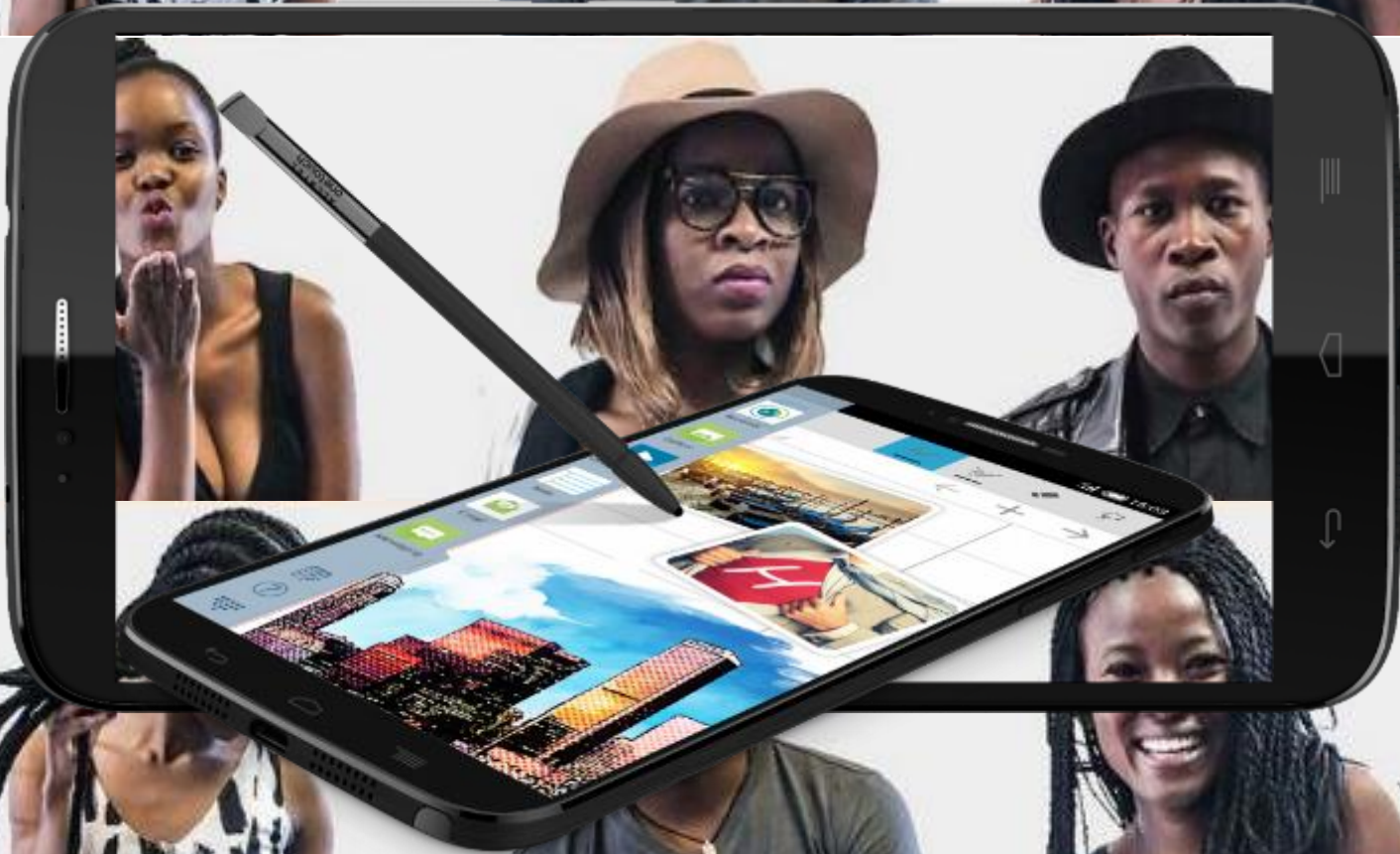


ALCATEL
onetouch®

ALCATEL ONE TOUCH BRAND AMBASSADOR CAMPAIGN

A CASE STUDY BY **STUDENT VILLAGE** 2015



A case study by Student Village 2015



THE APPROACH



alcatel1touchsa



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#alcatel1touchsa #durbanjuly #wecreate



ALCATEL ONE TOUCH WASN'T KNOWN TO THE STUDENT MARKET AS PRODUCING COMPETITIVE SMARTPHONES. THE BRAND SOUGHT THE HELP OF STUDENT VILLAGE'S BRAND AMBASSADOR PROGRAMME TO ATTRACT THE YOUTH AND SHIFT STUDENTS' PERCEPTION OF THEIR BRAND.



ALCATEL WANTED **STUDENT VILLAGE** TO...

**CREATE BRAND AWARENESS
AMONGST THE YOUTH**

**PROMOTE CONSTANT PRESENCE
ON AND OFF CAMPUS**

**INCREASE RELEVANCE OF ALCATEL
AS A COMPETITIVE BRAND**

**SHOWCASE KEY FEATURES OF ALCATEL
SMARTPHONES TO STUDENTS**

CONCEPT AND APPLICATION



I NEED
TICKETS

THE CAMPAIGN KICKED OFF WITH A POWERFUL TEAM OF AMBASSADORS WITH SERIOUS SOCIAL KLOUT



VARIOUS CREATIVE ELEMENTS WERE PUT INTO ACTION TO SUPPORT AMBASSADORS IN THEIR MISSION OF CREATING BRAND PRESENCE FOR ALCATEL AND APPEAL TO A WIDE ARRAY OF YOUTH

AMBASSADORS INFILTRATED NUMEROUS SETTINGS TO SPREAD THE WORD ON ALCATEL ONE TOUCH'S OFFERING. TWELEBS IN THEIR OWN RIGHT, THE AMBASSADORS MADE A NOTABLE IMPACT ON SOCIAL MEDIA

DJ APP PROMOTION



MOBILE GRAFITTI SHIRTS



SLYZA TSOTSI FLASHMOB



DURBAN JULY INFILTRATION



RESULTS

THE EXPECTATIONS WERE HIGH BUT **BRAND AMBASSADORS** EXCEEDED THEM.



ALCATEL IS THE
NO.2 SMARTPHONE
BRAND IN SA AND
NO.1 BRAND IN
TABLETS

AMBASSADORS
MANAGED TO
REACH OVER
50,000 STUDENTS
THROUGH
ACTIVATIONS

250,000 ACCOUNTS
WERE REACHED VIA
SOCIAL MEDIA
INCLUDING:
INSTAGRAM,
FACEBOOK,
TWITTER.

AMBASSADORS'
PASSION FOR
ALCATEL
DROVE THE
CAMPAIGN TO
REACH IN EXCESS
OF 190 000
YOUNG PEOPLE.



**FIND MORE CASE STUDIES @ WWW.STUDENTMARKETING.CO.ZA
CONTACT US @ SALES@STUDENTVILLAGE.CO.ZA**

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