

E-1573-414

Daisy vs Scammers

Product	Category Entered
Virgin Media O2	Positive Change: Social Good - Brands

We are looking forward to seeing your work in this year's competition. As you work on your submission, you may wish to download the **Entry Form template** which can be used as a guide when crafting your submission, allowing for easy collaboration with team members and partner companies. The template outlines the Written Entry Form, along with tips to consider when answering each question. Before submitting your entry, responses to each question must be copied into this entry portal.

ELIGIBILITY.

This year's eligibility period runs from 1 January 2024 - 31 March 2025. Your effort must have run at some point during the eligibility period in Europe. Results must be isolated to Europe.

Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).

Review full eligibility information at the **Effie Europe website**.

***Sustained Success Entries:**

Entrants must include work and results from the **initial year**, at least one **interim year**, and the **current competition eligibility time period** (the current competition eligibility time period is 1 January 2024 and 31 March 2025. If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples. Data must be isolated to Europe. Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.

FORMATTING REQUIREMENTS & REASONS FOR DISQUALIFICATION

- Failing to adhere to the Effie Eligibility rules. Data presented must be isolated to Europe, and the Effie eligibility period is 01/01/24 - 31/03/25. Results that illustrate the effectiveness of the case can be collected outside of the eligibility period but must be tied directly to the marketing activity within the eligibility time frame. Results directly tied to work are eligible throughout the entry season (no date cut-off).
- Entry does not meet category definition requirements.
- Agency names/logos are published in the entry form or in the creative materials. Do not include any agency names in your sources – this includes agency names other than your own.
- Data not sourced.
- Including screen grabs or other images of your creative elements in your written entry form.
- Directing Judges to External Websites.
- Missing Translation.
- Violating Creative Example (Reel, Images) Rules.

TOP TIPS

We are in the business of marketing. Your entry should be written with your audience, Effie judges, in mind. Judges are your industry peers. Address questions they may have within your responses. Entrants are encouraged to ask colleagues who don't work on the brand to review the entry. Limit industry jargon and define all industry terms.

RESOURCES

Review the key resources before starting your entry:

- **ENTRY KIT**
- **EFFECTIVE ENTRY GUIDE**
- **EFFIE EFFECTIVENESS EXPLAINED**
- **CASE STUDIES**
- **MORE RESOURCES**

ENTRY DETAILS

Brand Name

List the specific brand name here
(not the parent company name)

O2

Brand Description

Provide a brief (1-5 words)
description of the type of
product/service entered. Do not
include the brand name.
Examples: Airline; Cosmetic,
Credit Card; Streaming Service.

Media and Telecommunications Company

Dates Effort Ran (Total)

List the start/end dates of the
effort, even if it goes beyond the
Effie eligibility period.

Efforts that are ongoing should
leave the end date blank in the
Entry Portal.

Date From	2024-11-14
Date To	2024-12-25

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	2024-01-01
Date To	2025-03-31

Regional Classification

Select all that apply.

Please note that if your effort is
Multinational, your entry must be
isolated to adhere to the eligibility
parameters for your Effie
program.

National

Countries Presented in This Case

Please select only the countries
presented in this case.

United Kingdom

Please indicate all countries where this work ran.

United Kingdom

Industry Sector

Classify your brand/product by one of the available industry sectors, or choose Other.

Internet & Telecom

Industry/Category Situation

Select one.

Flat

MARKET / LOCAL NUANCE BACKGROUND

Please explain any relevant cultural or local trends, unique to your market(s), 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. You can also use this space to address the competitive landscape in your market(s). This general background will help the judges better understand and evaluate the more specific story you tell in the remainder of your entry.

This question should be crafted with the judges in mind. While judges are European marketers, they may not be familiar with the unique nuances within the market(s) in which your case ran. Provide them with any context that will help them better understand your local challenges and marketplace.

British telecommunications company O2 operates in a challenging market: a pincer movement between the pressure of MNOs (market-leading players like EE or Vodafone) who have much higher spends and SOV; and MVNOs (challenger brands like GiffGaff and Lebara) who are able to significantly outprice O2. As a result, the British telco market is becoming increasingly commoditised and O2 needs to find new ways to justify its price premium and build its brand credentials.

Beyond the competitor context, two major cultural factors directly influenced the Daisy vs Scammers campaign: a growing national problem with phone scams and the public's widespread distrust of AI.

First, scams have become a pervasive issue, with 7 in 10 Brits targeted in 2023. This problem is particularly acute among older, more vulnerable demographics. Unlike other telcos that focus on educational "top tips" that place the onus on the customer, our audience felt scared and violated, and the category's approach made them feel silly or responsible. The campaign's approach of "fighting back" resonated deeply with a public tired of being targeted.

Second, there is a significant public apprehension around artificial intelligence. 58% of UK adults are nervous about AI, with many perceiving it as a threat. Previous AI-driven marketing efforts from brands like Coca-Cola have faced backlash for being "uncanny" and lacking a human touch. O2's strategy was to use AI not as a gimmick, but as a tool to solve a human problem in a human way. By creating an AI character with authentic, charming flaws, like Daisy's rambling anecdotes and imperfect memory, we were able to build a relatable and sympathetic protagonist. This enabled O2 to reclaim its customer-centric narrative and improve its reputation. The campaign proved that AI can be a force for good, directly challenging the negative public sentiment.

EXECUTIVE SUMMARY

GIVE THE JUDGES AN UNDERSTANDING OF THE CASE THEY ARE ABOUT TO READ BY PROVIDING A SUMMARY FOR EACH OF THE ITEMS BELOW. A ONE-SENTENCE SUMMARY IS RECOMMENDED FOR EACH LINE.

The Challenge:

(Maximum per line: 20 words)

British telco O2 had a poor reputation for fraud prevention and for failing to protect customers against scammers, impacting consideration.

The Insight:

(Maximum per line: 20 words)

In 2024, 7 in 10 Brits faced scam attempts in the UK, with victims left feeling violated, scared and vulnerable.

