

E-651-481

The Connected Island

Product	Category Entered
Three Ireland	Best of Europe: Business-to-business

ENTRY DETAILS

ORIGINAL EFFIE PROGRAM

If you will choose a Country without an Effie Program, please select OTHER and specify the Country.	Effie Ireland
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ORIGINAL CATEGORY

List the original category in which the campaign won a Gold or Grand Effie in.	Business to Business
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COUNTRIES PRESENTED IN THIS CASE

List the markets that this entry covers.	Ireland
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PLEASE INDICATE ALL COUNTRIES WHERE THIS WORK RAN.

List all markets where this work ran, including those markets not presented in this case.	Ireland
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INDUSTRY SECTOR

Classify your brand by one of the available industry sectors.

Internet & Telecom

TYPE OF PRODUCT/SERVICE

Provide a brief (1-15 words) description of the product/service you are entering. Do not include the brand name.

Mobile internet/Telecom

Examples: Airline, Cosmetic, Credit Card, Streaming Service, etc.

INDUSTRY/CATEGORY SITUATION

Select one option for your category situation: flat, in decline or growing

Flat

DATES PRESENTED IN THIS CASE

List the start/end dates for the effort, as it pertains to the data presented in this case.

Date From 2019 Apr 25

Date To 2020 May 17

EFFORT START AND END DATE

Provide the full time span for the entire effort, even if it began before or ended after Effie's eligibility period.

Date From 2019 Apr 25

Date To 2020 May 17

EXECUTIVE SUMMARY

MARKET BACKGROUND:

Please explain any relevant trends unique to your market that generally shape the marketing environment and/or influence audience response to marketing efforts. (For example, if the government controls all the major media outlets, this may mean that the audience regards products/services they see advertised in this media as having some form of government approval.) Be sure to explain why these factors are relevant. This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

Some contextual information that will help the reader understand better the two main actors in this story

ARRANMORE

Arranmore is a small island off the west coast of Ireland.

An island reachable by a 20 minute ferry journey (weather permitting).

An island plagued by emigration.

An island where lack of jobs and opportunity force young people to leave, taking hopes of future generations and development with them.

A population that has fallen by 15% since the start of this century to just 469 people in 2016.

A remote island, with patchy connectivity, that was making it fall further and further behind the Irish mainland, and closer to becoming uninhabited.

THREE

Three (a telecommunications and internet provider) began life in Ireland as a consumer brand, the only mobile/data telco to do so. Its data and youth brand reputation meant that it was attractive only to micro and small companies and completely irrelevant and overlooked by bigger corporations.

To increase its own business; in 2013, Three bought the larger entity O2 Ireland.

In complete contrast to Three, O2 had a very strong business base and a weaker consumer offering.

Since that time Three has been working on building its reputation with the business community, and was constantly looking for ways to **prove** its appropriateness for large enterprise customers, ways that **differentiate** it from the market leader Vodafone, in order to retain and grow that important business base.

CASE SUMMARY:

Provide a snapshot of the effectiveness of your case. Summarize the case and its goal. Indicate objectives and how the evidence of results directly relates to those objectives (concrete

This is a case that proves many things.

One in particular stands out.

The power of actions over words.

Proving, not promising.

numbers or percentages vs. general terms like "record sales" or "significant success"). Think of the case summary as a mini-case or an elevator speech.

So much of what telco's do is by its very nature invisible. Up in the air. To prove the power of Three's connectivity, we brought Three Business' innovative network and technology to the remote island of Arranmore (off the West Coast of Ireland) and reversed over 150 years of emigration.

The campaign repositioned Three as a strong partner for businesses in Ireland and was a real-life demonstration of Three's brand purpose to 'help life mean more through connecting'.

Using Three's unrivalled capacity to go 'above and beyond' for their customers, "The Connected Island" demonstrated how Three Business had the network power and expertise to re-connect and transform even the most remote challenge.

Not only did this lead to unprecedented commercial results, it saved an entire island. Three has since been invited to the European Commission to show how connectivity can help other isolated communities around the world.

It is now Three's most successful campaign ever.

SECTION 1: CHALLENGE, CONTEXT & OBJECTIVES - 23.3% OF TOTAL SCORE

This section provides the judges with the background to your challenge & objectives. In this section, judges evaluate whether they have the necessary context about your industry category, competitors, and brand to understand your entry and the degree of challenge represented by your objectives.

1A. BEFORE YOUR EFFORT BEGAN, WHAT WAS THE STATE OF THE BRAND'S BUSINESS AND THE MARKETPLACE/CATEGORY IN WHICH IT COMPETES?

What was the strategic communications challenge that stemmed from this business situation? Provide context on the degree of difficulty of this challenge and detail the business need the effort was meant to address.

Provide context about your brand and business situation, including main competitor spend, position in market, category benchmarks, etc. What were the barriers you were tasked to overcome?

Irish businesses didn't trust Three with their business.

Back in the mists of 2015, Three became Ireland's second largest telco nearly overnight, with the purchase of O2 (and all of its business clients to boot).

However this reverse buy-out (smaller brand buys bigger brand) was challenging in the B2B market in terms of credibility.

Irish businesses had entrenched negative opinions of Three's brand image and doubts over Three's experience and network strength.

To be blunt, Three wasn't seen as a serious option.

A lack of skin in the business game, the presence of corporate giants like Vodafone, and past advertising featuring the likes of Jedward (2009 X-Factor competitors) meant that Three was still seen as the "All You Can Eat Data" youthful consumer brand.

Fine for your personal mobile contract - if you were a student in Dublin perhaps

Keep in mind judges may not be familiar with your brand's industry. This context is critical for judges to understand your degree of difficulty.

