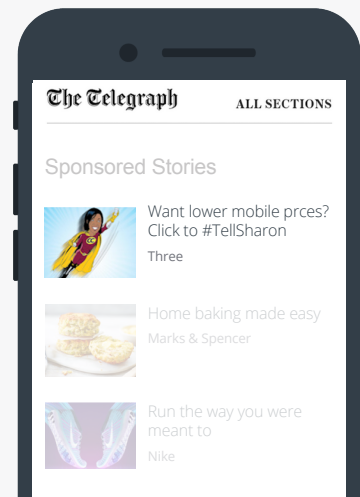
OVERVIEW

Mobile provider Three used Outbrain's power of discovery to drive awareness and support for their 'make the air fair' campaign. The campaign urged Ofcom to impose a 30% cap on the amount of airwaves owned by any one network. Their campaign objective was to educate consumers about this issue and its impact on a network's ability to offer a fast, reliable mobile service at an affordable price. Ultimately to convince consumers to show their support and sign a petition for Ofcom. Outbrain outperformed all other channels being used for this campaign and delivered a CPA significantly lower than the target.

RESULTS

148K
Engagements

25%
CPA lower than target



EXPERIENCE

"This project was an important one for not only our brand, but the whole Spectrum campaign - in short we needed to get it right in a finite amount of time. The educational nature of the campaign content meant an earned media strategy with Outbrain was a hugely effective channel. Results from the campaign were great, with this activity being our most successful and cost effective."

PIPPA WHYBOURNE
LEAD MARKETING COMMUNICATIONS MANAGER