



2011 Bronze Effie Winner

'Wataniya TV'

Category: MEDIA

Brand/Client: Wataniya Telecom

Primary Agency: Zenithmedia

Strategic Challenge:-

Three mobile service providers cater to Kuwait's telecom needs: Zain, VIVA and Wataniya.

With Ramadan approaching, Wataniya wanted a communication platform that would truly engage the Kuwaiti population. Media usage changes during Ramadan, with TV viewership in particular seeing a dramatic increase. (Source: IPSOS). So for their 2011 Ramadan campaign, Wataniya created an entire TV channel from scratch. Scheduled to air for one month only, it would bring the Kuwaiti population top-rated programs—and not include a single ad break.

This was new territory for Wataniya. Their channel would be up against established TV channels who promote their own programs aggressively—and with enormous budgets. On top of that, while the program content that Wataniya had purchased was impressive, other TV channels would be playing the same programs, sometimes with first-run rights. Plus we had the added difficulty that Wataniya could not advertise their channel on other TV channels.

This year's Wataniya Ramadan campaign would require us to not only view Wataniya as a mobile service provider, but also build a communication and media strategy suitable for a TV channel.

Our primary objective was to create awareness of the channel within Kuwait's already cluttered Ramadan communication, and ensure that the launch of Wataniya's channel would create buzz in Kuwait. Since people spend most of their time indoors during Ramadan, we needed to find a way to communicate directly with our audience inside their homes.



The Big Idea:-

Before Ramadan starts, many people visit satellite shops for maintenance and reprogramming of their receivers. We realized that this was the ideal place to talk to them about Wataniya TV.

Bringing the Idea to Life:-

On receiving the channel launch brief we starting asking Kuwaiti citizens about their TV viewership habits and household preparation routines for the coming holy month. 98% said they spend most of their time watching TV during Ramadan. (This is in line with the total penetration of TV viewership during Ramadan in 2010 [IPSOS TV Track shows a total reach of 96%.])

Along with a host of useful TV viewership habits, one particular insight stuck out above the rest: A majority of consumers contact or visit satellite shops and request maintenance and reprogramming on their receivers before Ramadan starts. After visiting satellite shops ourselves, we found that the majority of their business does indeed pick up pre-Ramadan.

While TV channels and mobile service providers would be spending millions blanketing traditional media during Ramadan, we realized that by partnering with satellite shops we could reach our target directly—in their homes and through a medium as yet untouched.

Covering the traditional media of press, radio and outdoor we created enough impact to build and sustain awareness of the launch of Wataniya TV. However, our one true creative use of media was the satellite shops.

We partnered with approximately 100 satellite shops across the six governorates of Kuwait. POS material instore captured the attention of every customer. We also provided every shop with a channel grid and program guide to hand out to any customers. Satellite servicemen were briefed on informing every consumer of the Wataniya TV launch—and instructed to set Wataniya TV on every customer's favorite channel list during visits to make it easy for them to find it.

To ensure two-way communication was established, contact details were also taken by every satellite serviceman to build a database and a platform of communication for future campaigns.