The Strategic Idea/Build:

(Maximum per line: 20 words)

Beyond protecting customers, O2 wanted vengeance.
Scammers are notoriously hard to hold accountable - so, instead, we wasted their time.

Bringing the Strategy & Idea to Life:

(Maximum per line: One sentence - 20 words)

Introducing Daisy: a groundbreaking AI-granny built to fight back against scammers by wasting their time with endless stories and tangents.

The Results:

(Maximum per line: 20 words)

42% increase in customer satisfaction with O2's commitment to fraud prevention.
2000+ pieces of earned coverage. 1000s of scammers disrupted.

Why is this entry an outstanding example of effective marketing in this Effie entry category?

Summarise your case by focusing on how your results related directly back to your challenge and objectives. When entering multiple categories, it is important to customise your response for each category. If judges have questions about your eligibility in this category, they will refer to this response.

(Maximum: 150 words)

This entry tackles the pervasive social issue of phone scamming head-on. O2's challenge was to reclaim its customer-centric narrative and improve satisfaction with its anti-fraud efforts, which sat at just 24%. The industry's traditional approach of "top-tips" placed the onus on customers, so O2 took a different path. It created Daisy, an AI-powered scambaiting granny, to fight back by wasting scammers' time and resources.
The campaign's results clearly demonstrate its success. Daisy generated over 2 billion earned impressions and more than 2,000 pieces of global coverage, driving mass awareness of the problem. Satisfaction with O2's efforts to tackle fraud increased by 42%. The campaign also created a positive news moment for AI, with 100% positive media coverage, and raised awareness of how to report scams, leading to an 8% month-on-month uplift in reports to 7726. Daisy's success proves that AI can be a force for good when crafted with humanity.

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

This section covers your strategic business context for your marketing activity, alongside your key business challenge and objectives.

Please provide the necessary context on your industry category, competitors, and brand/asset so the judges, including those unfamiliar with your brand/category, can evaluate your entry. Outline why your business challenge was the right opportunity to grow and the degree of ambition represented by your objectives.

1A. Before your effort began, what was the state of the brand's business and the overall category in which it competes?

What was the strategic challenge for your business? Provide context on the degree of difficulty of this challenge.

(Maximum: 400 words; 3 charts/visuals)

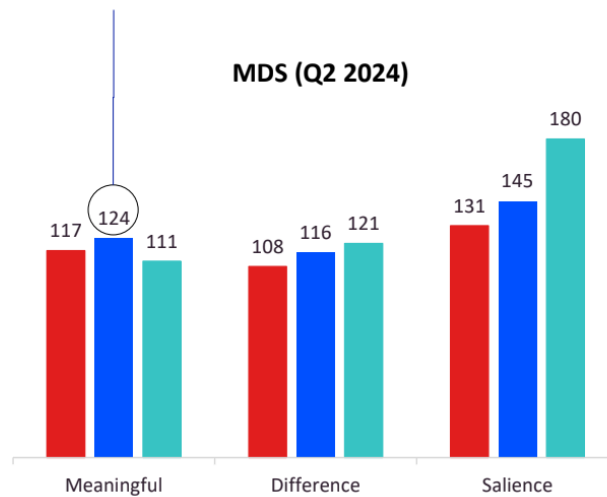
O2 sits between the pressure of MNOs (market-leading players like EE) outspending us; and MVNOs (challenger brands like GiffGaff) outpricing us.
Stuck between being outspent and outpriced, the strategic challenge was clear: O2 could no longer compete on spend or savings.
So we made the decision to compete on reputation — to be the most talked-about brand in the category by doing what others wouldn't: looking out for our customers in bold, brave and entertaining ways. We knew fame could act as a force multiplier across all channels.

Our north star was Brand Power — our lead measure of long-term brand equity and a proven predictor of volume share.¹ As shown in Kantar modelling, brands with high Demand Power capture 9x the volume share; and those with high Pricing Power command double the price paid and are 4x more likely to grow sales.²



But our Brand Power was being squeezed. We use the meaningful-different framework to measure brand health. While we led in Meaningful — we lagged behind EE on Different, a critical component in justifying a premium price point. And O2 has premium ambitions.

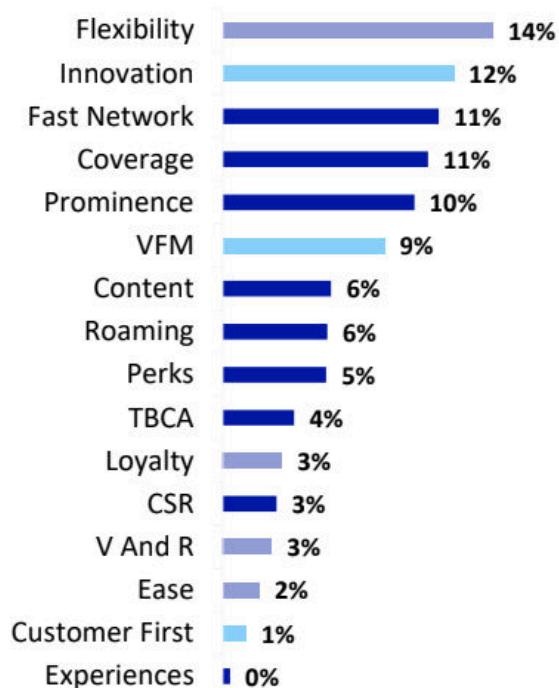
O2 leads on Meaningful



To defend and grow our position, we needed to boost our perceived difference — especially among our highest value audience segment who have a passion for technology, a segment where Vodafone was gaining fast and EE was dominating on innovation and market leadership.

The solution? Leverage innovation as a brand lever, a key contributor to difference, and deploy it through radical communications that make people stop and talk.

Contribution to Different (%)



This wasn't about functional product messages. It was about creating work that earned attention, stretched our relevance, and proved that O2 was willing to act in ways the rest of the category wouldn't.

