

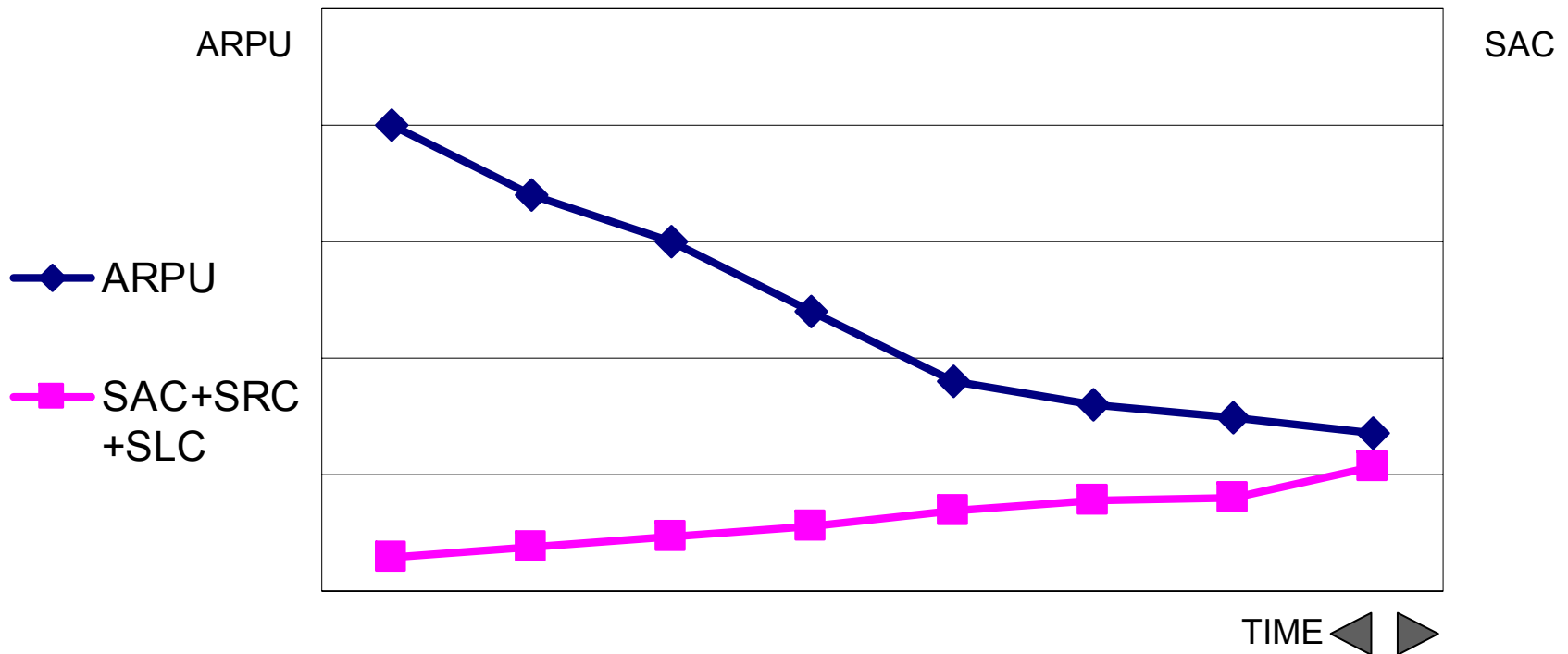


**Joint branded BTL actions: goals,
objectives & experience**



Objectives

Facing ARPU decrease and expenditure increase in subscriber attraction & retention, operators have to find new ways to prevent ARPU decrease and reduce growth of expenditures in attracting & keeping users.





For the purposes of this presentation, a **joint BTL project or event** is defined as an event initiated and run by the operator among its subscribers in association with a content/service provider. The interactive part of such an event is run by the provider according to concepts and ideas approved by the operator.

A joint branded BTL project is different from a standard BTL event in the following ways:

- Both the provider and operator actively contribute to the promotion effort;
- The provider is actively involved in the awards program;
- The awards program is richer in content;
- The project is regional in coverage, with a rigid timeline;
- Services are customized to suit the specific promotion;
- Single brand only;
- Provider allots dedicated resources to serve the program.



