

Pre-launch WOM project: The 100 T-Mobile myfaves insider

In Autumn 2007, T-Mobile started a “Word-of-mouth” pre-launch campaign, together with the webguerillas(365womcom). The goal was to create buzz around the launch of a T-Mobile product in a T-critical target group, young adults.

First a group of interested influentials, were gathered through online mailings and editorials as well as offline by promotion teams in lifestyle milieus and offline. These potential influentials were selected through an assessment center. 100 influentials were then filtered and received logins to the project blog.

To the official Kick-off start, the 100 influentials received a welcome package including a webcam, insidermap and a myfaves mobile phone incl. software. From the start, comments were constantly posted on the project blog. So that the insiders even got to know each other offline, when meeting up. Not only the myfaves insiders were motivated, also friends/family/blog readers were involved from the beginning. To spread the WOM online, triggers around the theme 5 myfaves friends were posted by the 3 moderators.

Online and offline channels were used to communicate, some triggers were communicated by myfaves phones. To enable a high google ranking, the posted tasks/wuestions/discussions were triggered and tagged by Keywords.

Themes on the projectblog started with the packaging, to the usability, handling in the sense of friendship up to a feature-check and bill check. With new impulses such as creative awards and photo contests, the insiders were highly motivated.

After 8 weeks of building a WOM community around myfaves, the WOM project was planned to be over- but the insiders were willing to participate in a myfaves brand community.

Friends were called up to apply on the project blog, to save one of 10 extra insider logins. Videos, interviews and collages showed the high enthusiasm of the insiders.

The project helped to involve 110 influentials, with a critical background and receive a high motivation buzz towards the product launch.

Case Study Library



Client: T-Mobile

Budget: 80.000,00 Euros

Date of Campaign: Start: 13.09.2007

Case Study URL: <http://www.365wom.com/myfaves/blog/>