

O₂ Scott Army



O2 Telecommunications

The advertising campaign targets Gen Z and Millennials by focusing on authentic connections and experiential marketing. The campaign offers current customers incentives to bring referrals to O2, rewarding all with free monthly mobile service, six months of streaming, and the chance to win tickets to events at London's O2 Music Venue. This initiative drives both sales growth and customer acquisition. The campaign stars Scott and Oscar.



The ad campaign has comedy-driven narratives that connect powerfully with TikTok audiences, who value authenticity and shared experiences. The engaging storytelling prompts viewers to interact with their local o2 shops and the broader community.

Background



Background info on the company of O2:

- This company is a network operator.
- The company is located in the UK, Germany, and Spain.
- This company sells hardware and mobile services, such as mobile phone contracts, SIM-only plans, and broadband services.
- The company differentiates from other network operator companies by focusing on separating the phone installment from the monthly taxes.

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Future

The goal is to help get existing customers to bring in new customers to the company and increase the number of customers.

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Vison

Empowering Europe's networking future with flexible and reliable telecommunication solutions for today and tomorrow.

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Trend

Shaping Tomorrow's Connectivity

Transparent, Flexible, and sustainable

- Sustainability and Social Responsibility
- Customization and Flexibility
- Transparency and flexibility with financial payments.

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Forecast

Capturing TikTok's Audience for Growth

Targeting 1-5% of Millennials and Gen Z

We are using the platform of TikTok there is a total of 1 billion active users on TikTok today and about 21.7 Millennials and about 37 million Gen Z are using the platform.

We want to be able to grab a percentage of that target audience and be able to direct them toward our content somewhere around 1 to 5% of Millennials and Gen Z. Through engaged users, we hope to make new clients.



Benefits

O2 saves our clients money by offering flexible payment options and transparent pricing, enabling them to succeed personally and professionally.



Communication Challenge

O2 Telecommunications Services is trying to bring more awareness to their company and get their existing customers to be aware of the benefits.



Objective

To create awareness, increase new customers from referrals of existing clients, and increase sales appreciation and loyalty for O2 with existing clients by bringing in new customers and giving them both rewards.

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Target Audience

Understanding the Values of Gen Z and Millennials:

- Gen Z and millennials value transparency, flexible payment options that are affordable, and reliable services.
- Gen Z and millennials are native to technology and have a better understanding of it.
- Gen Z and millennials use phones to communicate and to work.



Audience Insights

Affordable Plans for Genuine Connections:

- Millennials and Gen Z individuals want affordable plans so that they can spend more time with friends and family.
- Gen Z values authenticity and transparency.
- They are skeptical of corporations, reflected in Scott's character—someone who positions himself as a “truth-seeker.”



Strategy

Unlock Rewards with Scott and Oscar:

Refer friends to O2 and enjoy exclusive perks:

To create two fictional characters and using the platform Tik-Tok to bring awareness about future rewards for referrals brought in from existing customers. Scott's character will reflect someone who positioned himself as a truth seeker. AKA an everyday man. While Oscar will represent the company.

O2 Telecommunication Services is trying to promote a three-for-free deal. This deal requires existing customers to bring in two new people from their community to join the company, and in return, all three of them get one month of their phone installment paid off.

Other services that would come with the package:

- Free six-month subscriptions to media services
- The chance to win concert tickets and events (all expense paid trip)
- One Free month of the phone bill being paid For all three People



Success Metrics

By Tracking:

We will be attracting success by the engagement that we get from our posts and if we are getting existing customers to bring in referrals and turning those into new customers.

- new leads
- sales
- new customer sign-ups
- referrals
- customer engagement on social media



Outlook

Building Community through Rewarding Connections

O2 Telecommunication Services' campaign uses referrals from existing customers and attracts them through tangible Benefits. The campaign aims at Gen Z and Millennials, who value experiences with friends, family, or the community and are brought together through the benefits that O2 Telecommunication Services is offering. By signing up and bringing two individuals to the company, you are one step closer to a stronger relationship.

