



Ad Value

How 3 spreads its message to the world

By Jon Marsh



WHAT DO PARIS Hilton, string puppets, the Australian cricket team, lovers entwined in silk and a walking television set have in common? No, this is not the opening line of a corny joke by a stand-up comedian or a general knowledge question in a TV game show. The answer is that they have all appeared in advertisements promoting the 3 brand's telecom services.

The disparity of these images underlines the size and diversity of 3's markets around the world, where marketing and communications teams are building relationships with customers, deciding whom to target, what to say to them, and when and where to say it. It is a huge challenge. As of March 2007, Hutchison Whampoa's 3 brand had nearly 15 million subscribers in nine markets - Australia,

Austria, Denmark, Hong Kong, Ireland, Israel, Italy, Sweden and the UK.

Different markets and different types of media - print, television, outdoor, online - need different strategies to promote a variety of messages - lifestyle, products or value; but the essence of the brand has to be retained otherwise the message can become lost or muddled.

The man with his hand on the rudder navigating the correct course of 3's brand personality around the globe is Keith Kirby, Director of Branding and Culture at WHAM, a Hutchison Whampoa (Europe) company in London that manages the 3 brand.

"There are some important principles that underpin the 3 brand which are shared by all of the operating companies," he says. "This is the international glue binding the elements of the brand together. The 3 brand is built on what's real, what's important right now. It is not

about promises of the future. It is optimistic about the future but its focus is now. 'Now, not never', as we put it, bringing together things that are useful with things that are enjoyable."

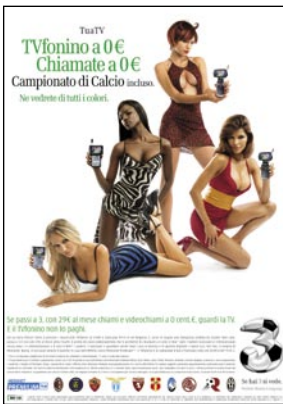
For example, the Silk creative used in 3

UK's West meets East campaign features two lovers entwined in streams of coloured silk connecting them across vast distances. The emotion is almost



tangible but at the same time the ad effectively delivers a simple message about the "now, useful and enjoyable" theme.

Another key element that has to be factored in is change. Telecom consumers are increasingly sophisticated and their tastes have evolved rapidly; what was a "young" market when 3G services were first launched four years ago can be quite different in marketing terms in a surprisingly short space of time.



“In Australia in 2003 the target market was young, tech savvy and primarily attracted the 18-24 years old,” says



Jo Trapnell, 3’s General Manager, Marketing Planning and Communication in Australia.

“After a couple of years it started to look as if we were trying too hard to be different and focusing too much on value.”

“Our ads using string puppets, while creative and appealing to that younger demographic, were at odds with the sleekness of our brand, our tie in to cricket through our sponsorship of the Australian team and our stylish shops. We repositioned the brand by focusing on targeting a mindset, not an age, with the ‘It’s good to be 3’ campaign which launched in March last year.”

The campaign focused on the benefits

of being with 3 – the great services like mobile TV or music, the superb value or the attractive handsets.

A key feature of the campaign was the Australian cricket team, which beat traditional rivals England 5-0 in the Ashes series, a focal point of the Australian summer and a significant opportunity for brand exposure and consumer education. 3’s customers were able to watch live telecasts of every match on their mobiles for a fixed monthly fee. The campaign was a huge success.

For 3 Australia, 2007 is witnessing the further development of the “It’s good to be 3” campaign. “It’s evolved to focus on 3 liberating the emotional benefits that 3 can bring you, underpinned by the rational benefits of why it’s good to be 3,” explains Ms Trapnell. “For example, having the news on your phone is rational,

brought to life in advertising by dramatising the ‘need to know’. This theme will be used in everything we do, from how we dress our shops to our Website.”

The campaign strategy has also evolved significantly in Italy. The first 3 Italia campaign used the message “You, with the strength of 3”, with the focus on the company values (creativity, openness, humanity, positiveness, passion and simplicity) rather than individual products. The second phase put the emphasis on the main video products to show that 3 Italia was the market leader.



In 2004, 3 Italia launched a new campaign: “You can see if you have 3.” It was a clever play on the idea that a phone helps you see (everything you want to watch) and at the same time be seen (people can see that you



Clockwise from facing page: Television commercials and advertising posters cover a diverse range of creative themes for 3 companies in the UK, Australia, Hong Kong and Italy.

have a videophone), appealing to product and lifestyle aspirations simultaneously. The ads used real life situations to compare 3 customers who enjoy all the benefits of new technology with those who have to do without. Building brand awareness was the main thrust.

Then a “fathers and sons” format was introduced, with the younger generation explaining to their parents all the advantages of having a 3 phone. The focus was very much on the huge difference between the old (GSM) and new (UMTS) generation of phones, with the sons symbolising today’s state of the art mobile communications.

As a variation on the theme, Italian movie star Claudio Amendola then appeared with his daughters, who explained the new world of 3 Italia products and services to their modern dad

who is open to new ideas.

To underscore the desirability of high visibility and to strengthen the bond with the youth market, another ad shows Paris Hilton riding on the back of a scooter being driven through by Amendola. There can be few people on the planet with a higher media profile in that particular demographic than the American hotel heiress.

