

ICOM Europe (ROMANIA)

Client : UPC
Campaign : UPC Business
Year : 2007
Budget in EUR: 60.000,-

GOALS

UPC acquired several telecom and internet companies in Romania and gathered them all together under the UPC brand. The first project was designed for UPC Business division – with the goal to make business clients aware that the whole communication package is available from UPC.

METHODOLOGY

The message was delivered to existing clients in order to make them aware that a complete solution is now available from UPC.
The target was extended to non UPC users for which the media planning was targeted to increase efficiency: We used OOH and print communication, together with the internet.

MEDIA AND TOOLS

Direct marketing – more than 10000 direct marketing letters were delivered to UPC existing business clients.
Specialized press titles – Financial and economic magazines.
OOH – indoor non-conventional media – Toilets in pubs and bars.
Internet page – special offers for

RESULTS

The campaign was launched at the end of September. The first result shows an increased rate of request from companies to connect with the UPC services and we are expecting an overall 15% increase by the end of the year.

Upc business – Complete package that suits any business

upc business



Pachet complet
asortat oricarei afaceri



internet • telefonie fixa • transmisii de date • web hosting

Upc business – Complete package that suits any business

upc business



Pachete complete
pentru afacerea dumneavoastră



Pachetul Start-up

- * Adrese de e-mail gratuite
- * Hosting gratuit
- * Internet de până la 50mbps
- * Telefonie digitală
- * Cablu TV digital cu peste 200 de canale

- Gratuit telefon și Internet prima luna
- Echipamente puse la dispoziție gratuit

Oferta promoțională între 1 noiembrie și 31 decembrie 2007