Goals

**Joint BTL projects or events generally seek to achieve the following goals:
Boost VAS earnings in general and content earnings, in particular:**

- Introduce potential subscribers to the benefits of the operator's services and rates (not necessarily related to VAS) in an entertaining, attractive way;
- Encourage potential subscribers to sign up for the operator's service.

Achievement of the above goals is conditional on the following actions:

- Defining a range of VAS services having a substantial growth potential (e.g. WAP, MMS, etc.) is up to the operator;
- Selecting a project partner through competitive bidding among providers;
- Designing, in partnership with the provider, a service consistent with the goals above;
- Designing, in partnership with the provider, an awards program and a promotion program.



What we got

GSM

- Higher earnings compared to when the provider merely supports the operator's promotion;
- This kind of promotion gives the operator some additional benefits, such as promotion of its services and rates;
- Branded BTL projects with multilevel score tallies and awards at the end have a favorable effect on subscribers' loyalty to the operator and its VAS/content services;
- Exclusive service, customized to meet the operator's needs;

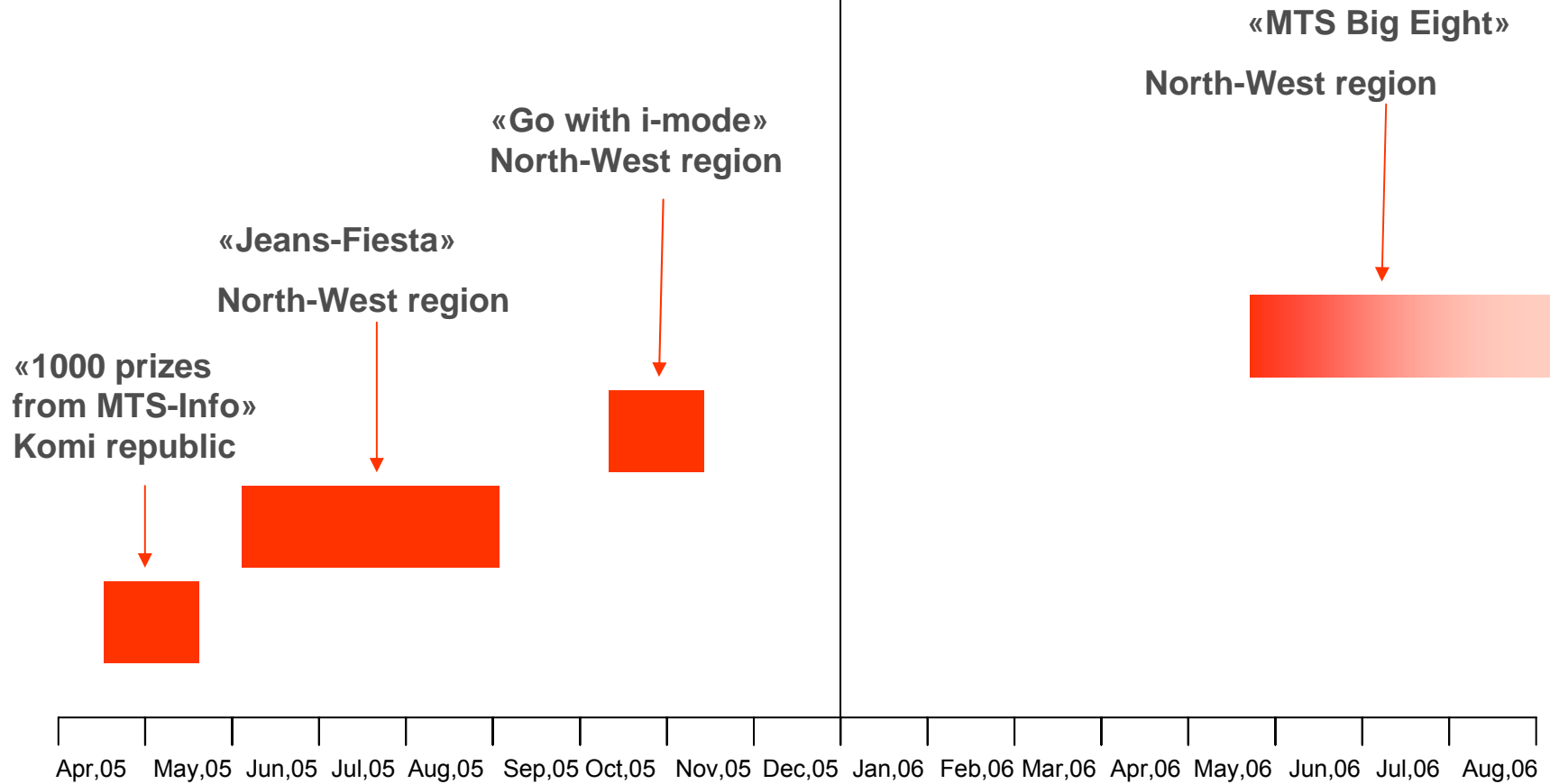
VAS Provider

- The operator's participation in the awards program is substantial;
- The operator's participation in the promotion, including PR campaign, is preeminent;
