EFFIE infoclass

How to win an EFFIE?

Gunther Van Lany - Strategy Director TBWA Group Belgium



The question is not: how to win an EFFIE.



A much better question today: 'How to make effective work?'



Telenet X TBWA X PHD

3 X GOLD EFFIE, 2 X SILVER EFFIE In the last 5 years



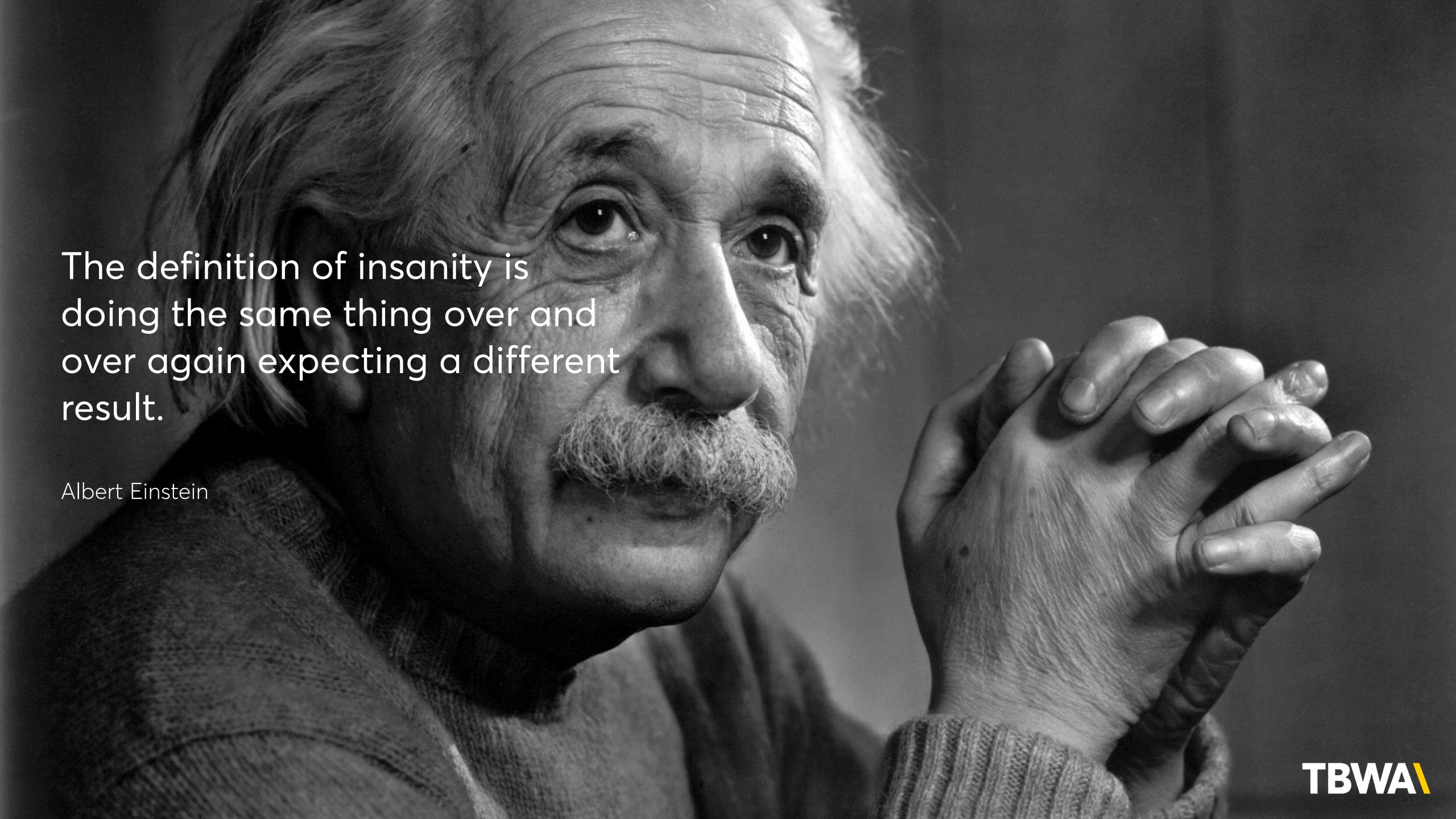


TBWA awarded **EFFIE BEASTS Best performing agency on effectivity**since start of EFFIE in BE

• The TBWA Methodology Disruption.

