

# E-1532-653

## Vodafone Xmas campaign - The two rival toy store owners

<b>Product</b>	<b>Category Entered</b>
Vodafone	Best of Europe: Seasonal/Current Events

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.

To be eligible, work must have run in Europe and data must be isolated to the country(ies) in Europe presented in the case. The entered work must have run at some point between 1 January 2023 and 31 March 2025. Work that ran after the cut-off period may not be submitted. Provide results for the eligibility time period, as well as results and data prior to the eligibility time period that will help judges evaluate the success within the time period. In addition, results that fall after the end of the eligibility period that are directly tied to the work submitted are fine to submit through the entry period. Test efforts are not eligible.

**Best of Europe - Effie Partner Track: Gold & Grand winners from 2024 Effie programs in the Effie Europe region** (see eligible markets in the 2025 Effie Europe Entry Kit) may enter. To enter, case must have run during the 2025 Effie Europe eligibility period and should provide updated work and results for the new eligibility timing.

**Best of Europe – non-Effie markets: Markets without an Effie program are welcome to participate.** Any effective marketing effort that ran in a country in the Effie Europe region that you can tell a great results story about should be considered. Specifically, any campaign that ran between 1 January 2023 and 31 March 2025 may be submitted.

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

# 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

## NATIONAL EFFIE PROGRAM (IF APPLICABLE)

List the Effie Program in the Effie Europe region where the campaign won Gold or Grand Effie (if applicable).

Effie Hungary

## ORIGINAL CATEGORY (IF APPLICABLE)

List the original category in which the campaign won a Gold or Grand Effie in.

Telecommunications

## Brand Name

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

Vodafone

## 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.

Telecommunication company

## Dates Effort Ran (Total)

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

Date From	2023-11-02
Date To	2023-12-31

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

## 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	2023-11-02
Date To	2023-12-31

## 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.

Hungary

Please indicate all countries where this work ran.

Hungary

## 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

The Hungarian telecommunications market is one of the most competitive in Central Europe, with only three major players – Vodafone, Yettel, and Telekom – locked in an intense, long-standing battle for market share. Movement between providers is minimal, meaning even a small gain in customers represents a significant achievement. This results in aggressive year-round competition, where brand differentiation is critical.

Beyond the commercial battle, Hungary's social fabric adds another layer of relevance to this campaign. Culturally, Hungary has a unique social dynamic that is relevant to this campaign: the society is highly segmented (see Ipsos MORI research, 2018), with individuals often living within small, homogeneous "bubbles" and struggling to engage constructively with those outside them. It is not uncommon for people – even close family members or long-time friends – to stop speaking to each other for years. Often, the original reason for the conflict fades over time, but the distance remains. These deep, prolonged rifts are an ingrained part of the social landscape.

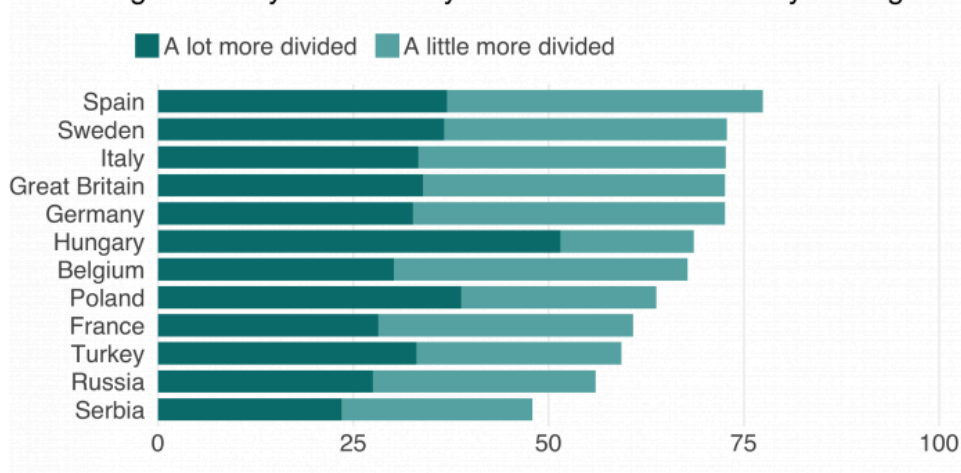
Christmas is one of the few times of year when people feel a stronger pull toward reconciliation, making it a natural moment for a brand to facilitate reconnection. Vodafone saw this as an opportunity to position its devices and services not just as communication tools, but as catalysts for overcoming long-standing divisions. By enabling people to reach out — with a call, a message, or a shared moment — the brand could play a meaningful role in helping relationships heal.