- The operator closely controls the BTL promotion;
- Preferred use of SMS/USSD/MCA to inform subscribers of the promotion;
- Information and consultancy support throughout;
- Higher earnings per region compared to a multi-brand promotion in the same region.



History

2005 – 2006: MTS BTL projects in North-West region





«1000 prizes from MTS-Info»: objectives & results

«1000 prizes from MTS-Info» Komi republic 15/04/2005 – 12/05/2005



Objectives:

- additional revenue from SMS based VAS;
- long-term revenue increase from MTS-Info services (STK);
- MTS & Jeans brand promotion;
- MTS subscriber loyalty strengthening.

Promotion	Results
<ul style="list-style-type: none">• posters A5 in MTS & dealer offices;• posters A2 in MTS & dealer offices;• posters A3 in MTS & dealer offices & POS;• audio ads;• SMS blast to 85% prepaid users	<ul style="list-style-type: none">• URR: 10,6%;• ARPU in action: ~ 3\$;• AMPU: ~ 10 SMS;• Action Revenue Share* in total VAS: 7,7%• ARS in CVAS**: 32,5% <p>* - action revenue share in overall VAS revenue in the region;</p> <p>** - action revenue share in overall content VAS revenue in the region</p>



«Jeans-Fiesta»: objectives

«Jeans-Fiesta»: North-West region (except Komi republic)
01/06/2005 – 31/08/2005



Objectives:

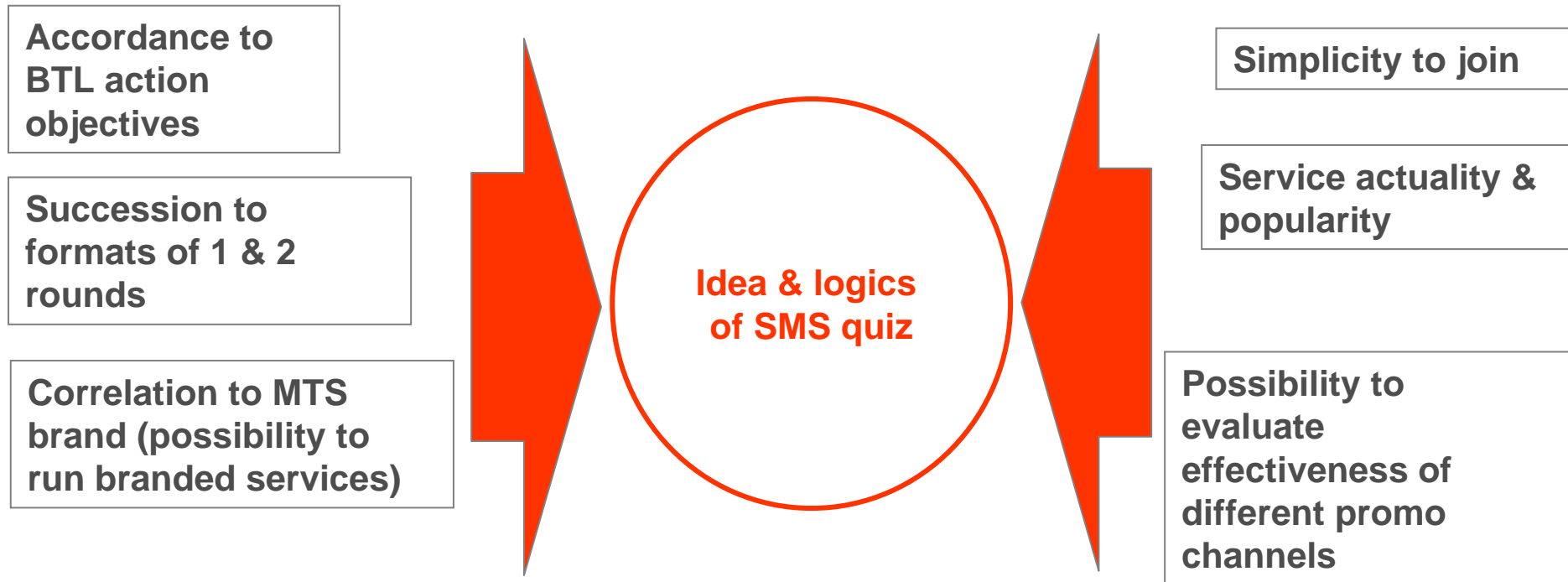
- revenue gain from content VAS;
- VAS demand stimulation;
- providing interactivity in marketing campaigns;
- mechanism for more objective winner selection;
- scaling the entire action.