1B. WHAT WERE THE BUSINESS, MARKETING AND CAMPAIGN/ACTIVITY OBJECTIVES THAT YOU SET TO ADDRESS YOUR CHALLENGE? WHAT WERE THE KEY PERFORMANCE INDICATORS (KPIs) SET AGAINST EACH OBJECTIVE? PROVIDE SPECIFIC NUMBERS/PERCENTAGES FOR EACH AND BENCHMARKS WHEREVER POSSIBLE.

RESPONSE FORMAT

List each objective individually.

- We have allowed for:
 - one key business objective (required)
 - up to 3 Marketing (Customer) and Activity (Comms.) objectives (1 required, 3 maximum for both types).
- If you had fewer marketing and activity objectives, that is fine, please leave the fields blank.
- For each objective, provide brief context for why you chose it, state the KPIs and benchmarks.

Unsure which objective type to select? [View guidance here.](#)

Business Objective

Objective #1 should be your primary campaign objective, then you may list up to three supporting objectives.

For each objective, you may include up to three charts/graphs.

Reference 1

Objective - Overview & KPI

State your objective here. Drive "Brand Power" via innovation here.

(Max: 30 words)

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Brand Power (Kantar) is a key indicator of future sales.

Our benchmark was 25% (based on Innovation score in November, ahead of the campaign launch)

From O2's Independent Brand Power analysis with Kantar, we know that innovation increases 'Difference', which in turn increases Brand Power and justifies a higher price point.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand tracking monthly via Kantar

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Brand or Business Transformation

Marketing Objectives

1

Objective - Overview & KPI

State your objective here.

Maintain #1 brand consideration

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

We know from compiled annual sales data that consideration correlates strongly with Brand Consideration for O2.

This is therefore our most important Marketing Objective across O2 brand campaigns.

Consideration positioning fluctuates between EE and O2; our ambition was to ensure O2 maintained its #1 position ahead of Christmas Trading and January Sale (the most important commercial quarter for O2).

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Monthly brand tracking data, Ebiqity

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Consideration

2

Objective - Overview & KPI

State your objective here.

Customer satisfaction with O2's efforts to tackle fraud

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs) O2 has always sought to be on the customer's side and tackle category wrongs:



Scamming and fraud is a massive 'wrong' that plagues our category.

However, before this campaign, customer satisfaction with O2's fraud prevention efforts sat at just 24%.

This low satisfaction undermines our customer-first brand positioning.

Measurement - How did you plan to measure it?

(Maximum: 30 words) Monthly PR tracking

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Advocacy / Recommendation

Activity Objectives

1

Objective - Overview & KPI

State your objective here. Recall

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

The more people remembered the campaign, the better. We wanted to raise awareness of the issue of scamming while giving an actionable solution: reporting scam calls to '7726'.

O2's benchmark for recall for major news stories is 10% (within the first week of campaign launch)

Measurement - How did you plan to measure it?

(Maximum: 30 words) Measured by PR coverage using Agility and CQI

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Recall (brand/ad/activity)

2

Objective - Overview & KPI

State your objective here. Popularity/fame/social discourse

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs) The more people who saw the campaign, the more people we could protect from getting scammed in the future

Measurement - How did you plan to measure it?

(Maximum: 30 words) Popularity/fame/social discourse
Reach, impressions, coverage

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type. Popularity / Fame / Social Discourse
- Unsure which objective type to select? View guidance here.

3

Objective - Overview & KPI

State your objective here. Positive coverage

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs) AI rhetoric is scaremongering and negative – talk of AI often conjures scepticism and visions of existential threat. 58% of UK adults say AI makes them nervous³, and 29% worry an advanced AI might try to destroy civilisation.⁴

Against this negative AI backdrop, we wanted a positive AI news story that would reflect well on O2.

O2's average coverage sentiment is 84%.

Measurement - How did you plan to measure it?

(Maximum: 30 words) Independent PR analysis

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type. Positive Sentiment / Emotional Resonance
- Unsure which objective type to select? View guidance here.

Section 1: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

¹ O2 'Path to Brand Power', Kantar Independent Analysis, 2024

² Kantar Worldpanel sales data

³ BBC, 2024

⁴ People First, 2023

SECTION 2: INSIGHTS & STRATEGY - 23.3% OF TOTAL SCORE

This section covers the key building blocks of your strategy.

Explain to the judges why you chose the audience you did. Outline your key insight(s) and how they led to the strategic idea or build that addressed the business challenge the brand was facing.

2A. Define the target audience(s) you were trying to reach and explain why it was/they were relevant to the brand and the challenge. Did your audience change over time? If so, describe how and why.

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?

Commerce & Shopper

Cases: Be sure to highlight the shopper's motivations, mindset, behaviors, and shopper occasion.

(Maximum: 300 words; 3 charts/visuals)

Since its inception in 2002, British mobile network O2 has always grounded its positioning on the side of the customer, fighting category wrongs with innovative, customer-led propositions:



Flash forward 20 years and one of the biggest 'wrongs' in our category is the growing threat of phone scammers.

7 in 10 Brits were targeted by scammers in 2023. We've all either been scammed, or know someone who's been scammed. And as scams get more sophisticated, even technophilic Gen-Z are becoming more susceptible to them.

O2 research showed despite Gen Z believing they could easily spot a scam... They are 3x more likely to have fallen for a scam than Baby Boomers⁵.

This meant we didn't want to restrict our audience to stereotypical 'victims'. We were targeting the entire British public.

2B. Explain the thinking that led you to your insight(s). Clearly state your insight(s) here.

Clarify how the insight(s) were directly tied to your brand, your audience's behaviors and attitudes, your research and/or business situation. How would this unique insight(s) lead to the brand's success and how did it inform your strategic idea.

Our core insight was rooted in 3 simple truths:

1. Human Truth: Scamming triggers the most visceral of human reactions.

Whether successful or attempted, scammers can leave us feeling scared, silly and violated.