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.

## How Europe has changed

Percentage who say their country is more divided than 10 years ago



Source: Ipsos MORI

BBC

## 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)

Christmas is the ultimate test for each telecom company, as fierce competition peaks and everyone targets the same potential customers.

### The Insight:

(Maximum per line: 20 words)

Hungarian society is deeply polarised, and even minor disagreements can lead lifelong friends or relatives to stop speaking for years.

### The Strategic Idea/Build:

(Maximum per line: 20 words) Two rival toy shop owners, played by legendary actors, settle differences for a good cause, showing Vodafone devices enable connection.

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## Bringing the Strategy & Idea to Life:

(Maximum per line: One sentence - 20 words) With Vodafone's help, two rival toy shop owners, played by two legendary actors, reconcile for a good cause.

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## The Results:

(Maximum per line: 20 words) New contract signings rose by 12 percent, device sales increased 9 percent, both exceeding last year's already strong campaign benchmarks.

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## 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.

During the busy Christmas season, when competition is at its peak, we increased new contracts by over 12%. Device sales also rose by 9%, and post-campaign consideration was 9% higher compared to the previous period. This success was achieved with a socially relevant message that highlighted the divisions in our environment. We conveyed this through the story of two rival toy store owners, showing that even a small action, like a call (using Vodafone's service), can have a huge impact.

(Maximum: 150 words)

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**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)*

The three competitors in the Hungarian market (Vodafone, Telekom, Yettel) are in a stagnating market situation as of now. The customers are locked into long-term contracts, and it is difficult to shift them: the lack of market growth and acquisitions from competitors continuously creates challenges for the whole market.

The top three competitors sell most of their devices throughout the November–December period on average; the race is extremely competitive.

On top of that, the holiday period is particularly burdensome for customers: they are constantly flooded with newer and newer Christmas messages and deals on all existing channels, which makes it difficult to stand out while creating a message that is both memorable and relevant, reflects brand values, and, last but not least, supports the predetermined business objectives.

Therefore, it is fair to say that telecommunication companies prepare themselves all year long for the Christmas period. They tirelessly work on these campaigns regardless of the energy, creativity, time, and budget required, due to it being the biggest competition for all.

This is why there is always an unofficial race among competitors, and Vodafone obviously wanted to be at the top of the leaderboard — not only in terms of creativity but number-wise as well.

**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.  
(Max: 30 words)

Leveraging the potential of the period by increasing the number of new contracts by 5% compared to the same period in the previous year, and increasing device sales by 5%.

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

(Max: 75 words, 3 charts/graphs)

The Christmas period is the most competitive time in a stagnant, contract-locked telecom market. With high ad saturation and aggressive competitor offers, standing out is critical. We aimed to outperform last year's seasonal results, setting a benchmark of +5% growth in both new customer contracts and device sales.

#### Measurement - How did you plan to measure it?

(Maximum: 30 words)

We measured the business result through Vodafone's internal sales data.

## Tagging - What keywords best describe your objective type?

(1 Required. No  
Maximum)

Revenue (growth/maintenance/easing decline/value share)

Volume (growth/maintenance/easing decline/volume share)

## Marketing Objectives

1

### Objective - Overview & KPI

State your  
objective here.  
(Max: 30 words)

Capturing the valuable attention that comes with the Christmas season by addressing a socially relevant problem through an image-based message.

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

(Max: 75 words,  
3 charts/graphs)

We set out to cut through Christmas's ad noise with an image-led message on a socially relevant topic. The aim was to boost brand recall and engagement, using last year's seasonal campaign performance as our benchmark.

### Measurement - How did you plan to measure it?

(Maximum: 30  
words)

We planned to measure it through Vodafone Smart Brand Tracker, nationally representative, ages 16–64, monthly data collection, n=600/month

## Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

- Unsure which objective

Consideration

type to  
select?  
View  
guidance  
here.

Conversion

Salience / Awareness

## Activity Objectives

1

### Objective - Overview & KPI

State your  
objective here.  
(Max: 30 words)

We aimed to highlight Hungary's social polarization—86% see society as deeply divided, 69% more so than ten years ago—while encouraging people to reconnect and bridge these divides during Christmas.