Promotion

- BTL actions in large cities;
- POS in MTS & dealer offices;
- SMS blasts (action start – general info, 2 – with CRM elements)



«Jeans-Fiesta»: mechanism



Resulting from requirements' analysis to the SMS services used in "Jeans-Fiesta" BTL action, the following suggested:

1 round: «1000 prizes from MTS-Info». Service's logics & idea have completely correlated to requirements.

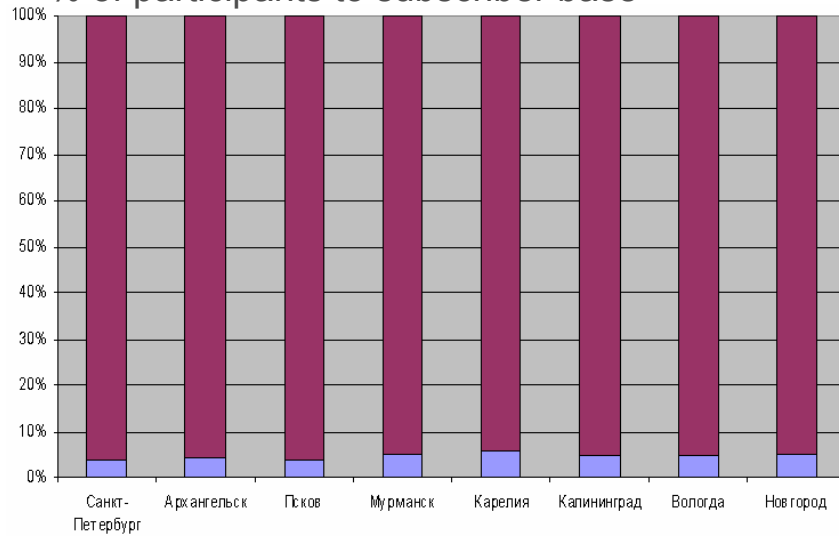
2 round: – «3 steps to prize». Complete restyling of the 1 round saving main commands & results received by users in the 1 round.



