



THREE AND KISS

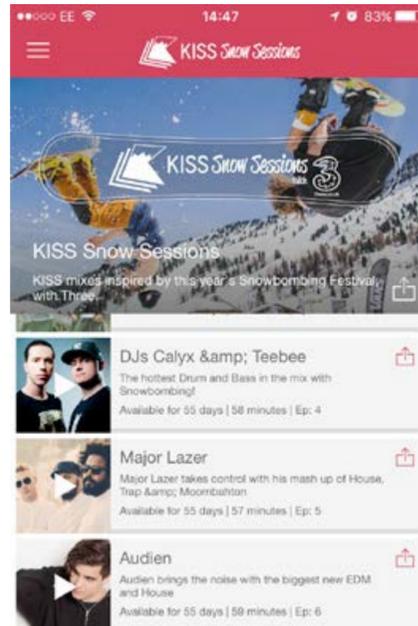
Exclusive KISS FM UK breakfast show partnership with Three utilising our multi platform offering to create new conversations with their consumers. Through the use of relevant, unique and exciting branded content from Three's Snowbombing Festival, Three were able to build awareness of their products across Bauer's brands to their key target audience.

WE DROVE AWARENESS OF THREE'S 'USE YOUR PHONE ABROAD AT NO EXTRA COST' PROPOSITION BY MOBILISING KISS FM UK BREAKFAST'S 1.8M LISTENERS EACH WEEK OVER A SEVEN MONTH PERIOD.

Brand awareness/engagement • new launch
April 2016



MEDIA GROUP



RESULTS

Independent Clark Chapman research showed the activity was widely seen as informative and enjoyable (76% and 68%), as well as motivational.

49%

Audiences were 49% more likely to consider Three as a result of the campaign.

KISS listeners showed a significantly greater top-of-mind awareness of Three as the network provider associated with, "using your phone abroad at no extra cost" and were more likely to have positive attitudes towards Three.



THE CHALLENGE

Our challenge was to drive awareness of Three's "use your phone abroad at no extra cost" offer, as well as to amplify their headline sponsorship of the Snowbomberg Festival— a music festival 4th-9th April in Mayrhofen, Austria. KISS had not run any Three activity for 3 years, so we needed to show them that we could develop new conversations across our Radio, Print, Digital and Social assets, and use branded content to bring their proposition to life.

OUR APPROACH

Our aim was to create a single creative strategy and execution across KISS, supported across a wider youth audience with heat and Kerrang!, that would build awareness of their product offering and activate their Snowbomberg sponsorship. Building on Three's previous #HolidaySpam campaign, that highlighted the rise of the holiday bragging phenomenon, we wanted to create Snowbomberg content from presenters and listeners that would be engaging to both friends and followers.

THE IDEA

We drove awareness of Three's 'use your phone abroad at no extra cost' proposition by mobilising KISS FM UK Breakfast's 1.8m listeners each week over a seven month period. Outside of this sponsorship, the campaign's promotional activity centred around Three's sponsorship of the Snowbomberg festival, where KISS became broadcast partner and we ran a live outside broadcast for the first time.

EXECUTION

KISS' breakfast partnership with Rickie, Melvin and Charlie consisted of partnership idents built into the programming of the show (weekdays 6-10am), identifying Three as the KISS Breakfast show sponsor and delivering their key product messaging at high frequency, three times an hour. The Three messaging continued through joint branded trails throughout the day, and through the KISS Breakfast Takeaway, a video bite-sized version of the day's Breakfast show posted across KISS FM UK's social channels. This had video bumpers produced in partnership with Three using the presenters to advocate the Three messaging to further audiences.

Ahead of the Snowbomberg festival, KISS gave listeners the chance to be there through a takeover promotion in the KISS Breakfast show, a 'Live@KISS' (weekdays 3-7pm) promotion and finally a text competition to win the last remaining exclusive VIP tickets. There were also opportunities to win handsets (with SIMs) courtesy of Three after the Snowbomberg event, as the breakfast team shared content from the event throughout the Breakfast show.

Rickie broadcasted live from the Snowbomberg festival ensuring his experiences were documented both on air and across social media, and through facing breakfast show challenges that created engagement. Melvin joined Rickie for the closing night to host content, interview artists and perform an exclusive KISSTORY set. Supporting Three activity also ran across Kerrang! and heat's press and digital platforms, with heat using content around using the selfie to be the envy of all their friends on the slopes, and Kerrang! taking a look at the adventures of ski and boarding at Snowbomberg.

We also created a special 'Snow Sessions' playlist in the KISS Kube Mobile App, featuring a series of music sets performed by KISS DJs and by Snowbomberg performers past and present, resulting in the first in-app commercial content experience for Bauer Radio users.

"We're so excited about our partnership with Bauer. In the past, they have delivered some great results for our brand and I am confident we are going to create strong, unique and exciting content across a multitude of platforms for our audiences and customers alike. Using your phone abroad at no extra cost is a proposition we are very proud of at Three and we can't wait to showcase to people the benefits of using their phone like they would at home while on a mountain in Austria, or at the beach in Spain"

Pippa Whybourne, Lead Campaign Manager at Three



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