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

(Max: 75 words,  
3 charts/graphs)

The objective was chosen because Vodafone, as a communication enabler, can inspire meaningful connections during a significant seasonal moment like Christmas. Reconnecting with friends and family addresses a genuine social challenge, creating emotional relevance for the brand. Benchmarks relied on prior societal campaigns' branded cut-through, capturing ad and campaign recall to compare memorability and emotional impact. This approach measured both awareness and the activity's ability to motivate real-life connection.

### Measurement - How did you plan to measure it?

(Maximum: 30  
words)

We tracked branded cut-through and social engagement, where thousands of Hungarians shared stories or posted online about calling or messaging estranged friends and family, showing the campaign inspired real reconnections.

## 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? Positive Sentiment / Emotional Resonance
- View guidance here. Recall (brand/ad/activity)

## 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

### Sources:

- Business data: Vodafone internal sales data
- Branded cut-through, branded recall, campaign recall: Vodafone Smart Brand Tracker, Dec 2023 – Jan 2024, nationally representative, ages 16–64, n=600/month
- Consideration: Vodafone Smart Brand Tracker, nationally representative, ages 16–64, monthly data collection, n=600/month
- Polarisation in Hungary: <https://bbj.hu/budapest/cultur...>

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

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## 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.

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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?

We have identified two main target groups:

- **Primary targets:** those families with youngsters, who are rather active digital-product users, are open to the newest trends and innovations, which they constantly buy as soon as possible. Moreover, young adults living an active digital lifestyle, who are also big fans of the latest trends and are willing to try the new features at firsthand.
- **Secondary target group:** Families/young adults who also use digital devices regularly, but with a little less amplitude, and while they are open to new innovations, they will only try these if many of their peers have experiences with them.

Furthermore, it was especially important not to estrange users outside our main target groups; thus, creating a relevant campaign for all.

### **Commerce &**

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

*(Maximum: 300 words; 3 charts/visuals)*

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**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.

*(Maximum: 300 words; 3 charts/visuals)*

We, Hungarians, tend to see only what divides us rather than appreciating the uniqueness of each individual. The fragmentation of our society is quite complex, with everyone living in their own small, homogeneous bubble; hence, it's hard to bear the burden of encountering someone from a different bubble. Moreover, we tend to experience differences not constructively, but destructively. This leads to ongoing rivalry and conflict, which can last for years, poisoning our everyday lives, often without any meaningful cause, and sometimes we cannot even remember the root causes of these seemingly unbreakable conflicts.

At Christmas, there is an opportunity to rise above these problems and let the holidays be about fondness and tranquillity.

Vodafone, as a responsible company, wanted to react to this socially relevant problem, to which many of its customers can relate to. The campaign spoke with empathy, gently drawing attention to the issue while offering real help through the brand's services and tools to those walking the same difficult path.

## 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)*

Instead of focusing on what divides us, let us turn our attention to what brings us together. With its services and device offers, Vodafone helps people reconnect, even with those they may see as their greatest opponents, encouraging reconciliation and a renewed perspective on their relationships.

## 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.

Sources:

- Business data: Vodafone internal sales data
- Branded cut-through, branded recall, campaign recall: Vodafone Smart Brand Tracker, Dec 2023 – Jan 2024, nationally representative, ages 16–64, n=600/month
- Consideration: Vodafone Smart Brand Tracker, nationally representative, ages 16–64, monthly data collection, n=600/month
- Polarisation in Hungary: <https://bbj.hu/budapest/cultur...>

**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.**

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## 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)*

This year's Christmas campaign aimed to drawing attention to situations that feel familiar to everyone, encouraging people to overcome these tensions. Sometimes, all it takes is a phone call or a simple message. Therefore, as the main cornerstone, we aired image and offer films on television from November until the end of the Holiday period in December. Aside from the TV spot, on the OOH creatives, we visualized real-life stories about similar conflicts and then proposed solutions to the problem itself.

The messages appeared on the following surfaces:

- We communicated through image TVC, OOH, Digital, Cinema, Print, and Ambient surfaces.
- The offers were made through TVC, Digital, and OOH.