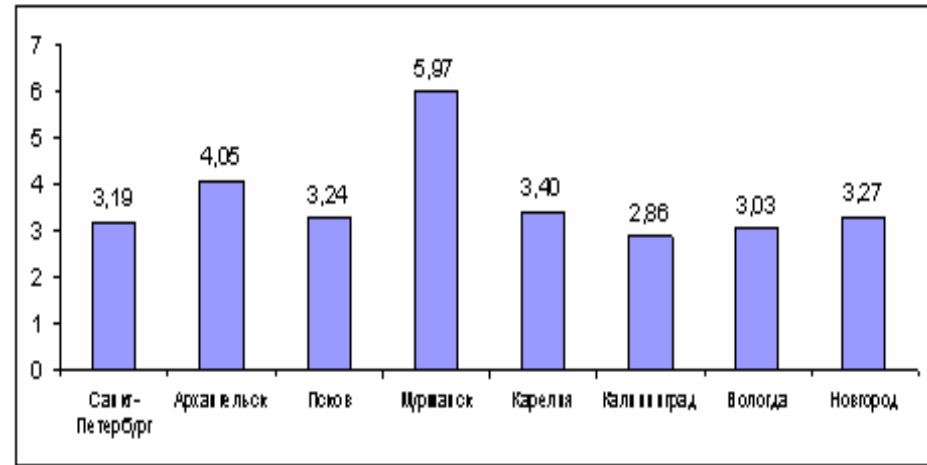
MTC

«Jeans-Fiesta»: results

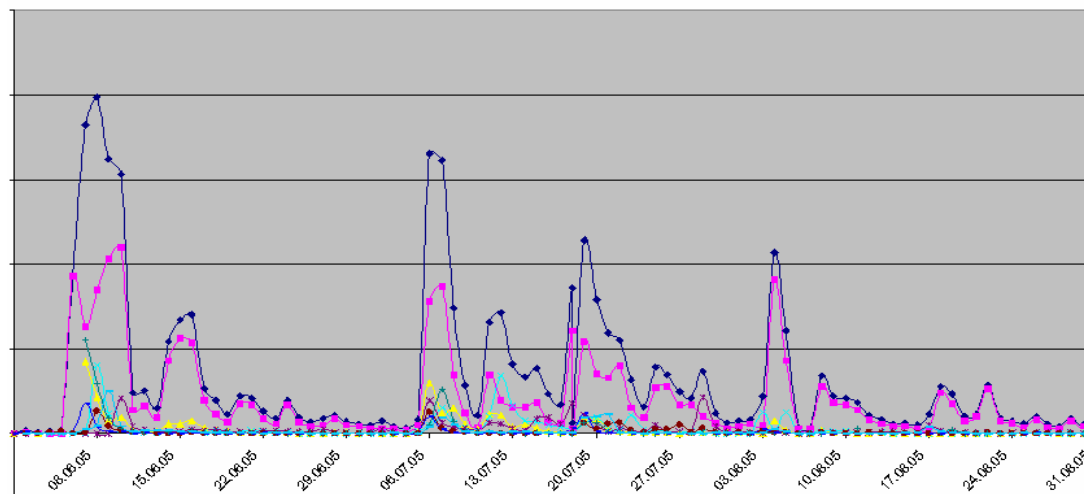
% of participants to subscriber base



SMS per user



MO-SMS during the action





«Jeans-Fiersta»: results

Target group	80 – 95% Jeans subscribers
Unique subscribers informed:	1 600 000
Unique participants:	~ 100 000
URR (unique response):	5,9%
AMPD (average messages per day):	3400
MPU (messages per user):	3,4

- ARS* in CVAS**: 4,3%
- Average revenue increase CVAS from the action: 4,67%

* - action revenue share;

** - content VAS revenues



«Go with i-mode»: objectives

«Go with i-mode»: North-West region 17/10/2005 – 21/11/2005



Objectives:

- i-mode service popularity;
- user informing in game-like format on i-mode service, its advantages & functionality;
- testing of BTL action on voice service;
- testing of regional disposition to voice entertainment services or SMS.

Promotion	Results
<ul style="list-style-type: none">• SMS/USSD blasts;• ads on radio;• ads on TV;• posters A2 in schools & universities;• POS in MTS & dealer offices	<ul style="list-style-type: none">• URR: ~ 4,0%;• ARPU on action: ~ 5,1\$;• MOU: ~ 6,8;• Action Revenue Share* in total VAS: 1,7%• ARV in CVAS**: 6,7%