(Maximum: 375 words)

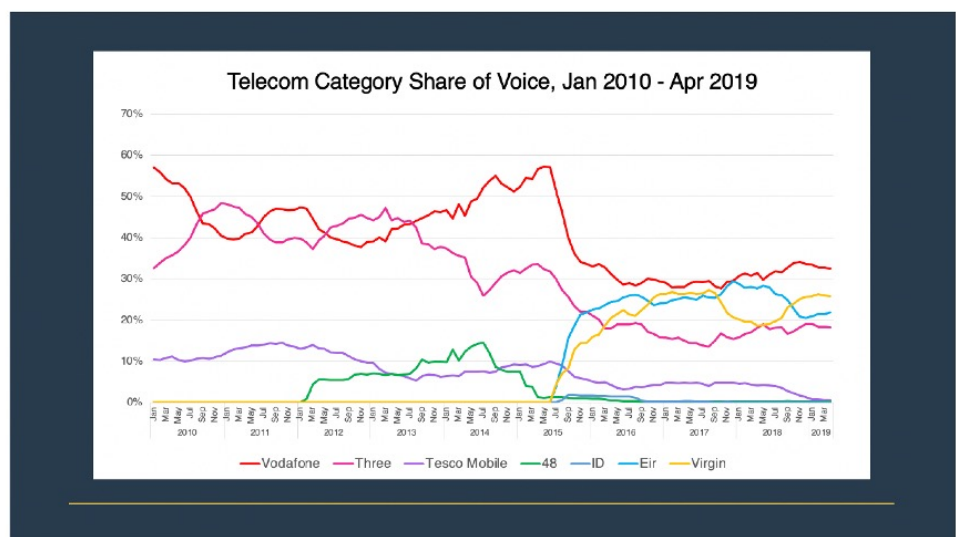
- but not a partner for any serious business players worth their salt, especially those outside the Pale.

Businesses tend to shy away from uncertainty, especially with something so vital as connectivity, so it was understandable they were gravitating to more well-known suppliers. As the adage goes, "nobody ever got fired for buying IBM."

We'd have to make Three Business' famous enough for customers to even open their doors and listen to our pitch.

Meanwhile, not only was Three not being taken seriously, it was being outshouted.

First by main rival Vodafone at a rate of nearly 2 to 1, but with Virgin's arrival and Eir's consolidation, Three headed into April 2019 with a SOV of 18%: distantly fourth in the market¹. (While this isn't specifically B2B SOV, there is a direct correlation between the two.)



1B. DEFINE THE AUDIENCE(S) YOU WERE TRYING TO REACH.

Why is this audience important to your brand and the growth of your brand's business?

Describe your audience(s) using demographics, culture, media behaviors, etc. Explain if your target was a current audience, a new audience, or both.

What perceptions or behaviors are you trying to affect or change?

(Maximum: 300 words)

We began with three key targets:

1. The finance person. Signs off on the decision to move provider. Extremely cost-conscious.
2. The IT person. Knows intimately the hassle of the move and the danger of potentially getting it wrong.
3. The end user. IT staff and salespeople. They simply want things to work.

But business people are people, too...

We realised all three of these audiences were subsets of our consumer segments.

Each with their own professional motivations but all three were made up of people. Real people!

When we looked at the B2B category, this seemed to have been overlooked.

We saw a "sea of sameness", awash with dry testimonials, LinkedIn posts and B2B "fridge door poetry"²

Like its rivals, Three Business boasted experienced experts and strong connectivity.

But the advantage of Three went beyond functional tech to genuine partnership: Three's almost obsessively personal understanding of their customers' business and the application of creative solutions.

In some dark corner of the building, a lightbulb flicked on.

What if we treated our B2B campaign like a consumer one?

What if we spoke to people's hearts, not just their heads?

What if we proved to Irish companies that Three's approach was genuinely different?

1C. WHAT WERE YOUR MEASURABLE OBJECTIVES? WHAT WERE YOUR KEY PERFORMANCE INDICATORS (KPIs) AGAINST YOUR OBJECTIVES?

Provide specific numbers/percentages for each objective and prior year benchmarks wherever possible. Provide context, including category background, for why the objectives were important for the brand and growth of the business.

(Maximum: 275 words)

This was a campaign where our objectives evolved over time.

What began as a pure business play became a national awareness campaign (albeit with Three Business at its heart), which grew and grew as its emotive power became increasingly apparent.

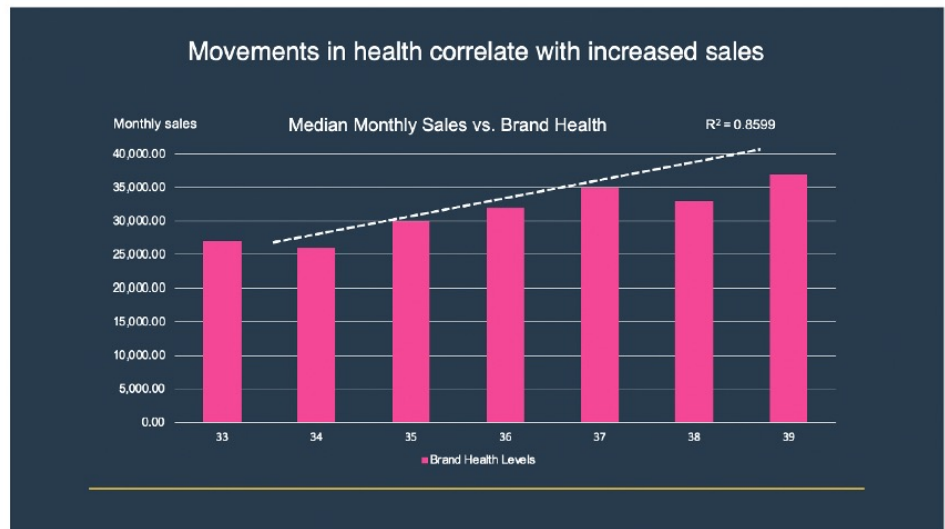
Key objectives included growing Three's Brand Health; (a combination of Brand Image, and Brand Disposition based on loyalty and consideration), which in turn would impact market share.

At a B2B level, the campaign would drive new leads for large organisations, as well as sales for Three Business in key trading areas such as IoT, and Connected Products and Services.