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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)

We tell the story of a long-lasting rivalry between two toy shop owners through our movie, starring Bodrogi Gyula and Szilágyi Tibor – local movie legends – who, for a greater good, set aside their differences and bring the miracle of Christmas to life together. We can see their everyday clashes, with various little tricks that antagonize each other's business. We can hear their grumpy exchanges, filled with the nicknames they throw at each other. A central part of the storytelling was to show the problem in a miraculous world so that as many people as possible can relate to it.

A stationary war-like place was the core part of the story, which resembles the tension between two rival individuals that took control of their everyday life so much, the root cause of the problem is long forgotten.

Then something happens – in our case, the appearance of a poorish family – which motivates the two toy shop owners to rise above their conflict and help those in need together.

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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 aimed to give significant visibility to real human conflicts and promote their resolution, bringing the topic closer to people and encouraging organic conversation in the public sphere. In order to achieve that we collaborated with some of the region's most recognizable stars and contributed to the acclaimed documentary series celebrating Hungary's legendary Jimmy Zámbo.

On television, in partnership with the morning show *Reggeli*, we explored ten stories of reconciliation over one and a half months. Each story was told across three timelines — past, present, and future — all built around the same message: it's never too late to make peace, but if you can, do it sooner rather than later. Krisztián Nyáry recounted the infamous feuds and affairs of historic

writers and actors. We also helped resolve long-standing conflicts: Attila Magyar and Endre Beleznyay, as well as András Laár and Miklós Galla, buried the hatchet live on air. Máté Járay spoke about processing his father's death and letting go, while Feri Hujber opened up about personal tensions. Psychologist experts helped analyze different conflict resolution strategies.

Beyond the "*Reggeli*" segments, we sponsored the Hungarian series "*A Király*" (The King), which portrays the conflict-filled life of Jimmy Zámbo. Our accompanying message: "A good woman doesn't forgive everything, but one call can resolve many conflicts."

And that's not all. On citylight posters and domestic digital portals, we ran interactive banners showing real-life tensions and reflections shared by real individuals. One example was from Áron M., who asked himself: "Why can't I bring myself to call him? What's holding me back? But really... if I think about it, he was kind of right too. So why don't I just call?" He promised to reach out to his long-lost friend, Bence P.

On out-of-home surfaces, we illustrated humorous conflict pairs, such as "Merry Christmas, Pest" displayed in Buda and "Merry Christmas, Buda" in Pest.

The campaign was truly comprehensive, covering every media platform, with both brand and price communication. We leveraged TV, pre-roll, digital video formats, citylight displays, cinema placements before selected films, dynamic and synchronized banners, and static creatives across billboards, citylights, public transportation, and shopping malls. We were present on radio, in podcasts, and in premium, opinion-leading publications.

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## 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.

Sources:

- Business data: Vodafone internal sales data
- Branded cut-through, branded recall, campaign recall: Vodafone Smart Brand Tracker, Dec 2023 – Jan 2024, nationally representative, ages 16–64, n=600/month
- Consideration: Vodafone Smart Brand Tracker, nationally representative, ages 16–64, monthly data collection, n=600/month
- Polarisation in Hungary: <https://bbj.hu/budapest/cultur...>

### **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. 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 350 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 2023 and 31 March 2025. Results after 31 March 2025 that are directly related to work that ran in the eligibility window can be included until the entry deadline.
4. All results must correspond to a data source. Include results and data prior to the time period that helps assess effectiveness during the time period.

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## Results Overview

(Maximum: 350 words, 5 charts/visuals)

Our business goals were significantly overperformed based on the details below:

- New contract deals grew by 12% compared to last year's corresponding period, whose campaign was outstanding as well. We more than doubled the original target, exceeding it by an additional 7%.
- Device sales rose by 9% compared to last year's corresponding period, whose campaign was outstanding as well. The original target numbers were almost doubled, exceeding the original 5% increase by an additional 4%.
- We have seen image-related results for which there was no precedent in the brand's history:  
Brand consideration, due to the campaign, soared by 15% compared to the pre-campaign period.  
Branded cut-through was 67% (almost twice the benchmark), leading to the highest measured result since 2020, when we started using this method.
- Campaign recall was 31% higher than the benchmark.
- Brand recall: Out of 10 people, 9 could recall the brand.

## Business Objective Results

Provide results that correspond to each of your objectives from 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.

1

### Objective - Overview & KPI

State your objective here.  
(Max: 30 words)

Leveraging the potential of the period by increasing the number of new contracts by 5% compared to the same period in the previous year, and increasing device sales by 5%.

