

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



## OBJECTIVES

Earned Media Traffic  
Engagement

## PRODUCTS

Outbrain Amplify

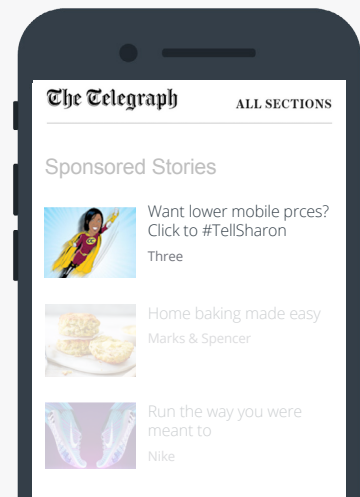
## OVERVIEW

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."

INSERT CLIENT NAME  
TITLE HERE