OBJECTIVE 1: Grow Brand Health +1

Brand Health is a leading indicator showing that people are thinking of Three differently.

This has a direct impact on Three's bottom line: the relationship between monthly Brand Health and monthly sales suggests a single point of Brand Health growth leads to between 500 & 1,000 incremental sales¹



OBJECTIVE 2: Drive growth in new business leads +10%

We needed to give Three's sales team a strong foundation to grow their customer base. Measuring the growth of new leads would show how prospective new customers were placing Three Business into their consideration set for the first-time.

OBJECTIVE 3: Grown Three's market share by 0.3% QOQ

0.3% doesn't sound like much, but for a company the size and scale of Three, each small percentage gain represents much larger lifts in revenue.

OBJECTIVE 4: Drive sales of IoT (Internet of Things), Connected Products and Services +10%

As well as softer brand results, we needed to make sure the campaign had both a short- as well as long-term commercial return on investment.

This question is unique to theBest of the Best form and should be crafted with the judges in mind. While judges are global marketers, they

ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 1

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 1.

Arranmore is an island off the north west coast of Ireland. Like many small island communities around the world, it has been a huge victim of emigration, as young islander leave in search of opportunities elsewhere. Opportunities on the island were further diminished by a lack of internet/digital connectivity which was stopping the island step into the modern world. This lack of connectivity was both causing people to leave and preventing young people from returning to set up life on Arranmore.

SECTION 1: SOURCING

Provide sourcing for all data provided in Section 1: Challenge, Context & Objectives. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

1. Media agency modelling, 2019-2020
2. How should brands advertise during COVID-19?, Orlando Wood, WARC, May 2020

SECTION 2: INSIGHTS & STRATEGIC IDEA - 23.3% OF TOTAL SCORE

This section prompts you to explain your strategic process and thinking to the judges. Your idea should be borne from these unique insights. Judges will evaluate how inventive and effective the idea and strategy are in meeting the communications challenge.

2A. STATE THE INSIGHT THAT LED TO YOUR BIG IDEA. EXPLAIN THE THINKING THAT LED YOU TO YOUR INSIGHT.

Some insights come from research, data, and analytics. Others come from inspiration. Describe yours here.

Keep in mind, an insight is not merely a fact or observation based on research; it is the strategic insight, unique to your brand and audience, that was leveraged to help meet your objectives. Your insight may be a consumer insight, a channel insight, marketplace insight, etc.

(Maximum: 300 words)

We are feeling, not thinking beings

There are two modes of decision-making: System 1 (fast and instinctive), and System 2 (methodical and considered).

The B2B category seemed obsessed with the latter.

We thought they might be missing a trick.

Our brains are designed to remember the location of the nearest herd of woolly mammoths, and perhaps the names of our children.

While we like to think of ourselves as purely rational actors, heuristics means we post-rationalise our choice after System 1 has already triumphed.^{1,2}

SYSTEM 1

Intuition & instinct

95%

Unconscious
Fast
Associative
Automatic pilot

SYSTEM 2

Rational thinking

5%

Takes effort
Slow
Logical
Lazy
Indecisive



Source: Daniel Kahneman

Prove, don't promise

A community is like a large enterprise. And vice versa.

Instead of promising that Three's success in another business might work for you (a standard testimonial), **Three would prove it, by treating an isolated community like a business.**

Normally, consumer campaigns have a halo effect on business.

But business campaigns can impact consumers, too...

Many Effie entries feel perfect. Linear. Tick follows tock, Results neatly follow Strategy and Execution.

If we're being honest, this campaign took a violent left turn after we stepped foot on Arranmore.

We realised the story of a dying island saved by connectivity was so emotional, it might also resonate with consumers.

We started thinking in terms of national awareness

2B. IN ONE SENTENCE, STATE YOUR STRATEGIC BIG IDEA.

What was the core idea that drove your effort and led to the breakthrough results?
What was at the very heart of the success of this case?
The big idea is not the execution or tagline.

(Maximum: One-Sentence:
20 words)

Demonstrate the transformative power of Three Business by treating an island like an enterprise client to save it from extinction.

ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 2

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 2.

SECTION 2: SOURCING

Provide sourcing for all data provided in Section 2: Insights, Strategy & Your Strategic Idea. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

1. Thinking Fast and Slow; Daniel Kahneman, 2011
2. System 1, Unlocking profitable growth; Kearon, Ewing & Wood, 2017

SECTION 3: BRINGING THE IDEA TO LIFE - 23.3% OF TOTAL SCORE

This section relates to how and where you brought your idea to life – including your creative, communications and media strategies and the work itself. Judges are looking to understand why you chose specific media channels and how they relate to your strategy and audience. Judges will be providing their score for this section based on the information you provide in Question 3, the Media Addendum, and the creative work as presented in the creative reel and creative images. Between the creative examples and your response to this question, the judges should have a clear understanding of the creative work that your audience experienced and how the creative elements worked together to achieve your objectives.

3. HOW DID YOU BRING THE IDEA TO LIFE? EXPLAIN YOUR IDEA AND YOUR OVERALL COMMUNICATIONS STRATEGY. IF APPLICABLE, HOW DID YOU OPTIMIZE AND ADAPT THE STRATEGY?

Describe the customer experience and/or media eco-system.

Elaborate on your communications strategy, including the rationale behind your key channel choices. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

Describe why certain strategies for different markets were chosen. Why were your channel choices and media strategy right for your specific audience and idea? Your explanation below must include which specific channels were considered integral to your media strategy and why.

(Maximum: 575 words)

We went in search of a seemingly insurmountable challenge.

We found it on Arranmore.

A remote windswept island off the coast of Donegal, Arranmore had been left out of the Irish Government's national broadband plan because of its immense logistical and technical challenges.

Reports forecasted that the island would be abandoned by 2042¹, as a lack of connectivity was forcing islanders to abandon their ancestral homes in search of employment on the mainland.

For people to truly take notice of Three, we decided to attempt the impossible.

