



Client: **O2**  
Project: **O2 Extras**  
Platforms: **Mobile Internet | MMS | SMS**  
Target: **UK pre-pay userbase**  
My Role: **Copywriter**



## ■ BRIEF

Create, launch and maintain an opt-in marketing channel to enhance customer loyalty, increase awareness and boost data revenue for the UK's largest mobile network operator.

## ■ SOLUTION

Drafting a house style of brevity and clarity, using humour and precision of language to inculcate the benefits of membership. All subsequent copy - from individual pages to a monthly newsletter and scores of targeted SMS - were produced to this style. Creativity and ingenuity were vital in repackaging the presentation of similar items at regular intervals.

## ■ RESULTS

- Five-year commission in fierce market
- Initial membership 300% ahead of targets
- Exceptional response rates - up to 30% - to SMS communications
- In excess of 3m messages sent monthly
- Promoted awareness and usage of GPRS
- Boosted lifecycle spending
- Created multiple new business opportunities
- Encouraged subsequent, more complex projects

“ Good copy for mobile formats – SMS, MMS and WAP pages – is hard to come by. It's got to be short, accurate, consumer-friendly, legally compliant and align to your brand's tone-of-voice. With Peter's involvement, more and more copy arrived right first time. ”

**Graham Woodward, Telefonica O2**