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

(Max: 75 words, 3 charts/graphs)

The Christmas period is the most competitive time in a stagnant, contract-locked telecom market. With high ad saturation and aggressive competitor offers, standing out is critical. We aimed to outperform last year's seasonal results, setting a benchmark of +5% growth in both new customer contracts and device sales.

### Measurement - How did you plan to measure it?

(Maximum: 30 words)

We measured the business result through Vodafone's internal sales data.

## Tagging - What keywords best describe your objective type?

(1 Required. No Maximum)

Revenue (growth/maintenance/easing decline/value share)

Volume (growth/maintenance/easing decline/volume share)

## List Result

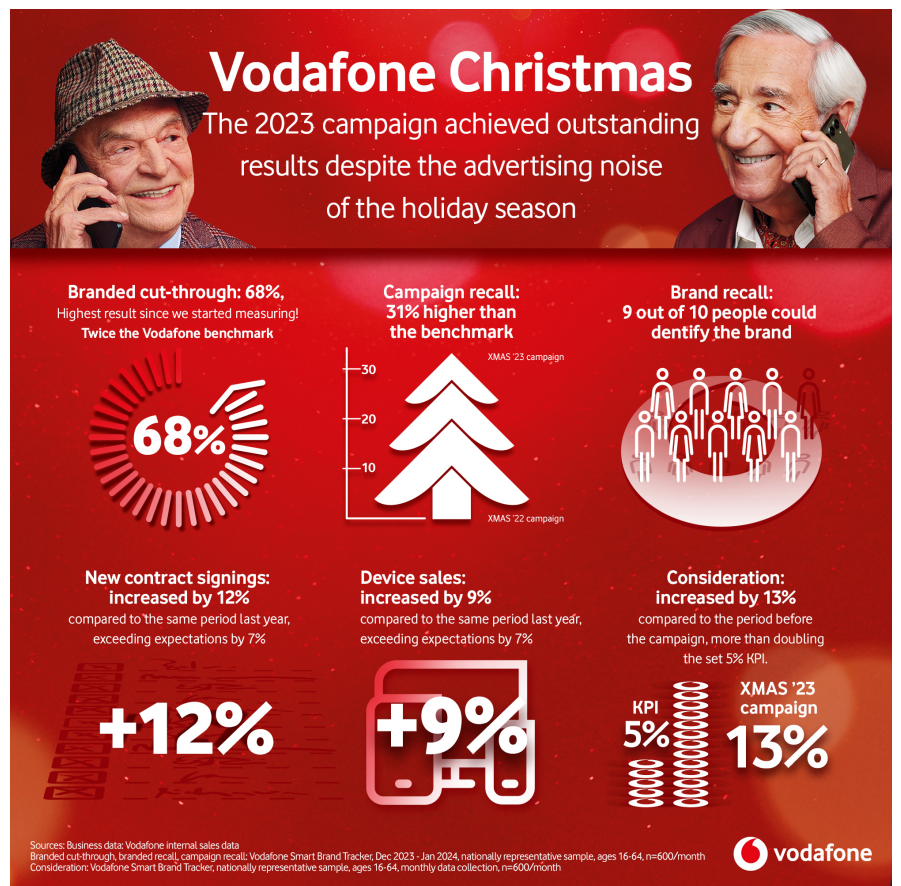
(Maximum: 30 Words)

Device and new contract sales almost doubled compared to our original benchmark.

## 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)

Christmas is all about reaching as many customers as possible while countering competitors' similarly discounted offers. With our campaign, we achieved outstanding results compared to the industry benchmark.



## Marketing Objectives Results

# 1

## Objective - Overview & KPI

State your objective here.  
(Max: 30 words)

Capturing the valuable attention that comes with the Christmas season by addressing a socially relevant problem through an image-based message.

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

(Max: 75 words, 3 charts/graphs)

We set out to cut through Christmas's ad noise with an image-led message on a socially relevant topic. The aim was to boost brand recall and engagement, using last year's seasonal campaign performance as our benchmark.

## Measurement - How did you plan to measure it?

(Maximum: 30 words)

We planned to measure it through Vodafone Smart Brand Tracker, nationally representative, ages 16–64, monthly data collection, n=600/month

## Tagging - What keywords best describe your objective type?

- You may have more than one objective of the same type.

Consideration

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- Unsure which objective type to select?

Conversion

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View guidance here.