(Maximum: 300 words; 3 charts/visuals)



2. Brand Truth

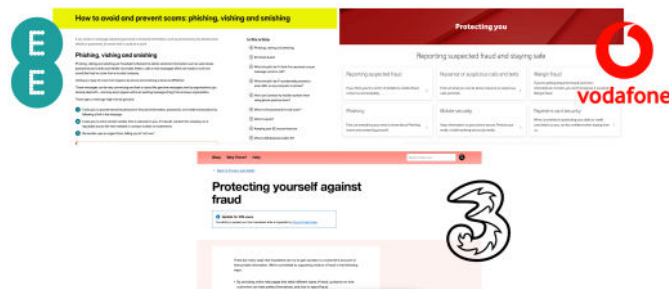
There has been a huge amount of behind-the-scenes work on fraud prevention at O2.

But despite investing heavily in sophisticated scam-fighting initiatives (including pattern recognition and auto-cancellation) when we started Planning for this campaign O2 was **seen as part of the problem**, thanks to a series of nationwide scams using O2 numbers. Satisfaction with O2's efforts to tackle fraud sat at just 24% in early April 2024.

We needed not only to raise awareness of a growing consumer problem to everyone, but use this opportunity to reclaim O2's customer-centric narrative.

3. Category Truth:

The rest of the Telco categories' fraud prevention campaigns focus on "top tips", with the onus placed on customers avoiding getting scammed. We wanted to show that rather than perpetuating the problem of phone scamming, O2 was **fighting back**.



So when everyone else was tackling scamming with rational education campaigns, what if we looked at the other end of the problem?

Rather than educating victims, could we take the fight to the scammers?

2C. What was the core idea or strategic build you arrived at using your insight(s) that enabled you to pivot from challenge to solution for your brand and customer?

(Maximum: 200 words)

We became fascinated by 'scambaiting' – a content trend where scambaiters keep scammers on the line, wind them up and expose their tactics.

The deeper we got, the more we wanted to do something about it. But the challenge was increasingly clear: scammers often operate from sophisticated international call centres, using a complex web of burner phones. As much as we wanted to stop them at source, we're a British telco; not the police.

The leap:

We can't stop them... but we can waste their time.

But who could be our scambaiter? To waste as much of the scammers' time as humanly possible, we needed to deploy someone—or something—with all the time in the world.

Enter, Daisy.



Daisy is a 78-year-old granny who loves to chat. She tells rambling anecdotes about her grandchildren and late husband Norman, forgets important information like her bank details and shares her favourite recipes.

The twist?

She's not a real granny.

Daisy is a sophisticated AI composed of multiple gen-AI models, which define how she sounds, looks and behaves. The groundbreaking technology behind Daisy can move at pace and scale, without the need for human intervention.

Section 2: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

⁵. Hiya, Telco Scam Research 2024

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. **View detailed guidelines here.**

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

This section relates to how you built a compelling creative and channel plan i.e. how and where you brought your strategy to life. And how you tested for ongoing optimisation.

Help the judges evaluate your entry by demonstrating how you created work that targeted and motivated customers effectively. Outline how your creative and channels plans worked together to drive results.

3A. Describe the key elements of your plan that activated your strategy. Outline any components that were active in the effort e.g. all integral communications, promotions, CRM program, customer experience, pricing changes, etc. that were a part of your effort.

(Maximum: 300 words; 3 charts/visuals)

1. AI Innovation

At the heart was Daisy—an AI-powered 78-year-old granny designed to

scambait fraudsters in real time. Her voice, syntax and persona were crafted to be both irresistibly believable to scammers and emotionally resonant with the public. Her calls were seeded via carefully placed breadcrumbs—online forms, fake classifieds, and phone listings—to get her number onto scammer databases.

2. Content-First Launch Strategy

We launched in two phases. In phase one, Daisy took real calls from scammers while we gathered content. In phase two, we went public with an online hero film, showcasing Daisy in action and positioning her as a national fraud-fighting hero.

3. Influencer and Earned PR

We partnered with influencer and scam victim Amy Hart to humanise the campaign. She appeared alongside Daisy in launch content and led social conversations. The campaign was pushed to major newsrooms, earning coverage from The Times, BBC, NYT, Sky News, and beyond.

4. Community Engagement and Education

We used Daisy to drive awareness of 7726, the number used to report scam texts and calls. She became a symbol of proactive fraud prevention, sparking national conversation. Daisy even called journalists, appeared on *Criminal* podcast, and “attended” an anti-fraud convention.

5. Social Sharing & Organic Reach

Scambaiting is a beloved online genre. We leaned into this by cutting and posting Daisy’s funniest moments across TikTok and Instagram-owned channels, turning utility into entertainment—and entertainment into impact.

3B. Outline the key building blocks of the creative executions for your main marketing vehicles e.g., endline, call-to-actions and format choices. If relevant, include any important changes that optimised the creative while the activity was running.

(Maximum: 300 words, 3 charts/visuals)

1. Character-Led Narrative

We created Daisy—an AI-powered 78-year-old granny designed to waste scammers’ time. Rambling, forgetful and endlessly chatty, she was engineered to be the perfect decoy. Built using a complex stack of generative AI tools—including ElevenLabs, Vapi, Fal.AI and Deepgram—and trained on real scammer conversations (in collaboration with scambaiting expert Jim Browning⁴), Daisy could convincingly respond to a wide range of scam scripts in real time.

Her authenticity was our secret weapon. We modelled her voice on a real colleague’s grandmother, June, capturing not just tone but cadence, breath, and emotional nuance. We made her the kind of target scammers dream of: an elderly woman who overshares online and never hangs up.

2. Format Choices

We embraced a **content-first strategy** rooted in the cultural format of “scambaiting.” This meant short-form, episodic social content that mirrored popular YouTube and TikTok videos, making the campaign instantly recognisable and shareable.