Communication Touch Points:-

<input type="checkbox"/> TV <input checked="" type="checkbox"/> Spots <input type="checkbox"/> Branded Content <input type="checkbox"/> Merchandising <input type="checkbox"/> Program/content <input checked="" type="checkbox"/> Radio <input checked="" type="checkbox"/> Spots <input type="checkbox"/> Merchandising <input type="checkbox"/> Program/content <input checked="" type="checkbox"/> Print <input type="checkbox"/> Trade/Professional <input checked="" type="checkbox"/> Newspaper - print <input type="checkbox"/> Newspaper - digital <input type="checkbox"/> Magazine - print <input type="checkbox"/> Magazine – digital <input type="checkbox"/> Print partnership <input type="checkbox"/> Direct <input type="checkbox"/> Mail <input checked="" type="checkbox"/> Email <input checked="" type="checkbox"/> PR <input type="checkbox"/> Events	<input type="checkbox"/> Packaging <input type="checkbox"/> Product Design <input checked="" type="checkbox"/> Cinema <input checked="" type="checkbox"/> Interactive <input checked="" type="checkbox"/> Online Ads <input type="checkbox"/> Web site <input type="checkbox"/> Viral video <input type="checkbox"/> Video skins/bugs <input checked="" type="checkbox"/> Social Networking Sites <input type="checkbox"/> Podcasts <input type="checkbox"/> Gaming <input checked="" type="checkbox"/> Mobile Phone <input type="checkbox"/> Other <input checked="" type="checkbox"/> OOH <input checked="" type="checkbox"/> Airport <input type="checkbox"/> Transit <input checked="" type="checkbox"/> Billboard <input type="checkbox"/> Place Based <input checked="" type="checkbox"/> Other <input type="checkbox"/> Trade Shows <input checked="" type="checkbox"/> Sponsorship	<input checked="" type="checkbox"/> Retail Experience <input type="checkbox"/> POP <input type="checkbox"/> Video <input checked="" type="checkbox"/> In-Store Merchandizing <input type="checkbox"/> Sales Promotion <input type="checkbox"/> Retailtainment <input checked="" type="checkbox"/> Guerrilla <input type="checkbox"/> Street Teams <input type="checkbox"/> Tagging <input type="checkbox"/> Wraps <input type="checkbox"/> Buzz Marketing <input checked="" type="checkbox"/> Ambient Media <input type="checkbox"/> Sampling/Trial <input checked="" type="checkbox"/> Consumer Involvement <input checked="" type="checkbox"/> WOM <input type="checkbox"/> Consumer Generated <input type="checkbox"/> Viral <input type="checkbox"/> Other: A Blog, Facebook page & a Twitter Feed
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Additional Marketing Components:-