Salience / Awareness

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## List Result

State your corresponding result here.

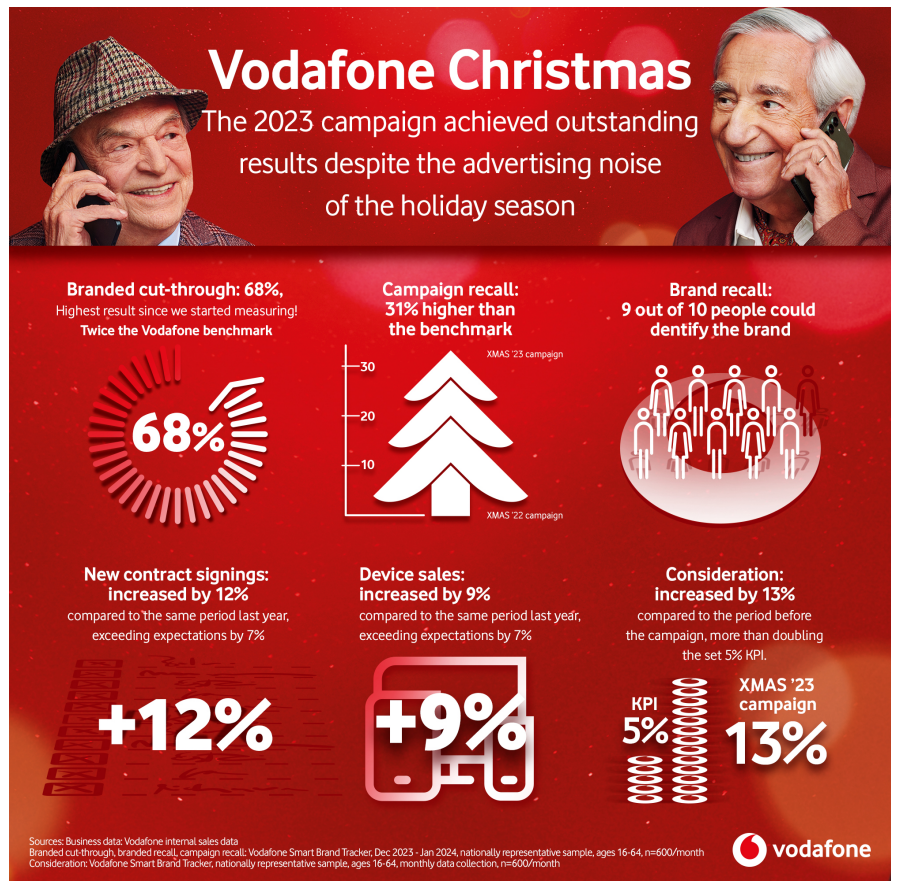
Out of 10 people 9 could recall our campaign.

## 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)

Amidst the heavy ad noise of the Christmas period, we were able to create an ad recalled by 90% of the measured population, which just show how outstanding our message was.



## Activity Objectives Results

# 1

### Objective - Overview & KPI

State your objective here.  
(Max: 30 words)

We aimed to highlight Hungary's social polarization—86% see society as deeply divided, 69% more so than ten years ago—while encouraging people to reconnect and bridge these divides during Christmas.

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

(Max: 75 words,  
3 charts/graphs)

The objective was chosen because Vodafone, as a communication enabler, can inspire meaningful connections during a significant seasonal moment like Christmas. Reconnecting with friends and family addresses a genuine social challenge, creating emotional relevance for the brand. Benchmarks relied on prior societal campaigns' branded cut-through, capturing ad and campaign recall to compare memorability and emotional impact. This approach measured both awareness and the activity's ability to motivate real-life connection.

## Measurement - How did you plan to measure it?

(Maximum: 30  
words)

We tracked branded cut-through and social engagement, where thousands of Hungarians shared stories or posted online about calling or messaging estranged friends and family, showing the campaign inspired real reconnections.

## 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?

Positive Sentiment / Emotional Resonance

View guidance here.

Recall (brand/ad/activity)

## List Result

State your corresponding result here.