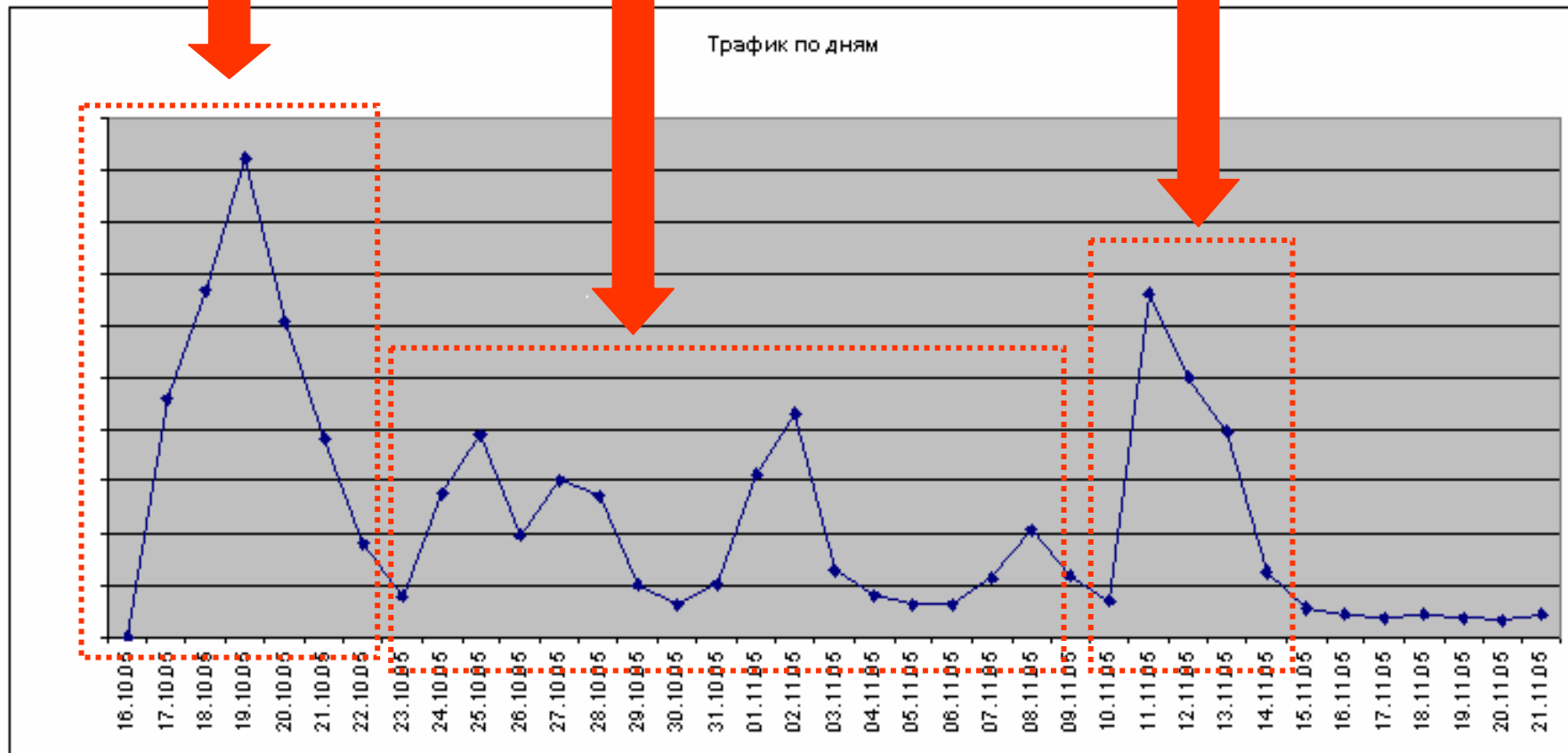
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«Go with i-mode»: results