We would reverse over 150 years of emigration by using Three's unique connectivity solutions to bring jobs and life back to this remote Atlantic island, and change the fate of an entire community.

In the process making a powerful statement about the power of Three to help Irish people - and businesses - prosper.

Island as business customer

Many of those who had left wanted to return to work and raise their families there. But without jobs, or the connectivity to support remote working, this dream would never be a reality.

To solve this, we looked at the island as if it was an enterprise customer made up of multiple mini-businesses.

Each part had its own unique challenges and technological requirements.

So by engineering a diverse range of solutions we could demonstrate Three's unique approach to partnership at a targeted micro level, while also using the challenge of the island's geography to prove the scale of its network and data leadership at a macro one.

Bringing connection to every corner

The Network Team began by bringing 5G to Arranmore: making the remote island among the first places in Ireland to access this technology.

We then put our connection to use to transform island life, including:

- Smart buoys to help local fishermen track their catch, and an app that connected them to global markets.
- Ireland's first offshore digital hub, allowing businesses to move and work remotely. (Something that would prove critical later with the arrival of Covid)
- Smart classrooms, so families could move home and raise families once again.
- Health services and connected independent living solutions for elderly residents.
- Upgrading the hospital's ICT infrastructure to allow for remote consultations.
- Real time weather, water and air data improving how the locals planned their day.

Then we announced to the world that Arranmore was open for business: with an open letter that invited families from Australia to Canada to move.

Our story was told through a national campaign delivered across TV, digital video, display, audio and print, including a 9 minute documentary on the Virgin player and VOD.

This was supported with highly targeted video content on social (incl. LinkedIn) and VOD to go into deeper explanatory detail about Three's solutions to Island challenges (for example, Fishing) to drive consideration with our original target audience of business decision makers.



ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 3

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 3.

Certain business and services are vital for the survival of remote coastal communities like Arranmore. Industries like fisheries, and services like education and health. These also represent enterprises that are extremely important to Three Business – enterprises like agriculture, government departments, pharma/health and semi-state organisations.

That is why these were particularly chosen to feature in the communications story.

SECTION 3: SOURCING

Provide sourcing for all data provided in Section 3: Bringing the Idea to Life. Use superscript to link data

1. Agency forecast based on average rate of emigration from Arranmore, March 2021

points and sources. Include
source of data, type of
research, time period
covered, etc.

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Be sure to provide context (category, prior year) and explain the significance of your results as it relates to your brand's business. Tie results back to the objectives outlined in Section 1 - your response to **OBJECTIVE QUESTION** - objectives will appear above your response to **RESULTS QUESTION** as a reference to judges.

Because Effie has no predetermined definition of effectiveness, it is your job to prove why this case is effective: why the metrics presented are important for your brand and business/organization within the context of the submitted category.

Entrants are encouraged to use charts/graphs to display data whenever possible. Your response to RESULTS QUESTION may contain **up to five charts/graphs**.

As with the rest of the entry form, provide dates and sourcing for all data provided.

FOR REFERENCE ONLY - THE ENTRANT'S RESPONSE TO QUESTION 1C. (OBJECTIVES/KPIS) WILL BE DISPLAYED HERE AS A REFERENCE FOR JUDGES.

4A. HOW DO YOU KNOW IT WORKED? EXPLAIN, WITH CATEGORY AND PRIOR YEAR CONTEXT, WHY THESE RESULTS ARE SIGNIFICANT FOR THE BRAND'S BUSINESS.

Results must relate to your specific audience, objectives, and KPIs. Provide a clear time frame for all data shown.

(Maximum: 400 words)

"The Connected Island" allowed us to demonstrate the transformative nature of Three's network and technology in a unique way.

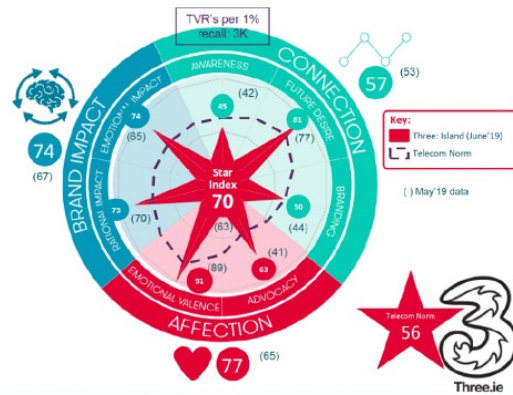
Awareness rose to a peak of 73 (average 59), and scored highly on Emotional Valence, well above both B2B and telco norms.¹

RED Star Index – Detailed Analysis – Three: Island (June'19)



The Island ad is our best TV ad ever in terms of RED Star score and it improves from May to June. The ad especially scores high on Affection and Brand Impact and we see increases for Advocacy and Emotional Brand Impact compared to May. The ad still scores below the norm on Recall in spite of high spend while Branding has improved since May. But the ad is still focused on reputation/rural Ireland rather than actual customer benefits.

TVR's (000) June: 129
(TVR's (000) May: 1,221)

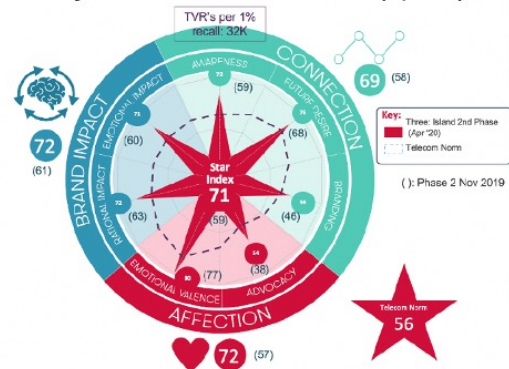


RED Star Index – Detailed Analysis – Three: Island 2nd Phase (Apr '20)



The Island Phase 2 ad performs very well and significantly better than in November 2019. It has also improved on the performance of the Phase 1 ad in March. The ad is strong on Affection, Branding and Recall. But less emotionally engaging than the Monster Hunter ad.