3. Endline

“Ruin a scammer’s day”

This was embedded naturally into the narrative, with a vengeful tone, we positioned Daisy not just as entertainment but as a prompt for real-world behaviour change.

4. CTA

Report scam numbers to 7726.

This is a national number for spam reporting (that intentionally spells ‘SPAM’ on a keypad).

5. Media Context

To maximise earned media, Daisy made phone calls to journalists, appeared on podcasts, and “attended” an anti-fraud convention—each moment tailored to the platform’s tone and audience. This format fluidity was crucial to making Daisy feel alive.

6. Human + AI Partnership

Ex-Love Islander Amy Hart became Daisy’s real-world sidekick—adding emotional weight, media appeal and legitimacy to the launch. Their duo format

allowed us to bridge human and digital storytelling across film, interviews and social.

Together, these building blocks delivered a unified, high-impact execution—anchored by character, powered by tech, and shaped by culture.

3C. Outline the rationale behind your communications strategy, experience strategy and channel plan. Explain how the integral elements worked together to drive results. If relevant, explain how you changed your spend across channels as part of your campaign optimisation.

(Maximum: 400 words; 3 charts/visuals)

We brought Daisy to life through a lean but high-impact channel strategy rooted in **PR and paid social**, with a focus on sparking cultural conversation, not saturating media channels.

We knew this idea was at its best outside of traditional media buys—so we focused on creating a campaign the media would want to cover. Our strategy was to **make Daisy famous through earned attention**, using the cultural heat around AI and the universal hatred of scammers to fuel the fire.

At the time of launch, **AI was dominating headlines**—from deepfakes and synthetic voices to the ethics of emerging tech. Rather than add to the fear, Daisy flipped the narrative, showing AI being used for good. That made her not just an ad campaign, but a timely, optimistic story within the broader AI conversation.

Our **paid social budget was modest**, used to seed the hero film and cutdowns across Instagram, TikTok and YouTube Shorts—platforms where scambaiting content already thrived. This allowed Daisy to slot naturally into audience behaviours and fuel organic reach.

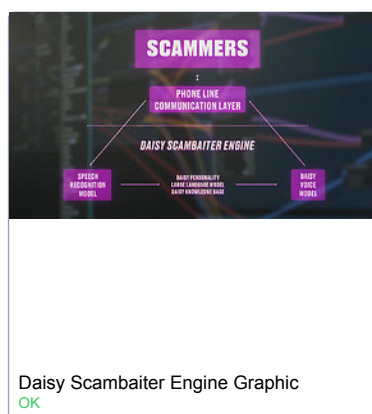
But the real engine of reach was **PR**. By launching Daisy secretly, then revealing her via a compelling human angle—partnering with real scam victim and influencer Amy Hart—we created a media story built for headlines. Daisy called *The Times*, featured on *Criminal*, and “attended” an anti-fraud convention. She became a symbol of digital justice.

Though designed for a UK audience, Daisy tackled a **global problem**, making her story relevant from *The Guardian*⁶, to *The New York Times*⁷ & *The View*⁸. The result: a **seamless interplay between paid and earned**, between zeitgeist and utility. Every element worked together to elevate Daisy from an idea into a cultural icon—delivering an outsized response with a fraction of the budget.

Key Visual

You have the [option](#) to upload a single image to accompany your explanation in this section to show how you brought your strategy and idea to life. It may be a media plan, a marketing mix visual, a flowchart, a calendar, a storyboard, etc.

You do not need to upload a copy of any of your creative images for judging here, as judges will view those on the creative examples tab.



Section 3: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

⁶. The Guardian: "Did you say pastry?" Meet the AI granny driving scammers up the wall. Feb 2025

⁷. NY times: An AI Granny is a phone scammers' worst nightmare. November 2024

⁸. The view: Company Develops Ai Granny to stop phone scammers December 2024

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

SECTION 4: RESULTS - 30% OF TOTAL SCORE

This section relates to your results. Here you need to be able to demonstrate the impact your effort has had on your business/brand/cause objectives - attributable to the activity and its elements and taking into account other factors. You will need to provide a result corresponding to each objective listed in your response to question 1B.

4A. Over the time period of your case, how do you know it worked? Explain, with category, competitor and/or prior year context, why these results are significant for the brand's business.

Results must relate back to your specific audience, objectives, and KPIs.

RESPONSE FORMAT

You have up to 400 words and 5 charts/visuals to set up your results. Then, for each objective provided in Question 1B, you are required to provide a corresponding result.

ELIGIBILITY REMINDERS

1. Provide a clear time frame for all data shown – either within your response or via the sources box.
2. All results must be isolated to Europe.
3. Work must have run in the eligibility window of 1 January 2024 – 31 March 2025.*
4. All results must correspond to a data source.

**Sustained Success Requirement: Entrants must include work and results from the initial year, at least one interim year, and the current competition eligibility time period (the current competition eligibility time period is 1/1/24-31/03/25). If presenting more than three years of success, provide results here for the full spectrum of years presented in the case and the creative examples.*

Work that ran after the cut-off period may not be submitted. Results that fall after the end of the eligibility period and are directly tied to the work submitted are fine to submit. Test efforts are not eligible.

Results Overview

(Maximum: 400 words, 5 charts/visuals)

The Daisy vs Scammers campaign delivered results far beyond expectations—especially given its experimental nature, minimal media budget, and category norms. In a market where telcos traditionally rely on price, coverage or loyalty to stand out, Daisy gave O2 a cultural edge through relevance, creativity, and purpose.

This was O2's most successful proactive comms campaign in years. Daisy became a weapon of mass awareness, a tool for scam prevention, and a cultural symbol of AI being used for good.

We achieved mass reach and cultural penetration.

Daisy generated over **2,000 pieces of global media coverage**, with dedicated TV features in **9 international markets**, and **2 billion+ earned impressions**.

