

Grand Prix + Best Media Strategy Award

Xfinity Mobile's Data in Dollars

Comcast, Spark Foundry, Goodby Silverstein & Partners

Background & context

In an extremely cluttered market, Comcast Xfinity Mobile needed to show the world why it was worth switching providers. Consumers acknowledged that wireless data plans were expensive, but they didn't tend to know the actual cost of the content they were consuming on their mobile phones. In order to overcome this complacency, Xfinity Mobile put their superior LTE+Wifi proposition in the context of the videos that consumers loved to watch.

Campaign objectives

Xfinity Mobile's challenge was finding the right way to tell consumers that they could be saving hundreds of dollars a year by switching providers. They decided to show consumers how much they were spending on data just to stream a given YouTube video by turning pre-roll ads into price tags. In doing this, their goal was to increase awareness, interest, and consideration in Xfinity Mobile.

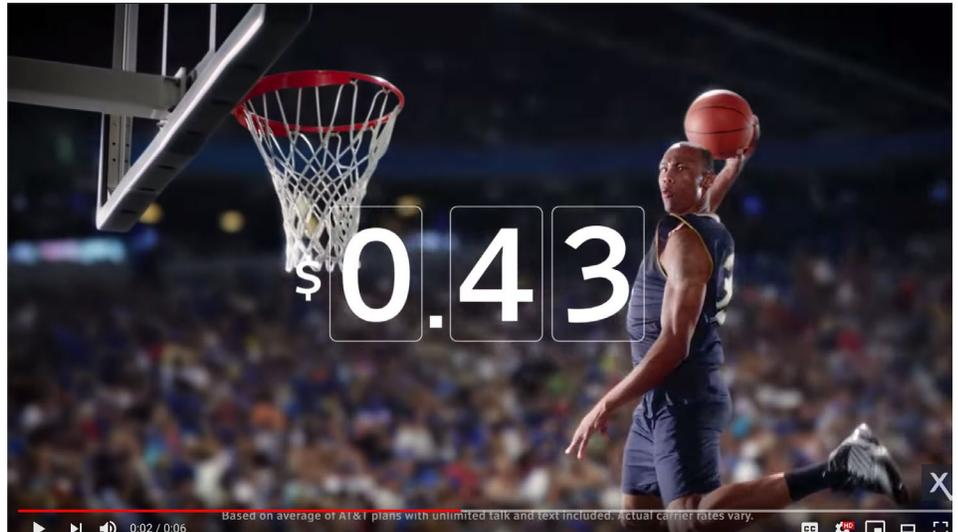
Creative strategy

Xfinity employed an audience-led strategy. They used YouTube's reach to target consumers ads based on the service provider currently in use for data, and the specific genre of video those consumers were about to watch. Unsuspecting viewers were then served with a contextually relevant six-second ad that quantified the data cost of the video about to play. Turning these pre-roll ads into price tags put real prices on videos from every genre.

- ▶ YouTube told Xfinity how much data each video used, and Xfinity calculated the data cost based on prices from each viewer's carrier.
- ▶ They specifically targeted other carriers' customers streaming on smartphones and not connected to WiFi, who were therefore burning their 4G data.
- ▶ Over 2,000 videos got price tags: movie trailers, music videos, and game reviews. Every YouTube video became an ad for Xfinity Mobile.

What role did YouTube play?

Bumper ads were integral to the success of the campaign because they were a minimally-intrusive ad format that allowed the consumer to proceed with consuming their content after only six seconds. The format forced the ads to deliver concise and compelling messages; precise targeting made ads relevant to the viewer based on the behind-the-scenes cost of their actual data consumption, service provider



and content consumption preferences (Spark Foundry + Goodby Silverstein & Partners).

Overall effectiveness

Every YouTube video became an ad for Xfinity Mobile, and in the first two weeks, online searches for Xfinity Mobile tripled as 3.7 million competitors' customers learned they were paying too much.

- ▶ 10.6% lift in Brand Awareness (Spark Foundry + Goodby Silverstein & Partners).
- ▶ 113% lift in Brand Interest (Spark Foundry + Goodby Silverstein & Partners).
- ▶ 10,000+ new customers have joined Xfinity Mobile since the campaign started.

Why did this campaign win?

In a surprising and effective use of YouTube, Xfinity cleverly used Google data to bring to life the true cost consumers were spending on data on their mobile phones, reaching these users based on their service provider and data usage, and serving them with one of more than 2,000 contextually relevant 6-second ads.

Lessons learned

- ▶ **Think omni-channel** by taking a strong idea and executing with smart reach, contextual relevance, and customization by channel. When campaigns are expressed in a customized fashion for a platform, the impact is elevated and perceptions of the brand that are created are more holistic, consistent and meaningful (ARF meta analysis).

- ▶ Play off the **platform's idiosyncrasies** by considering what unique features, insights, or behaviors can be leveraged on YouTube versus anywhere else.

- ▶ **Connecting emotionally** plays an important role in consumer decision making. "86% of ads evoking high emotional connection drive strong engagement" and Xfinity's media successfully achieved this when they surprised consumers in their 6 second ads (Data Source: Kantar Millward Brown global Link database for digital ads).

- ▶ **Establish purposeful personal relevance** by developing ads around a strong idea matched with an in-depth understanding of people. 71% of finalists used YouTube to personalize media at scale.

"Xfinity was the most effective in terms of customer acquisition and brand metrics. It used Google right, used the platform right, and the creative was great."

Steve Carbone, Chief Digital Officer, MediaCom

"It was multi-faceted. From a strategy perspective, their approach was very creative and was about: 'let's see how we can express price, not just make it about price.' This took them to an execution that showed in many different ways, for many different people."

Helen Lin, Chief Digital Officer, Publicis Media