DISRUPTION





Disruption Roadmap: 3 steps

Disruption® roadmap



CONVENTIONS

Challenging the status quo of the market.



DISRUPTION

Finding an idea that brings the vision to live.



VISION

Defining a growth strategy for the future.

Learning from some EFFIES from the past... and one from the future

LEARNING 1

'The simple data, not the simplistic'

- GOLD EFFIE KING & KONG



Hoe winnen in de mobiele jungle?

Telenet lanceert

KING & Eir

KING SIT

Eindelijk. Mobiel surfen, sms'en en bellen zonder tellen.

KING

€15

KONG

€ 25 KINU KONG

Heel veel

Belachelijk **veel**



CONVENTIONS

A complex jungle of mobile plans, making it difficult for consumers to choose the right one



DISRUPTION

KING & KONG



VISION

A simple & transparent offer of mobile plans that makes it easy again

LEARNING 2

- "(Almost) mission impossible"
- GOLD EFFIE TELENET HELEMAAL MEE TOURNEE



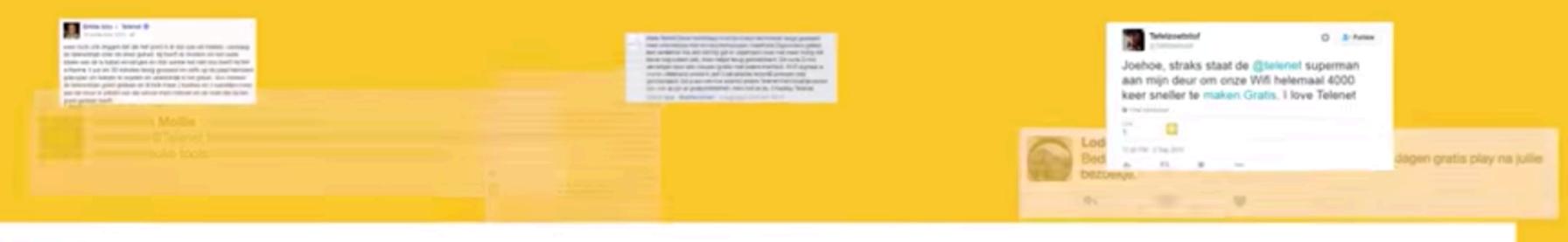














Nathalie Depoorter @depoorternath · 9 okt. 2015

@Telenet weer #helemaalmee dankzij een enthousiaste en goede technicus. Zelfs mijn moeder was gecharmeerd . Merci!

