

Carphone Warehouse Reaches UK Consumers with Multifaceted Mobile Campaign

GOAL

Drive awareness around Carphone Warehouse's "Free Gift Card" promotion and demonstrate that Carphone Warehouse is the destination for the entire Samsung Galaxy family.

SUMMARY



- **Interactive Mobile Video:** To raise awareness around a "free gift card with contract phone" promotion, Carphone Warehouse and their agency M/Six built an interactive ad unit that featured a video interstitial of a 20 second TV ad, formatted for mobile. The video overlaid "Learn More" and "Find It" buttons, which consumers could click on to pause the video and go to the Carphone Warehouse mobile website to read more about the Free Gift promotion.
- **Mobile Circular:** To promote the complete Samsung Galaxy family available for sale, Carphone Warehouse used Millennial Media's Mobile Circular ad unit to advertise seven different devices in a single creative. Users could swipe the unit side-to-side to browse the range, from the Samsung Galaxy Tab to the Galaxy S II, and then click through to a mobile optimised site for further details on the relevant product.

RESULTS

- The Interactive Video unit leveraged mobile as a mass market channel, exposing the TV creative to a broader audience and delivered engagement levels over 2X industry averages.
- The Mobile Circular ad unit communicated details of a broad product portfolio in a quick and visually compelling manner and had a click through significantly higher than industry averages.

"The Carphone Warehouse mobile campaign engaged consumers in a variety of ways. Whether it was Interactive Video, custom rich media units or just standard banners, the campaign was a creative way to advertise multiple products and promotions."

~ Poppy Wilson, Digital Account Director at M/Six