As the market changes, so do the products as technology continues to break down barriers at extraordinary speed. The X-Series – described as a glimpse into the future of telecom and a mobile revolution unleashing the true power of the Internet over the mobile phone – is a classic example.

Hutchison made headlines around the world last year by announcing a landmark package of services that al-

ONE STEP AHEAD

THE 3 brand has a shared idea at its core called the Natural Next Step.

“The idea is to always be one step ahead and to bring customers with us one step at a time,” explains 3 brand guru Keith Kirby. “For example, bringing broadband media to the mobile environment is a step on from the old world of 2G. But for customers it’s critical that it feels natural. If it doesn’t they won’t come. Even if in reality it is 10 times more complicated than the old technology, for customers we must make it seem natural.

“The idea of the Natural Next Step should not be mistaken for something 3 does once and sit back. The Natural Next Step is relentless as we bring new products and services to our customers.”

There are three components:

- The first is to at least match the level of experience customers are used to in the market.
- The second is to bring new and better experiences that are fulfilling, liberating, relevant and immediate, so people get what they want whenever, wherever they want it because 3 aims to deliver what’s important and real, now.
- The third component is really the outcome of the first two. “It is to set the standard, to continually raise the bar,” says Mr Kirby. “3 wants customers to say ‘Why didn’t anyone think of doing that before’. We want competitors to say ‘You can’t do that’ and our response to be, ‘We just did’. Our brand is about being real, delivering what’s wanted, now, in a way that is human and emotional.”



lows people to communicate, find information and be entertained in ways they have never been able to do before using a mobile handset. The X-Series provides mobile phones with a constant broadband connection that lets users to make unlimited calls using Skype, access their own televisions and personal computers from handsets and use the best of Internet and messaging services from Yahoo!, Windows Live Messenger and Google.

The X-Series is being rolled out market by market accompanied by advertising campaigns extolling the virtues of the landmark new product.

In Hong Kong, one of the most sophisticated and penetrated mobile markets in the world, 3 takes the lead in making the PC, TV and the Internet available

Marketing is now often more about compelling stories and unique experiences. The secret of success is surprising people.



on mobile at broadband speed.

The campaign, “3 Leads the Mobile Broadband Life”, promoted two different service packs, the 3HomePC and 3HomeTV. Customers can “Watch your Home TV wherever you are, whenever you want” on your mobile and “Bring your PC world with you on your mobile”.

In one television ad, a smart young man goes for a jog while being followed by a television set. The message is clear - it does not matter where you are, you can watch your home television with your 3 mobile. Another ad shows all the icons of the Internet applications, with a message that with 3HomePC, you can bring your PC with you anywhere. The television campaign was supported by printed ads, billboards, magazine advertorials and on-line advertising.

Austria, meanwhile, is another example of a changing market. Up to the second half of 2006, the campaign was concentrated on educating consumers – explaining what 3G can do for people on a daily basis. This approach has changed dramatically and now has a distinctly innovative, edgy feel.

“Our campaigns are now less focused on explaining a product or an offer. Those features are not the hero of our campaigns anymore. It is only the hook,” explains Nicole Prop, Head of Marketing Communications at Hutchison 3G Austria.

“Marketing communication right now is all about compelling stories and creating unique experiences. We are moving to a more flexible campaign architecture. Because the secret of suc-

cess at the moment is about surprising people and the wow factor. We strongly believe that this will be the way forward in the future.”

For example, the campaign for a new tariff system which offers a “call me” bonus features self-made, hand-written ads posted in urban landscapes that have wild and crazy calls for action covering everything from Elvis to the national lottery.

For B2B, 3 Austria moves beyond clichéd business imagery and shows how liberating mobile communication can be for the workforce.

Since it lets you work wherever you want, why not move somewhere pleasant like outdoors – a theme reflected in the ads. And how about this for radical thinking – a special promotion that gives women 25 per cent more calls be-





cause they are better at talking!

“People are realising that they no longer need a TV or fixed line Internet for a great experience, because amazing things happen right where they are as long as they have their 3 mobile with them,” says Ms Prop.

Advertising is far more complex than it was a decade ago thanks to technology, the Internet and the increased sophistication of consumers. Today, customers prefer to be wooed rather than given instructions.

As Shelly Lazarus, chief executive of advertising giant Ogilvy & Mather, told *The Economist* recently: “We have gone from intrusion into consumers’ lives to extending an invitation to them.”

But however much advertising has changed, every brand still needs great ideas and to keep an eye on the future.

Which brings us back where we began, to Keith Kirby, who, like any good navigator, is always looking at what lies ahead.

“There is still work to do in how we sell, in customer care and in actually under-

standing our own brand,” he says. “But with the tools of our brand in the right hands we are journeying to a great place.”

That journey is already well underway and 3’s future looks very bright indeed.



THE LOGO FOR EVERY OCCASION

ANOTHER constant theme in 3 advertising campaigns is the iconic logo. As 3 is a global brand, the logo was designed to be simple, strong and cross language and cultural barriers.

The logo can appear in any colour and is extremely versatile, taking on different personalities as required in specific categories of communications. Today, four years after 3 was launched, the logo can be transformed into everything from a dragon to a football, depending on the occasion. For example, music downloads are a popular 3 service so a guitar logo is used to show that 3 is into music as much as its customers.