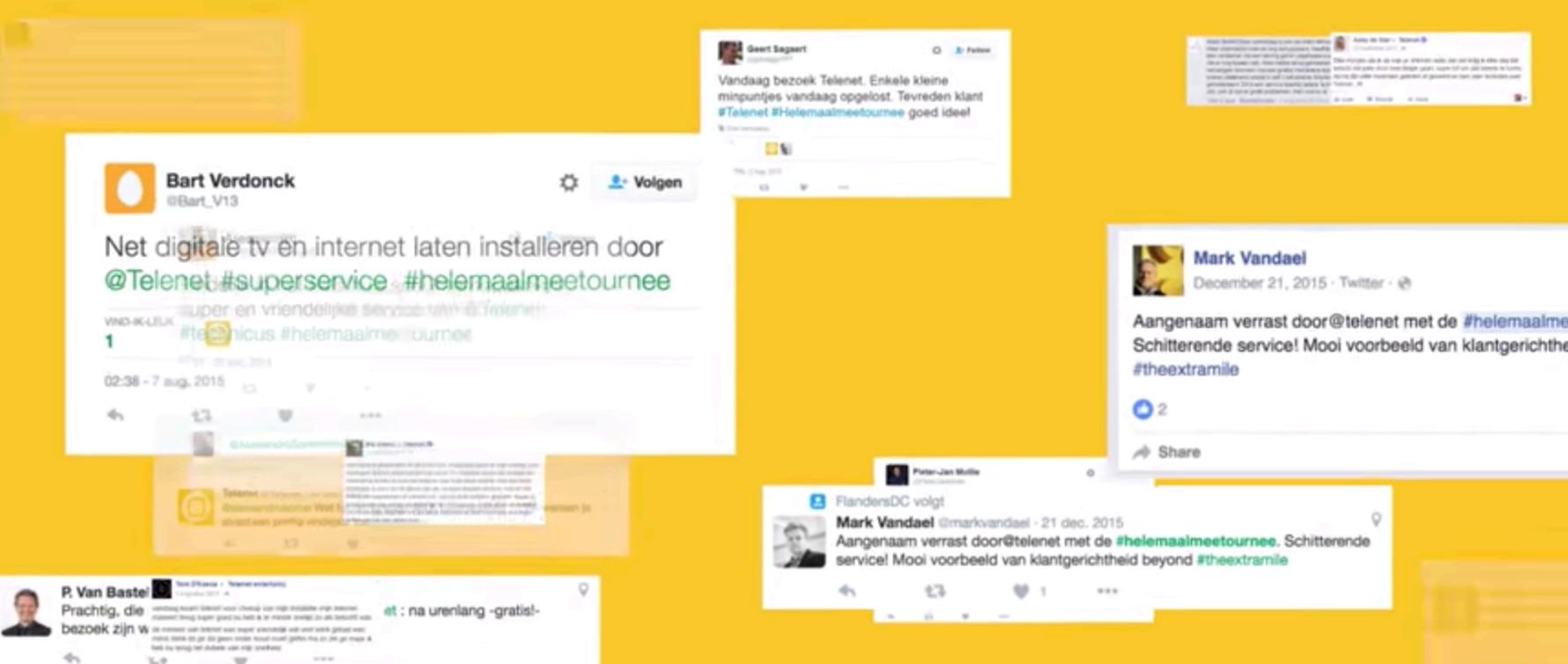


















CONVENTIONS

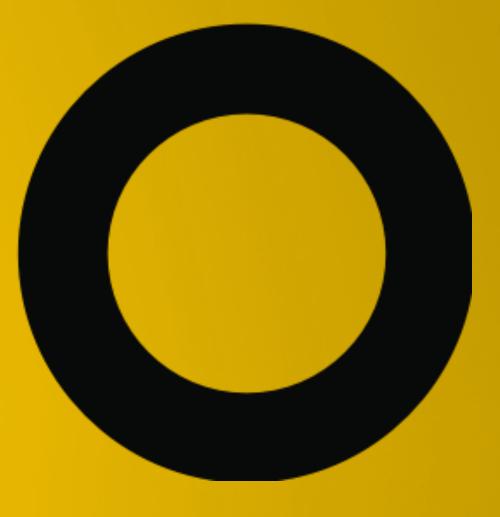
Focusing on the acquisition of new customers

1117



DISRUPTION

HELEMAAL MEE TOURNEE



VISION

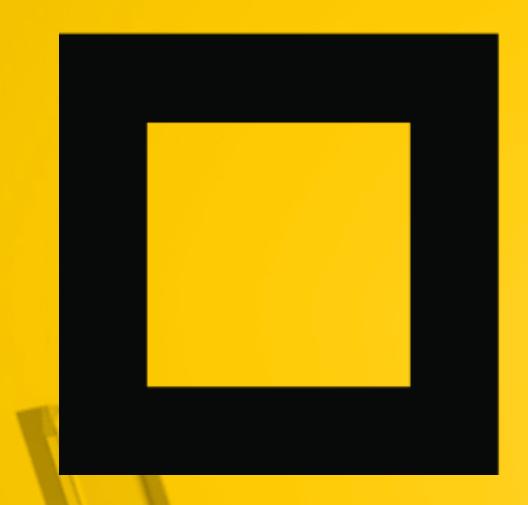
Making everyone enjoy Telenet technology to the fullest

LEARNING 3

"Insights, insights and... insights"

- SILVER EFFIE WIGO





CONVENTIONS

Mobile connectivity Vs broadband connectivity (2 worlds)



DISRUPTION

WIGO Makes families unstoppable



VISION

Giving households peace of mind

And one more thing... An EFFIE in times of COVID 19



"Brands are adding an awful lot of noice. They should think about how they can be part of the solution, not a part of the problem."

Denise Roberson - Principal and Chief Purpose Officer TBWA



Today more than ever... How can we have a real effect?

And let's use our marketing weapons wisely



Thanks.