She was featured by *Sky News, The New York Times, Whoopi Goldberg, BBC Breakfast, Have I Got News For You, AI-specialist outlets*, and YouTubers (to name a few)



Unprompted campaign recall peaked at 17%—O2's highest in 2024—still holding at 12%+ a month later.

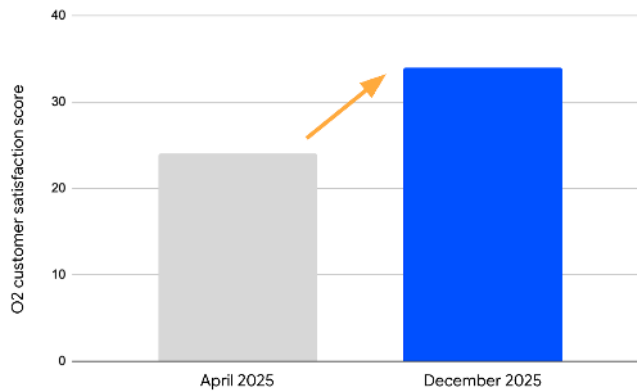
From just £20k paid media spend, we achieved a total AVE of £36m—a 1,800x return on investment.⁹

We significantly improved brand sentiment

Satisfaction with O2's efforts to tackle fraud increased by 42% since April.¹⁰

We also saw clear uplift in perceptions of O2 as innovative—a key brand consideration metric.

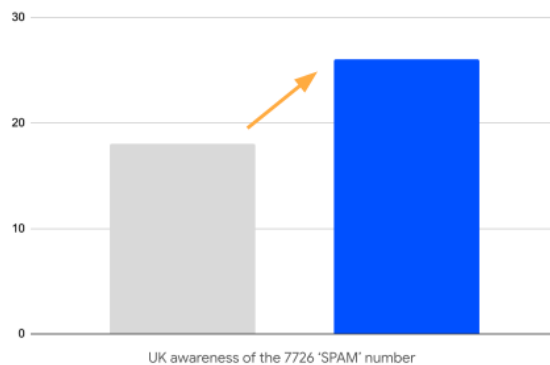
Customer Satisfaction with fraud prevention



We changed behaviour and drove real-world impact

Awareness of 7726 (the UK's scam-reporting number) increased by 44%, with an 8% month-on-month uplift in scam reports during the campaign. No other telco campaign was active in this space.

Awareness of '7726'



We hijacked the AI conversation

At a time when AI headlines were dominated by fear, Daisy provided a positive counter-narrative. Remarkably, 100% of coverage was positive—a rare feat for any AI-led campaign.¹¹

Business Objective Results

Provide results that correspond to each of your objectives from

1

Objective - Overview & KPI

State your objective here.

Drive "Brand Power" via innovation

Question 1C here. You are required to provide a result for each objective. To re-order the way your objectives/results appear, return to Question 1C and re-order your objectives using the 'nudge' button. For each result, you may include up to 3 charts/graphs.

(Max: 30 words)

Rationale - Why the objective was selected and what is the benchmark?

(Max: 75 words, 3 charts/graphs)

Brand Power (Kantar) is a key indicator of future sales.
 Our benchmark was 25% (based on Innovation score in November, ahead of the campaign launch)
 From O2's Independent Brand Power analysis with Kantar, we know that innovation increases 'Difference', which in turn increases Brand Power and justifies a higher price point.

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Brand tracking monthly via Kantar

Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Brand or Business Transformation

List Result

(Maximum: 30 Words)

We increased "Innovation" scores by 8% pp on average (a 27% increase for prospects and a 56% increase for Key Audience Segments)

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Lead the way with innovative products and services	Aug 2024	Sep 2024	Oct 2024	Nov 2024	Dec 2024
Total market	28%	31%	29%	27%	30%
O2 prospects	21%	24%	23%	19%	24%
Hassle-free Harmonisers	37%	32%	28%	27%	42%
Age 18-25	23%	27%	27%	29%	35%

Our brand tracking survey showed that perceptions of O2's innovation status (measured by the image statement "Leads the way with innovative products and services") increased significantly, with more prospects, target audience segments and a younger audience believing O2 is an innovator in the category.

The results for all audience groups were at an all-time high after the campaign. This is a key driver of a difference, which within our meaningful-difference framework increases brand power.

Marketing Objectives Results

- # 1

Objective - Overview & KPI

State your objective here. Maintain #1 brand consideration

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

We know from compiled annual sales data that consideration correlates strongly with Brand Consideration for O2.
 This is therefore our most important Marketing Objective across O2 brand campaigns.

Consideration positioning fluctuates between EE and O2; our ambition was to ensure O2 maintained its #1 position ahead of Christmas Trading and January Sale (the most important commercial quarter for O2).

Measurement - How did you plan to measure it?

(Maximum: 30 words) Monthly brand tracking data, Ebiquity

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
 - Unsure which objective type to select? View guidance here.
- Consideration

List Result

State your corresponding result here. We successfully maintained the number 1 brand consideration position¹² during and immediately after the campaign.

Context

Explain, with [category, competitor, and/or prior year context](#), why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

2

Objective - Overview & KPI

State your objective here. Customer satisfaction with O2's efforts to tackle fraud

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs) O2 has always sought to be on the customer's side and tackle category wrongs:



Scamming and fraud is a massive 'wrong' that plagues our category. However, before this campaign, customer satisfaction with O2's fraud prevention efforts sat at just 24%. This low satisfaction undermines our customer-first brand positioning.

Measurement - How did you plan to measure it?

(Maximum: 30 words) Monthly PR tracking

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Advocacy / Recommendation

List Result

State your corresponding result here.

Satisfaction with O2's efforts to tackle fraud increased by **42%** after the campaign.¹³

Context

Explain, with category, competitor, and/or prior year context, why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

Satisfaction with VMO2's efforts to tackle fraud has increased substantially since we tested perceptions in early April, **rising 10 percentage points from 24% to 34%**.