SMS blast

ATL/BTL channels

Info in USSD
balance

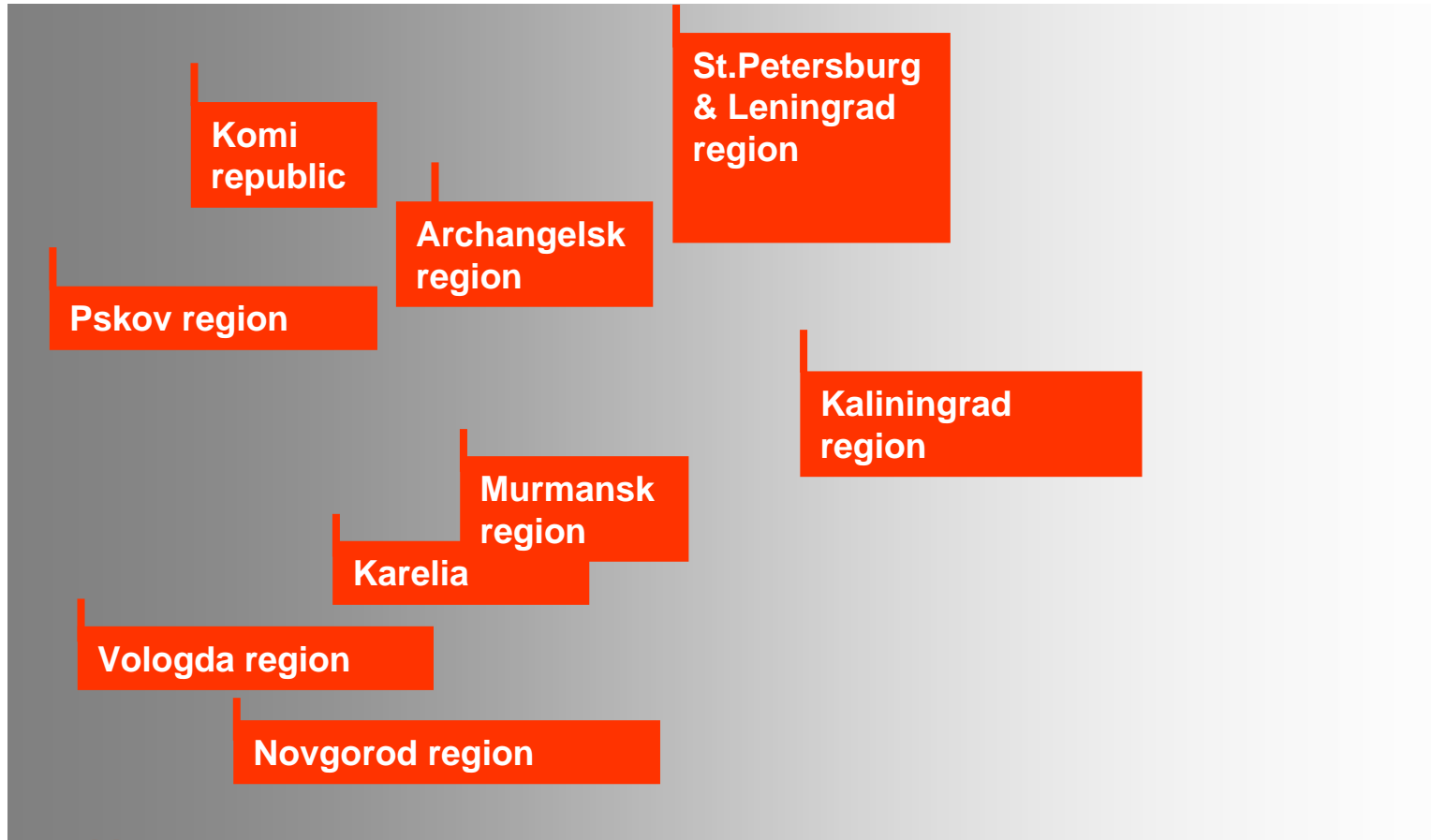




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«Go with i-mode»: research

User base in region



Positive to SMS

Positive to IVR



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«G8 – MTS Big Eight»: objectives

«G8 – MTS Big Eight»: North-West region 01/06/2006 – 30/08/2006



Objectives:

- strengthening of content service promotion during traditional slow down;
- usage of a good info occasion “advert tow”;
- content service revenue increase & subscription base growth

Promotion	Results
<ul style="list-style-type: none">• SMS/USSD blast;• Outdoor (posters);• POS materials;• WEB site	<ul style="list-style-type: none">• URR: ~ 2,7%;• AMPU on action: ~ 7,1;• ARPU: ~ 2,8



MTC

Joint BTL actions: goals, objectives, experience

Characters of successful joint BTL project:

- Clear project goals for business development; clear, formalized marketing goals;
- Detailed description of goals and objectives in the tender profile;
- VAS and marketing specialists working closely together on drafting provider's brief;
- Dedicated project managers from both sides: the operator and the provider;
- Maximum collaboration between kindred units in preparing the promotion;
- Simple, clear and transparent logic of the service being designed;
- Use of CRM tools to keep subscribers informed;
- An attractive awards program: the nature of the prizes not as important as their quantity;
- Promotion cannot run more frequently than 3 times a year.



Joint BTL actions: goals, objectives, experience

(c) MTS

North-West macro region

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