TVR's (000): 2,270

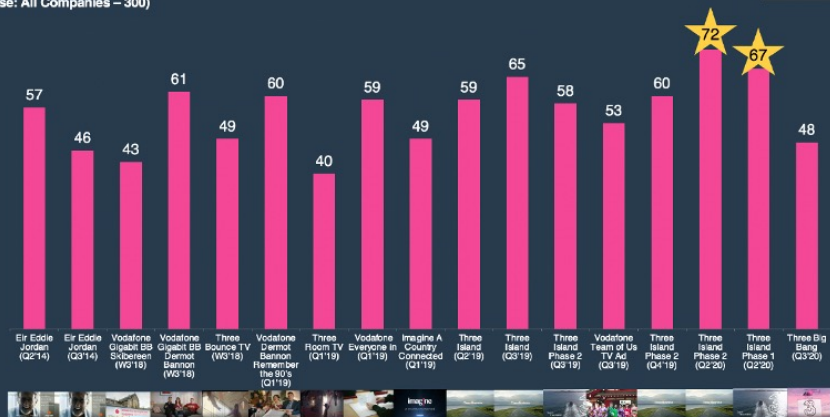


Both TV executions became the two most impactful campaigns ever measured in the telco B2B category.^{1,2}

RED Star Index – TV Ads – 2014 - 2020

(Base: All Companies – 300)

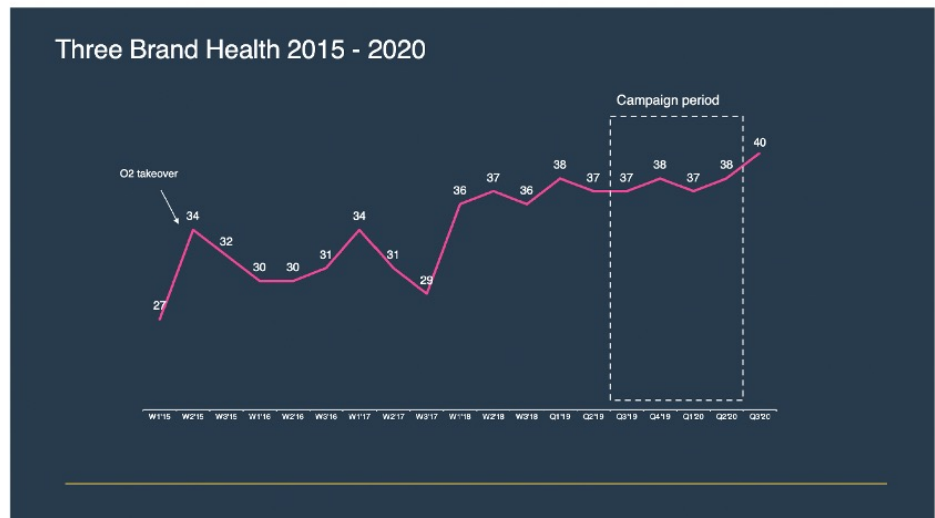
Global Telecom B2B Norm: 60



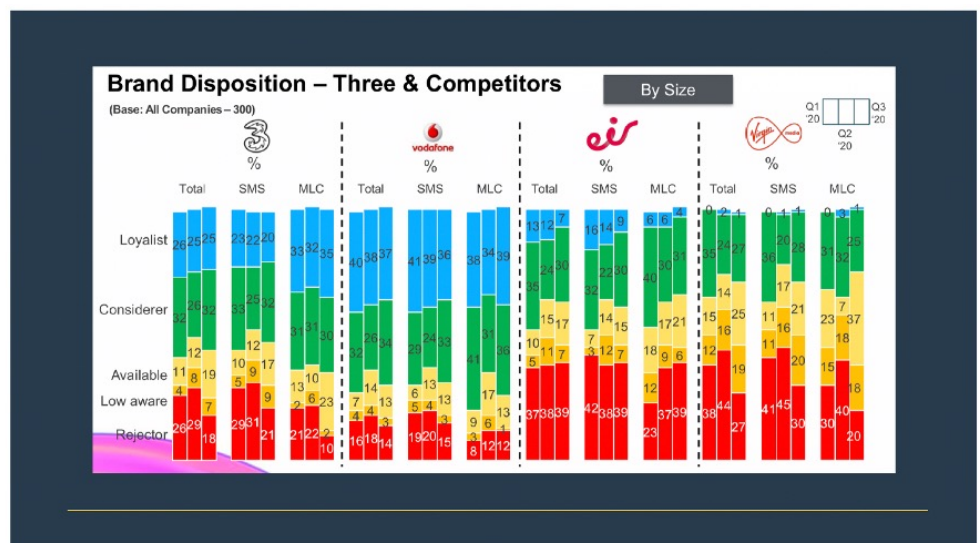
The campaign went on to achieve all its objectives

OBJECTIVE 1: ACHIEVED

Brand health rose by +1, reaching its highest ever peak shortly after the campaign: hitting 40 for the first time ever for a lift of +3³



While this result falls just outside the campaign period, we know that brand building advertising effects are rarely immediately seen. It wasn't just consumers who responded, businesses did, too. Business Disposition towards Three rose, and the number of outright "rejectors" fell.