This improvement outpaces competitors, with EE and Tesco Mobile each only seeing 3% increases in the same period.¹⁴

Activity Objectives Results

1

Objective - Overview & KPI

State your objective here.

Recall

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

The more people remembered the campaign, the better. We wanted to raise awareness of the issue of scamming while giving an actionable solution: reporting scam calls to '7726'.

O2's benchmark for recall for major news stories is 10% (within the first week of campaign launch)

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Measured by PR coverage using Agility and CQI

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Recall (brand/ad/activity)

List Result

State your corresponding result here.

The campaign achieved **17% unprompted recall**.

Context

Explain, with [category](#), [competitor](#), and/or [prior year context](#), why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)

The campaign achieved 17% unprompted recall from the British public (11.4 million adults) – O2's best proactive news story of 2024. More than a month on from launch we still saw unprompted recall at 12%.

2

Objective - Overview & KPI

State your objective here.

(Max: 30 words)

Popularity/fame/social discourse

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

The more people who saw the campaign, the more people we could protect from getting scammed in the future

Measurement - How did you plan to measure it?

(Maximum: 30 words)

Popularity/fame/social discourse

Reach, impressions, coverage

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Popularity / Fame / Social Discourse

List Result

State your corresponding result here.

2 billion+ impressions

2000+ pieces of global coverage

Dedicated TV coverage in 9 markets

AVE of £36M

Context

Explain, with [category](#), [competitor](#), and/or [prior year context](#), why these results are significant for the brand's business.

(Maximum: 75 words, 3 charts/visuals)


Daisy captured hearts and headlines across the world.

She was covered by everyone from Jeremy Vine to Whoopi Goldberg, from The Hindustan Times to the New York Times. By famous YouTubers, AI magazines and technology specialists.

Standout reposts


- Chrissy Teigen (42M followers)
- Christa Miller (Shrinking, Scrubs & Cougar town)
- Asmongold - (3.5m Youtube subscribers) reaction video garnered 1 million YouTube views
- Ladbible - 14.4M followers


- Complex - 11M followers
- Reddit r/nextfuckinglevel - 9.4 million engagements


 "It really is turning the tables on the scammers"

 "Scammers are officially f**cked"

 "Phone scammers hate Daisy the dithering granny. She doesn't exist"

 "I love the idea. Granny power!"

 "Finally, the AI use case we've all been waiting for"

 "A good fun way to do something positive"

 "GOOD CALL: AI scam-baiting GRANNY gets revenge on dodgy callers"

3

Objective - Overview & KPI

State your objective here. Positive coverage

(Max: 30 words)

Rationale – Why the objective was selected & what is the benchmark?

(Max: 75 words, 3 charts/graphs)

AI rhetoric is scaremongering and negative – talk of AI often conjures scepticism and visions of existential threat. 58% of UK adults say AI makes them nervous³, and 29% worry an advanced AI might try to destroy civilisation.⁴

Against this negative AI backdrop, we wanted a positive AI news story that would reflect well on O2.

O2's average coverage sentiment is 84%.

Measurement - How did you plan to measure it?

(Maximum: 30 words) Independent PR analysis

Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.
- Unsure which objective type to select? View guidance here.

Positive Sentiment / Emotional Resonance

List Result

State your corresponding result here.

Analysis suggests that media coverage was **100% positive**.

Context

Explain, with [category](#), [competitor](#), and/or [prior year context](#), why these results are significant for the brand's business.

An 100% positive news story is an extraordinary feat given the current AI news rhetoric.¹⁵ This also outperformed O2's average sentiment for the previous 12 months (84% positive).

(Maximum: 75 words, 3 charts/visuals)

Additional Results

You may use this space to provide additional results achieved that you may not have had an initial objective for. This space may only be used for additional results beyond those that align with your listed objectives.

(Maximum: 250 words, 3 charts/graphs)

WE ROSE AWARENESS OF SCAMMING PROTECTION

Awareness of the 7726 number has also risen significantly since April, from 18% to 26%.

PLUS, DAISY MADE A REAL-WORLD DIFFERENCE

'Daisy' received over 1000 real scam calls. That's 1000 fewer chances to scam real people while busy talking to Daisy about her rhododendrons.

The average amount lost to scammers last year was £634, with 13% of people falling for the trap (Hiya, 2024).

1000 calls x £634 = £634000

With a 13% conversion rate

= a possible £82,420 of loss prevention (over 10 days)

If we extrapolated that over the course of a year, Daisy could have saved the British public a whopping £3m.

4B. Marketing rarely works 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 (or lack of influence) of these factors in the space provided. We recognise that attribution can be difficult; however, we're inviting you to provide the broader picture here in making the case for your effectiveness.

No Other Factors

Explain the influence (or lack of influence) of the factors you selected above.

The chart provided is a sampling of marketplace activities, but your response is not limited to these factors. 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: 200 words; 3 charts/visuals)

There was no significant anti-fraud activity from either O2 or its competitors during the campaign period.

There were no major governmental campaigns or messaging during the campaign period.

Section 4: Sourcing

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above, do not include any other information.

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of

9. Agility (December, 2024)

10. Data is from O2 brand & PR tracking (December 2024)

11. VMO2 internal 'RepTrak' reputation analysis, November 2024

12. VMO2 Mobile Brand Tracker (Kantar), November 2024

13. VMO2 internal 'RepTrak' reputation analysis, November 2024

14. VMO2 internal 'RepTrak' reputation analysis, November 2024

15. VMO2 internal 'RepTrak' reputation analysis, November 2024

Data/Research, Dates Covered.

Do not include agency names in your sources. [View detailed guidelines here.](#)

INVESTMENT OVERVIEW

The Investment Overview is reviewed as part of Section 3: Bringing the Strategy & 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 & DONATED MEDIA EXPENDITURES

Select paid & donated media expenditures, not including agency fees or production costs, for the effort described in this entry. If there were no paid media expenditures, please select "Under €50,000" and elaborate below. If there were no donated media expenditures, please select "not applicable" If the case did not run the year prior, select not applicable and provide context in the elaboration area below.

