



Thai Telco Calls In Big Results With MSN® Online Campaign



Country

Thailand

Client

Advanced Info Service PLC (AIS)

Media Agency

Impaq Interactive

Company Profile

Advanced Info Service PLC (AIS) is the largest telecom provider in Thailand, with more than 21 million customers nationwide. It was founded in 1994, and is a subsidiary of Shin Corporation Public Company. The company develops and delivers products and services for wired and wireless voice and data markets

Objectives

AIS wanted to:

- Generate premium product interest among affluent Thais aged over 25 years old.
- Boost brand awareness among SME and enterprise users.
- Drive audience to a promotional microsite.
- Promote mobile phone and bundled airtime solution.

Campaign Details

AIS with Microsoft® Digital Advertising Solutions created:

- A dedicated Smart Solutions microsite.
- Concurrent advertising on Windows Live™ Hotmail®, Windows Live™ Messenger, the MSN® Home Page.
- Special featured offers linked to banner advertising.

Thailand-based telecommunications company Advanced Info Service PLC (AIS) wanted to target the enterprise and SME market, and sell its bundled mobile phone and airtime package to IT-savvy young professionals. AIS turned to Microsoft® Digital Advertising Solutions to promote its brand and push sales. The company used Windows Live™ Hotmail®, Windows Live™ Messenger Services, MSN® Home Page, and an AIS Smart Solutions microsite in an integrated campaign. The campaign boosted sales by 80 percent while driving down costs per lead by 66 percent.

Calling Big Business

As the largest telecom provider in Thailand, Advanced Info Service PLC (AIS) has more than 21 million customers nationwide. To promote its brand, and an AIS package of mobile phones bundled with airtime, AIS management wanted to reach younger, busy business users, especially those in the SME and enterprise segments. AIS knew it had to employ new media not just traditional media to do this. Says Mr Hon Mun Yip, Vice President, Enterprise Solutions Development, AIS, "The corporate business is traditionally better served via one-to-one contact but this is a very expensive exercise." AIS wanted to identify the best touch-points to use for this potentially profitable yet hard to reach market.

"As online advertising for enterprise segment was not yet mainstream in Thailand, we were not very sure of its potential to help sell airtime, always-on email and phone packages," adds Mr. Yip. Additional issues that AIS considered were how to measure the efficiency of online campaigns, and how to effectively communicate to busy executives.

"We were convinced that there were many tech-savvy Thais who use the Internet for purchase decisions," says Mr. Yip. "We thought this could be one way of reaching our target audience. It was new to us, and we wanted to try it."

Making the Connection

AIS sought the help of Impaq Interactive to plan its campaign. Impaq recommended Microsoft Digital Advertising Solutions for its ability to deliver measurable campaigns.

"AIS had done online advertising previously, but none of it focused on the enterprise users," says Tom Srivorakul, Managing Director, Impaq Interactive Co., Ltd. AIS used supporting banners on Windows Live Hotmail, Windows Live Messenger, and placed AIS adverts on the MSN homepage, which directed users to a specially built Smart Solutions microsite with full details of products, services and business advantages. "MSN is a popular website, ranking high in the top ten in Thailand," notes Mr. Yip. The campaign ran for three months from September 2006.

"For the consumer segments, we have traditionally used banners and display advertising. But for this campaign, we realized we had to enhance the approach," says Srivorakul. Impaq Interactive built the microsite to be quick and easy to access, with individual gateways to more product information and a hotline for purchase enquiries.

Delivering the Message

AIS needed to see its return-on-investment (ROI), and when the results came out, they were impressive. The response rate was way above the

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Hon Mun Yip,

Vice President, Enterprise Solutions Development, AIS.

FACTS AND FIGURES

- Generated 39 million impressions overall
- Campaign received a response rate of 1.2 percent as compared to an industry average of 0.2 percent.
- Microsoft Digital Advertising Solutions was 66 percent more cost-effective than traditional media.
- Created strong brand awareness with 194,120 leads over three months.
- Sales boosted by 80 percent.
- A 62 percent response rate from 48 percent budget allocation.
- Email blast sent to 270,000 users to drive awareness received a high click rate of 13.7 percent

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traditional media average. Not only that, the cost per lead was much less too—it looked like AIS had called the right number with the Microsoft online campaign.

Right numbers

The response rate from Microsoft online properties was much higher than the industry average, notes Srivorakul. "And thanks to the impressive clickthrough rate, the average cost per lead went down too," he says. An email blast was sent to 270,000 Thai users over three months.

Right message

Despite having less than half the overall media budget allocation, the campaign brought almost two-third of the overall responses to the campaign. The integrated campaign brought more than 39 million impressions to the advertising placements across the three month campaign.

Right approach

Deploying media placements across the MSN Home Page, Windows Live Hotmail and Messenger, the entire campaign provided the best possible strategy for AIS. "We are happy as the campaign was value for money. The key differentiator was that the Microsoft Digital Advertising Solutions team is very knowledgeable and they see our relationship as a partnership and not just a buy-sell agreement," says Mr. Yip.

Right clicks

The campaign received a response rate of 1.2 percent, with customers clicking through to the AIS microsite. It proved the concept of Microsoft online advertising for the SME and enterprise target markets. "We are happy as the campaign was value for money. We will continue to consult with Microsoft to help us strategize and execute our online strategy," adds Mr. Yip.

The Final Analysis

The Microsoft online campaign was a tremendous success for AIS. With the

clickthrough rate exceeding the industry average, the campaign reduced costs per lead substantially. With the success of the campaign, AIS plans to extend the assigned online budget with Microsoft in 2007. "Working with Microsoft was excellent," says Mr. Yip. "By understanding our business, we've been able to entrust them with our ideas and they've executed them well."



AIS banner advertisements generated 39 million impressions.



AIS Promotions on Featured Offers boosted overall sales by 80 percent.