OBJECTIVE 2: EXCEEDED

New business leads skyrocketed⁴:

- +18% new business leads
- +203% Corporate Base business growth
- +152% growth YoY for Three Business

For the first time, Three Business was seen as a serious player. Three soon started winning tenders from large organisations, some of whom cited "The Connected Island" campaign as a key reason for considering Three⁷

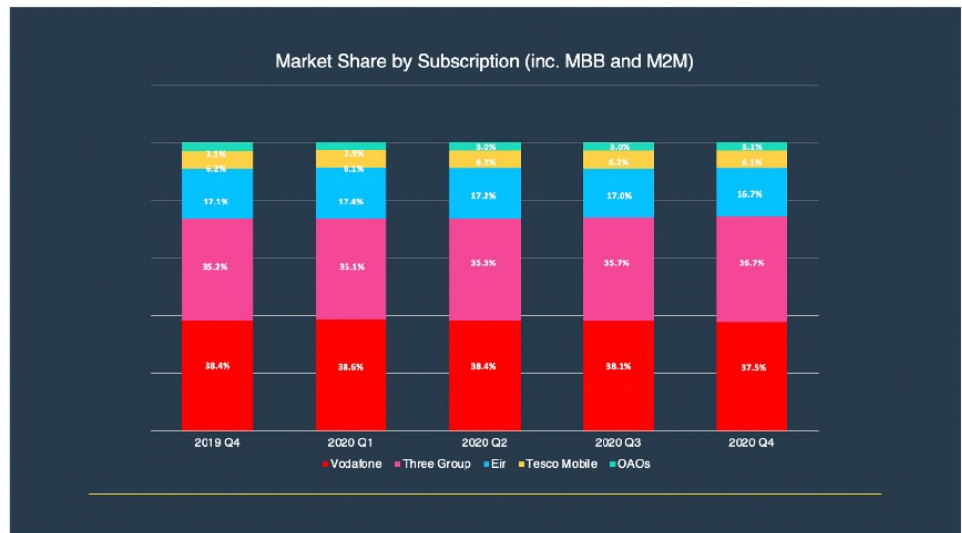
OBJECTIVE 3: EXCEEDED^{8,9}

- +1%pt QonQ
- + 1.5%ptt YonY

Three's market share was up by +1%pt Quarter on Quarter: with three consecutive quarters of growth culminating in a market share of 36.7%, shortly after the campaign was taken off air.

Three finished 2020 with its highest market share since Q1 2015.

Year on Year, Three's share was up +1.5% - primarily at the expense of our largest competitor, Vodafone.⁸



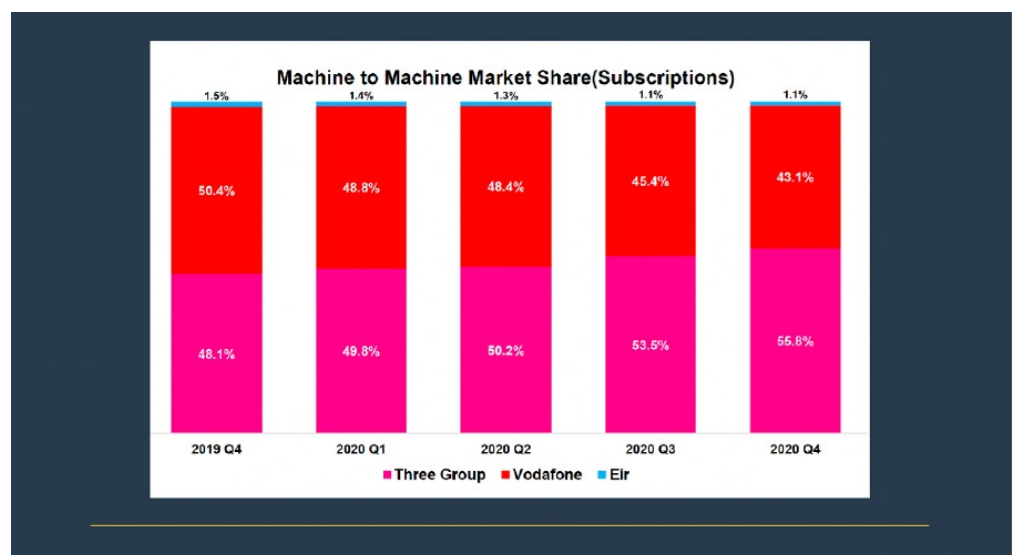
OBJECTIVE 4: EXCEEDED:

+17% IoT sales

+23% Connected Products and Services uplift

+50% revenue on business solutions

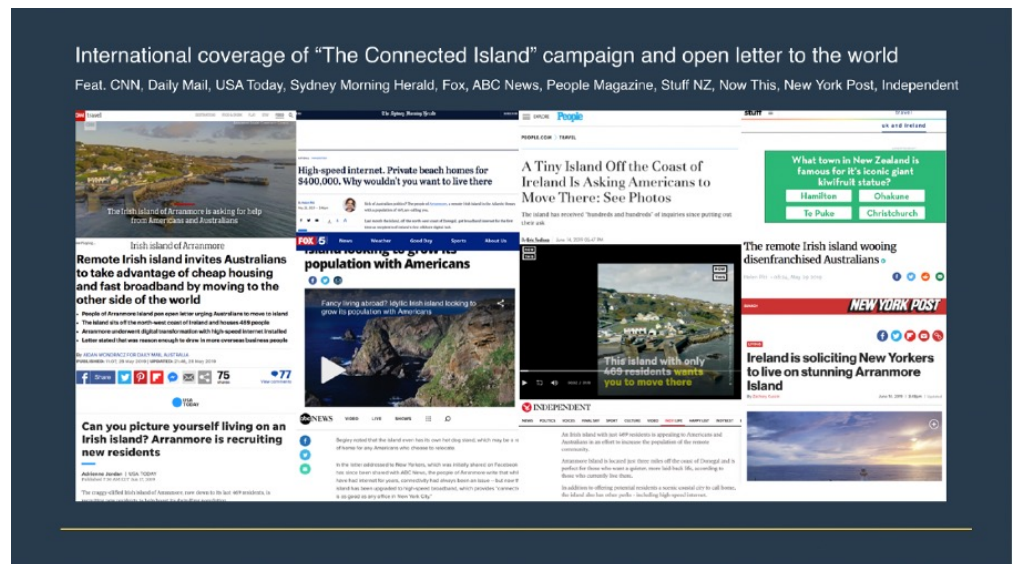
The campaign contributed strongly to real world Three Business sales for IoT (+17% uplift) and Connected Products and Services (+23% uplift), in volume and revenue terms - with an impressive +50% growth in income from business solutions⁹.



BONUS OBJECTIVE: Save an island from extinction:

3 new businesses opened and two babies were born. Population +11%¹².