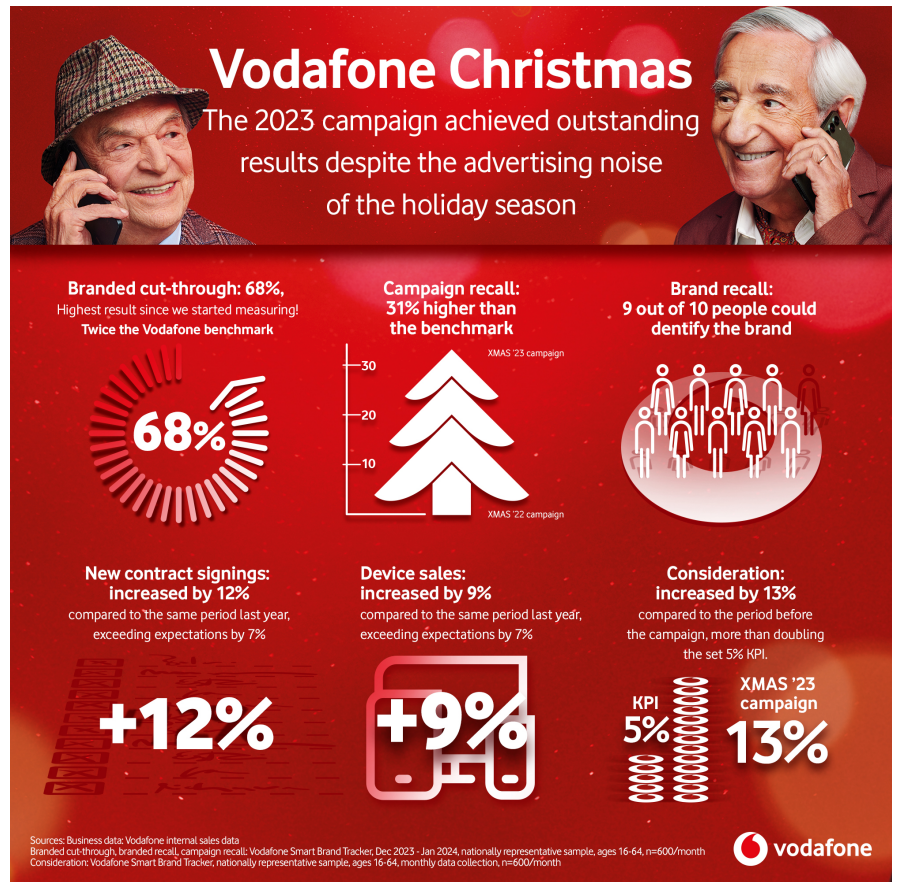
Campaign recall was 31% higher than the original benchmark, which shows the impact our campaign had on people' lives, and our branded cut-through rate was at 67%.

## 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 stood out significantly among competitors' Christmas ads, became a widely discussed topic, and was featured on the country's most popular morning radio show.



## 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: 150 words, 3 charts/graphs)

Featured on the country's most popular national radio morning show, where the campaign became a topic of discussion.

## 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.

Internal Company Events (e.g. change in ownership, internal dynamics, etc.)

---

Societal or Economic Events (e.g. changes in economic, political, social 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.

The current market situation and the economic challenges of recent years have impacted all consumers. We are proud that, despite these circumstances, we were able to attract new customers, and that our existing customers have once again chosen to stay with us. This demonstrates that Vodafone's services truly serve consumers, both in terms of quality and value. It is also important to highlight the specific nature of the market, where the number of players is limited, making competition particularly intense, especially during the Christmas season.

*(Maximum: 200 words; 3 charts/visuals)*

## Section 4: Sourcing

You must provide a source for all data and facts presented

Sources:

- Business data: Vodafone internal sales data

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.

- Branded cut-through, branded recall, campaign recall: Vodafone Smart Brand Tracker, Dec 2023 – Jan 2024, nationally representative, ages 16–64, n=600/month
- Consideration: Vodafone Smart Brand Tracker, nationally representative, ages 16–64, monthly data collection, n=600/month
- Polarisation in Hungary: <https://bbj.hu/budapest/cultur...>

### **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.**

## 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 €1-2 Million

– March 2025

## Paid Media Expenditures (Prior Year)

Campaign Period:

Prior Year

€1-2 Million

## 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

Vodafone's Christmas campaign was fully integrated, with image and promotional messaging across all media platforms. We used the broadest possible media mix, running spots on TV, in pre-roll and other digital video formats, on digital citylight displays, and nationwide in multiplex cinemas ahead of selected films. Dynamic banners were deployed both individually and in sync, alongside static creatives across billboards, citylights, on the exterior and interior of public transport vehicles, and in high-traffic shopping malls during the holiday season. We also appeared on radio and in podcasts, as well as in premium, opinion-leading press outlets.