Paid Media Expenditure (Current Year)

Current Year/Time Period:

January 2024 – March 2025

Under €50 Thousand

Paid Media Expenditures (Prior Year)

Campaign Period: Prior Year

Not Applicable

Compared to other competitors in this category, the budget is:

Select one.

About the same

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:

Provide judges with the context to understand your budget.

What was the balance of paid, earned, owned, and shared media? What was your distribution strategy? Did you outperform your media buy?

In addition to providing context around your budget, if you selected Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 150 words)

This campaign was built to earn attention, not buy it.

With a tiny paid media budget of £20k, we focused our spend on boosting key content across O2's owned social channels—primarily TikTok, Instagram, and YouTube Shorts. These tactical placements helped seed Daisy into the right cultural spaces, where she could catch fire organically.

Our strategy hinged on earned media. Daisy was inherently newsworthy: an AI granny scambaiting fraudsters during peak AI anxiety was a story built for headlines. We maximised press interest and social sharing, allowing the idea to scale far beyond paid reach.

Media mix:

- Paid: £20k
- Earned: 2,000+ organic coverage pieces

- Owned: O2 and influencer social channels
- Shared: Reposts from creators, press, and the public

We achieved a £36m AVE, outperforming spend 1,800x. The campaign proved that with the right idea, even a tiny budget can generate massive cultural and business impact.

PRODUCTION & OTHER NON-MEDIA EXPENDITURES

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees), and any activation costs.

Production & Other Non-Media Expenditures

Select a budget range for the key assets you developed to bring your idea to life. This should include hard pre and post productions costs, talent (influencer or celebrity fees) and any activation costs.

€50–200 Thousand

Elaboration on the Production & Other Non-Media Expenditures

Provide judges with the context to understand the selection outlined above. This is an opportunity to provide further context surrounding your budget, so judges have a clear understanding and do not question the information provided above.

We kept production budgets tight with a single-day shoot and a reduced crew for the hero film. All other assets were efficiently built in-house using AI tools.

(Maximum: 100 words)

OWNED MEDIA

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

(Maximum: 100 words)

Was owned media a part of your effort?

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

Yes : The campaign film launched on O2's owned social channels (Meta, Tiktok and Youtube).

(Maximum: 100 words)

SPONSORSHIPS AND MEDIA PARTNERSHIPS

Select the types of sponsorships/media partnerships used in your case. Choose all that apply. Then, provide additional context regarding those sponsorships and media partnerships, including timing.

(Maximum: 100 words)

Sponsorships

Select all that apply.

Sponsorship – Talent or Influencer

Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your sponsorships and media partnerships.

(Maximum: 100 words)

We chose Amy Hart as the human face of the campaign because she brought both relevance and emotional credibility. As a well-known influencer and a real-life scam victim, she was able to speak authentically about the impact of fraud, bridging the gap between Daisy's AI world and the lived experiences of our audience. Her involvement grounded the campaign in reality, helped spark media interest, and made the story more relatable, especially for a younger, digitally active demographic.

SOURCES

Investment Overview: Data Sources

You must provide a source for all data and facts presented anywhere in the entry form. The below field may only be used to list sources of data provided in your responses above. Entrants may not include any additional context or information in the below field.

Amy Hart Opens Up about Scam (November, 2024)

Recommended Format: Use footnotes in your responses above and list each source numerically below. We recommend each source include the following information: Source of Data/Research, Type of Data/Research, Dates Covered. Do not include agency names in your sources. [View detailed guidelines here.](#)

ALL TOUCHPOINTS AS PART OF YOUR EFFORT

Select all touchpoints used in the effort, based on the options provided in the below chart. Within your response to Question 3, explain which touchpoints from the below list were integral to reaching your audience and why.

On the creative reel, you must show at least one complete example of each touchpoint that was integral to the effort's success. For example, if you mark 10 boxes below and 8 were key to the driving results and explained as integral in Question 3, those 8 must be featured on the reel.

All Touchpoints

Select all that apply.

Digital Mktg. – Influencers

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Public Relations

MAIN TOUCHPOINTS

From the list outlined above, select the three most integral touchpoints for your effort. List in order of most integral to least integral.

Main Touchpoint 1

Most integral touchpoint.

Public Relations

Main Touchpoint 2

#2 Most Integral Touchpoint

Digital Mktg. – Social: Organic

Main Touchpoint 3

#3 Most Integral Touchpoint

Digital Mktg. – Social: Paid

SOCIAL MEDIA PLATFORMS

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

Social Media Platforms

Select all that apply, or select Not Applicable.

Facebook

Instagram

TikTok

YouTube

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.

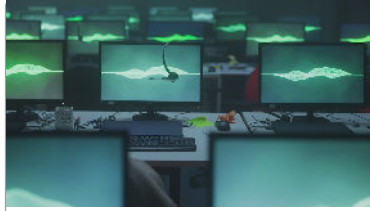
Specific, quantifiable results, agency names/logos, and competitor logos/work may not be included anywhere in the video.

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

Creative Reel

3 min maximum (4 min for Sustained Success). 250 MB max., mp4 format. High Resolution: 16:9 at 1920x1080.

Do not include any agency names in the file name or anywhere in the reel. Give each upload file a unique name.



Daisy vs Scammers Hero Film
OK

Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Digital Mktg. – Influencers

Digital Mktg. – Social: Organic

Digital Mktg. – Social: Paid

Raw Creative Examples as Originally Aired - For Research Purpose



Daisy vs Scammers Raw Creative Example 1
OK



Daisy vs Scammers Raw Creative Example 2
OK

In what language the raw creative example aired?

English

IMAGES OF CREATIVE WORK (2 Required, 6 Maximum)

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 2-6 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



Daisy vs Scammers Hero Image
OK



Daisy vs Scammers Hero Image 2
OK

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