Our open letter to the world was picked up by Irish and global media, with impressions into the hundreds of millions¹⁰, resulting in **3,500+ enquiries to move**, and **tourism +84%**.¹¹



The European Commission invited Three to present this campaign as a blueprint for how connectivity might save other isolated communities threatened with extinction.

As one resident said, **“This project is the saving of the Island.”**

4B. MARKETING COMMUNICATIONS RARELY WORK IN ISOLATION. OUTSIDE OF YOUR EFFORT, WHAT ELSE IN THE MARKETPLACE COULD HAVE AFFECTED THE RESULTS OF THIS CASE - POSITIVE OR NEGATIVE?

Select factors from the chart and explain the influence of these factors in the space provided.

Business Events (e.g. changes in supply chain, government regulations)

Natural Events (e.g. weather, natural phenomenon, etc.)

EXPLAIN THE INFLUENCE OF THE FACTORS YOU SELECTED ABOVE. THIS IS YOUR OPPORTUNITY TO ADDRESS WHAT ELSE WAS GOING ON TO CONVINCE JUDGES OF THE IMPACT OF YOUR CASE BY ADDRESSING THESE FACTORS.

This is your opportunity to address what else was going

Without sophisticated econometric modelling it is impossible to completely

on to convince judges of the impact of your case by addressing these factors. You are encouraged to use this space to address the significance or insignificance of other factors on the results achieved by your effort.

We recognize that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

(Maximum: 250 words)

disentangle the effects of the advertising from the results.

Covid had a massive impact, with consideration for all providers dropping since its arrival.

The Island was Three's biggest campaign over this period in terms of both media and production spend.

Its clear impact on Brand Health suggests that it was a large contributor to Three's growth in overall market share, as well as more specific Business metrics like new leads and IoT/Connected Solutions sales.

Three won a contract with ESB (Electricity Supply Board) to supply smart meter connectivity, which would have contributed to some of the growth later in 2020.

Otherwise, Three's business offers remained similar to the main market brands.

In the consumer world, three new price-fighter brands emerged to challenge Three: GoMo launched in 2019 and attracted over 200k customers in a month. Three responded by relaunching "48", and Vodafone launched "Clear".

ADDITIONAL LOCAL & CULTURAL CONTEXT: SECTION 4

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your responses in Section 4.

During the coverage of the 2022 census, the Manager of Arranmore was interviewed on the national news, and reported that (since this paper) there have been further births on the island.

SECTION 4: SOURCING

Provide sourcing for all data provided in Section 4: Results. Use superscript to link data points and sources. Include source of data, type of research, time period covered, etc.

1. RedC research, June 2019
2. RedC research, April 2020
3. RedC research, August 2020
4. Three internal data, 2020
5. RedC research, August 2020
6. RedC research, August 2020
7. Three verbatim, May 2021
8. Three ComReg Market Share Summary Report Q4 2020, March 2021
9. Three ComReg Market Share Summary Report Q4 2020, March 2021

10. Agency research, March 2021

11. Arranmore Council, 2020

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Idea to Life, along with your creative work, as presented in the Creative Reel and Images for Judging. These elements together account for 23.3% of your total score.

PAID MEDIA EXPENDITURE (CURRENT YEAR)

Campaign Period:

€1-2 Million

Competition Year

PAID MEDIA EXPENDITURES (PRIOR YEAR)

Campaign Period: Prior Year

Not Applicable

COMPARED TO OTHER COMPETITORS IN THIS CATEGORY, THE BUDGET IS:

Select one.

Less

COMPARED TO PRIOR YEAR SPEND ON THE BRAND OVERALL, THE BRAND'S OVERALL BUDGET THIS YEAR IS:

Select one.

About the same

MEDIA BUDGET ELABORATION

Budget Elaboration: If not already addressed in your responses to Questions in sections 1-4, elaborate to provide judges with the context to understand your budget.

If you selected Not Applicable for either of the previous two questions, you are required to elaborate on your response.

Over three quarters of the overall media budget was Invested in video.

Mostly this was invested in TV, and supported well with a range of VOD platforms and promoted video posts across social for the shorter form edits.

The nine minute documentary was also housed on the Virgin player. The remainder of the media budget was used for tactical targeting of business audiences across audio, print, display and social.

ADDITIONAL LOCAL & CULTURAL CONTEXT: BUDGET

This question is unique to the Best of Europe form and should be crafted with the judges in mind. While judges are global marketers, they may not be familiar with the unique nuances within the market in which your case ran. Provide them with any context here that will help them better understand your budget.

OWNED MEDIA

Elaborate on owned media (digital or physical company-owned real estate), that acted as communication channels for case content.

Owned media examples may include a corporate website, social media platforms, packaging, a branded store, fleet of buses, etc.)

Note: If owned media platforms were selected on the Communications Touchpoints chart, judges will expect to see an explanation of those platforms in your response.

WAS OWNED MEDIA A PART OF YOUR EFFORT?

Elaborate on owned media (digital or physical company-

Yes : The Connected Island featured on the Three.ie website and social channels

owned real estate), that acted as communication channels for case content.

(e.g. Facebook, Twitter.) It was also used internally with a huge poster of Arramore at Three HQ, rallying the company behind the campaign, and giving Three employees a sense of strong collective purpose, from networks to marketing teams.

SPONSORSHIPS AND MEDIA PARTNERSHIPS

SPONSORSHIP AND MEDIA PARTNERSHIPS

Select the types of sponsorships /media partnerships used in your case. Choose all that apply.

Not Applicable

Then, provide additional context regarding these sponsorships and media partnerships, including timing.

ELABORATION ON SPONSORSHIP AND MEDIA PARTNERSHIPS

Provide elaboration.

Not applicable

SOURCES

INVESTMENT OVERVIEW: SOURCING

Provide sourcing for all data provided in the Investment Overview.

N/A

Use superscript in your responses above to link data points and sources.

Include source of data, type of research, time period covered, etc. Do not include

ANY agency names as the source of research.

Do not link to external websites or include additional information for judges to review.