Not Applicable to either of the previous two questions, explain why you selected Not Applicable.

(Maximum: 150 words)

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## 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.

Not Available / Unknown

---

### 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.

As our campaign did not have an exact estimate of such expenditure, we cannot provide you details regarding that.

(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 : WE communicated through the company's social media sites, as well as on its website, by highlighting the most integral materials in our campaign.

(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.

Unique Opportunity

### Elaboration on Sponsorships and Media Partnerships

Provide additional context regarding your

As a classic sponsorship, we supported RTL's in-house series, *A Király*, with 5-second sponsorship spots reflecting the main message of the campaign.

sponsorships and media partnerships.

(Maximum: 100 words)

These spots aired a total of 40 times before, during, and after the linear TV episodes, as well as alongside the trailers.

## 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.

#### ***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.**

Sources:

- Business data: Vodafone internal sales data
- Branded cut-through, branded recall, campaign recall: Vodafone Smart Brand Tracker, Dec 2023 – Jan 2024, nationally representative, ages 16–64, n=600/month
- Consideration: Vodafone Smart Brand Tracker, nationally representative, ages 16–64, monthly data collection, n=600/month
- Polarisation in Hungary: <https://bbj.hu/budapest/cultur...>

# 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.

Cinema

Digital Mktg. – Display Ads

Digital Mktg. – Programmatic Display Ads

Digital Mktg. - Programmatic Video Ads

Digital Mktg. – Social: Paid

Digital Mktg. – Video Ads

OOH – Billboards

OOH – Other Outdoor

OOH - Transportation

Print - Magazine

Radio

Retail Experience: In Store

Sponsorships – Unique Opportunity

TV

## 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.

TV

## Main Touchpoint 2

#2 Most Integral Touchpoint

OOH – Other Outdoor

## Main Touchpoint 3

#3 Most Integral Touchpoint

Digital Mktg. – Programmatic Display Ads

## 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

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.**



Film

VODAFONE\_THE TWO  
TOY SHOP OWNERS

OK

## Creative Examples Presented in the Creative Reel - Select All

Select all that apply.

Digital Mktg. – Display Ads

Digital Mktg. – Programmatic Display Ads

Digital Mktg. – Social: Paid

OOH – Billboards

OOH – Other Outdoor

Print - Magazine

TV

## Raw Creative Examples as Originally Aired - For Research Purpose



Christmas morning

OK

In what language the raw creative example aired?

Hungarian

## 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.



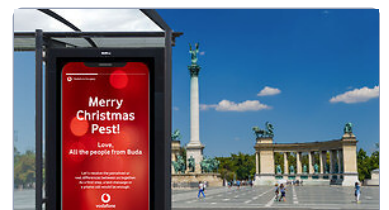
Billboard

OK



CLP\_Buda

OK



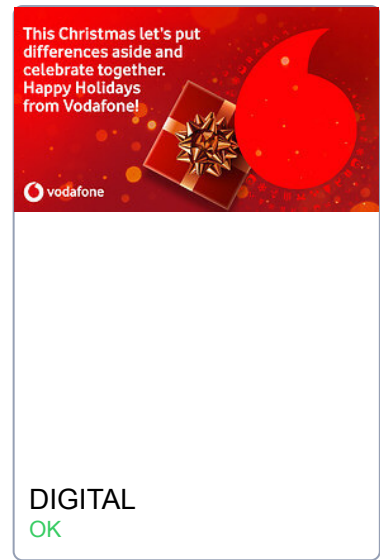
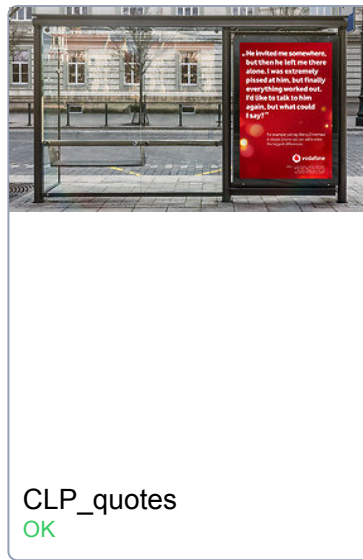
CLP\_Pest

OK

Technical

Requirements:

.jpg/jpeg format



## 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