None

Total Media Expenditure:-

\$ 500 – 999 Thousand

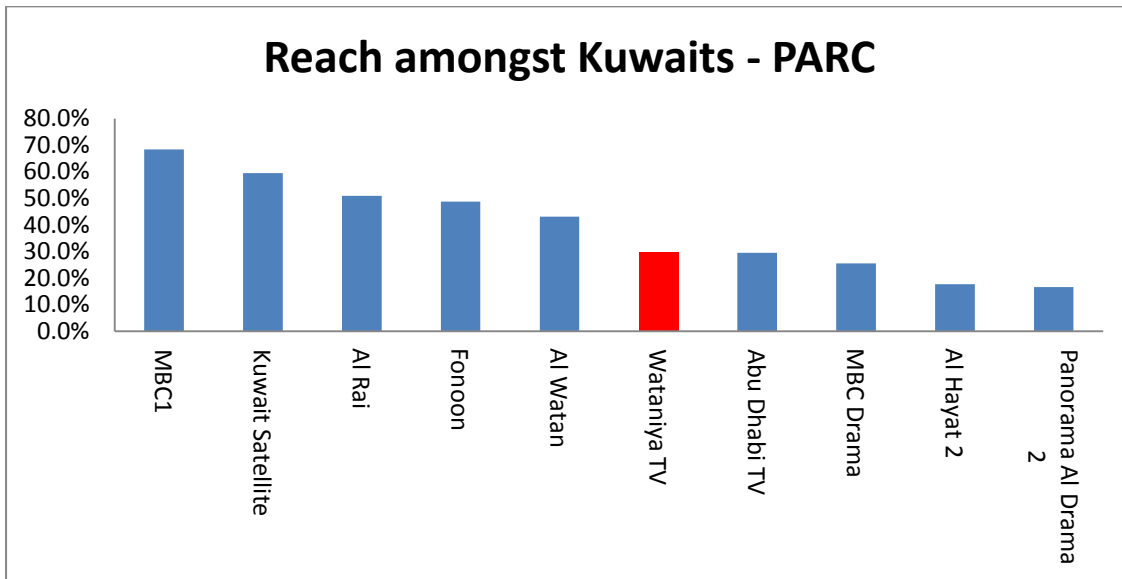
Results:-

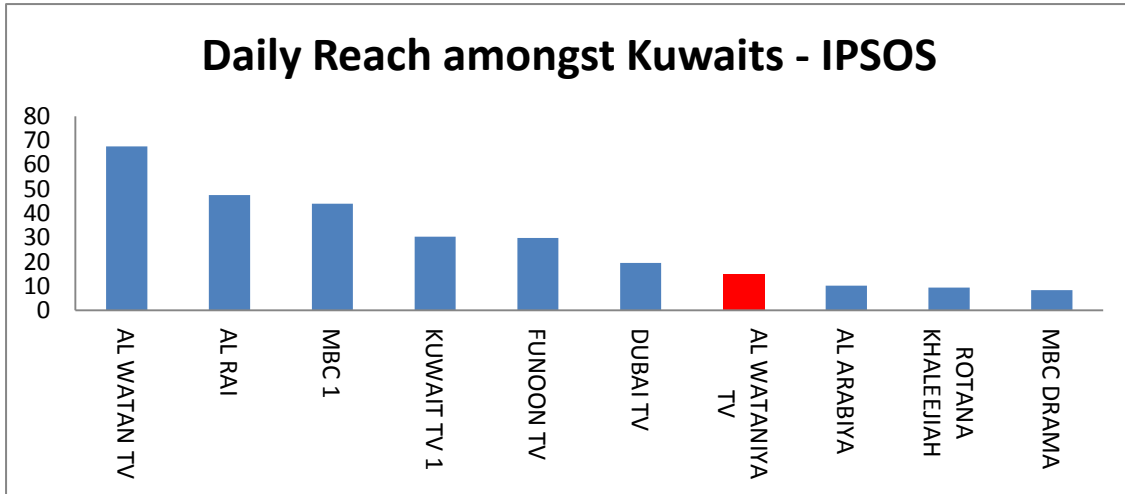
Two factors made this campaign a success:

- In conducting dipstick research on the awareness of Wataniya TV, we spoke to a sample of 150 Kuwaiti individuals. The figures showed that 98% were aware of the channel. This proved to us that awareness levels raised with our traditional advertising was well beyond expected. (See below results of the research.) (Source: ZenithMedia.)



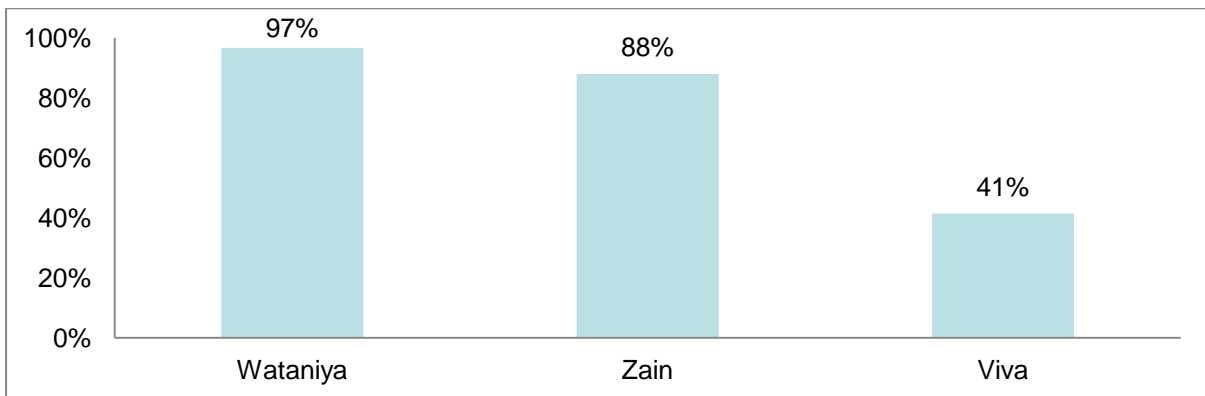
- Our satellite shops were buzzing too. Once the channel was launched we received dozens of excited phone calls from our partnering satellite shops. Consumers were thrilled with the new channel and the fact that it offered great programming, the chance to win a host of prizes, and did not include any ad breaks! On average every satellite shop programmed 30 to 40 new receivers a day with Wataniya TV, that meant over 24,000 homes were personally introduced to Wataniya TV every week. Attached are some interviews from satellite stores.
- In the first week of Ramadan, IPSOS TV track and PARC TV ranked Wataniya TV 5th of the Kuwaiti TV channels and 6th amongst all Pan-Arab channels in terms of viewership. In a very short period of time, a TV channel that never existed grew to become one of the region’s most watched. And by utilizing just the right balance of traditional media and innovative thinking, we were able to develop one of the most remarkable Ramadan campaigns ever.





Post-test survey results (Zenith dipstick research. Total sample 150 respondents).

Which MSP do you recall advertising during Ramadan?



Are you aware of Wataniya TV?