Judges encourage third-party data where available.

[See more sourcing guidelines here.](#)

COMMUNICATIONS TOUCHPOINTS

Select all touchpoints used in the effort, based on the options provided. You should explain in Question 3 which touchpoints from the list were **integral** to reaching your audience and why.

COMMUNICATIONS TOUCHPOINTS

Select all that apply.

Branded Content – Editorial	<input type="checkbox"/>
Digital Mktg. – Content Promotion	<input type="checkbox"/>
Digital Mktg. – Display Ads	<input type="checkbox"/>
Digital Mktg. – Long Video (3+ min.)	<input type="checkbox"/>
Digital Mktg. – Mobile	<input type="checkbox"/>
Digital Mktg. – Programmatic Display Ads	<input type="checkbox"/>
Digital Mktg. - Programmatic Video Ads	<input type="checkbox"/>
Digital Mktg. - SEM	<input type="checkbox"/>
Digital Mktg. – Short Video (:15-3 min.)	<input type="checkbox"/>
Digital Mktg. – Social: Paid	<input type="checkbox"/>
Digital Mktg. – Video Ads	<input type="checkbox"/>
Print - Newspaper	<input type="checkbox"/>

Public Relations

Radio

Trade Shows, Trade Communications, Professional Engagement

TV

MAIN TOUCHPOINTS

Indicate the three most important communications touchpoints, beyond the hero touchpoint selected above. If you only used one touchpoint beyond your primary touchpoint, simply select "Not Applicable" for Main Touchpoints 2 & 3.

MAIN TOUCHPOINT 1

(Select one of the touchpoints from the chart above.)

TV

MAIN TOUCHPOINT 2

(Select one of the touchpoints from the chart above.)

Digital Mktg. – Video Ads

MAIN TOUCHPOINT 3

(Select one of the touchpoints from the chart above or Not Applicable.)

Digital Mktg. – Social: Paid

SOCIAL MEDIA PLATFORMS

Select all social media platforms utilized in your effort from the list below.

SOCIAL MEDIA PLATFORMS - SELECT ALL PLATFORMS UTILIZED IN THIS EFFORT.

Facebook

Instagram

LinkedIn

Twitter

YouTube

CREATIVE EXAMPLES

Creative Work is reviewed as part of Scoring Section 3: Bringing the Idea to Life, along with the entrant's response to Question 3 and the Media Addendum. These elements together account for 23.3% of the total score.

CREATIVE REEL

The Creative Reel is the entrant's opportunity to showcase the creative work that ran in front of their audience to the judges. The reel is NOT a video version of the written case. Judges recommend spending at least 70% of the creative reel's time on examples of creative work.

The creative reel is not judged for the production quality of the reel; judges are evaluating only the creative work that ran in the marketplace as it relates to the challenge, insights, audience, and strategy.

Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

The Creative Work is viewed once the case has been read.

CREATIVE WORK (OTHER)

Please note that the creative reel is not mandatory, work can be submitted as separate uploads or on a creative reel. However, creative work not produced in English must be accompanied by an English translation. Refer to the separate creative requirements document.

CREATIVE REEL

250 MB max., mp4 format.

Maximum of 3 minutes.

For 4:3 aspect ratio,
minimum size should be 640
x 480; for 16:9 ratio,
minimum size is 1280 x 720.

Letterbox submissions may
be sent as 640 x 480 (For
optimum judging your video
should show clearly on a
laptop and on a central
screen of approx. 50" x 30".)



Connected Island

**Do not include any
agency names in the file
name or anywhere in the
reel. Effie encourages your
file to be named
"BRANDNAME-CATEGORY-
ENTRYTITLE"**

Creative Work (Other)

CREATIVE VIDEO SAMPLE

If you wish to upload
individual samples of
creative work (instead of a
single creative reel), use this
field. (Optional)

CREATIVE AUDIO SAMPLE

If you wish to upload
individual samples of
creative work (instead of a
single creative reel), use this
field. (Optional)

IMAGES OF CREATIVE WORK

Upload images of your creative work that ran in the marketplace. Communications channels highlighted must have been also featured in your creative reel.

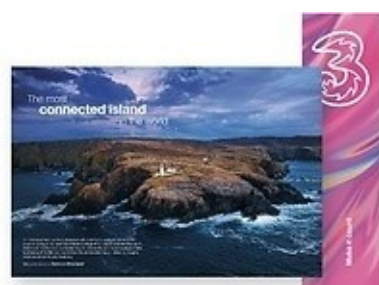
Judges review these images after they read your case and watch your creative reel. Images should complement your reel and help the judges better evaluate the creative elements that ran in front of your audience.

Images for Judging are an opportunity to: + Showcase work that is better seen as a still image vs. video format + Draw further attention to key creative elements.

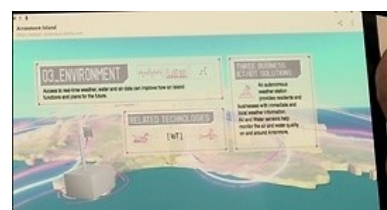
IMAGES OF CREATIVE WORK

Upload 1-6 images of your creative work that ran in the marketplace. Do not include agency names in the file name or within the images.

Technical Requirements:
.jpg/jpeg format



Press ad



Social video environment



letter to Australia



Fishing Still



endframe



Endframe 2

CREATIVE WORK EXAMPLES (PDF FORMAT)

Optional. Upload .PDF of creative work as submitted for judging from your original Effie submission. No more than 1 PDF file, up to 6 creative examples shown within that PDF.

TRANSLATION OF CREATIVE EXAMPLES (if applicable)

TRANSLATION OF NON-ENGLISH CREATIVE WORK (IF APPLICABLE)

If your creative examples include non-English work, you are required to include an English translation either via subtitles within the creative OR you may provide a translation in the text box below. This will not be counted towards your entry form page limit.

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With Print Set JUDGING VIEW - PDF Version of the Written Entry for Judges

PDF Fingerprint 477e4b76cb7fc561b4ac99527eace516