

Carat MY/Better Digital Solutions MY

YTL's Yes 4G broadband launch glides into Malaysian hearts.
Good things happen when you say YES!

Overview

Yes is the first 4G Mobile Internet with Voice service in Malaysia powered by YTL Communications Sdn Bhd (YTL). From conception to execution, YTL was determined to reach out to Malaysians with the message, "Amazing things happen when you say YES!"- which became the campaign's tagline, embodying the brand's spirit.

With creative and media partners, Agenda and Carat, respectively, YTL pre-launched Yes with a massive online rich media campaign. The campaign kicked off with an emotive one-day "Levitor" homepage takeover, the first of its kind in Malaysia that succeeded in creating awareness of the new service, establishing a strong initial brand presence, and directly driving pre-registrations for Yes.

The service, positioned as the fastest 4G mobile internet-with voice service in one plan impressively reached more than 65% of the population of peninsular Malaysia.

Goals

This unique and captivating rich media campaign was designed to establish Yes as an innovative leader in 4G broadband services, encouraging consumers to subscribe and pre-register for the service before its official commercial launch. Commercially, their position was to be better and faster, offering unparalleled service and reliability. These goals were to be obtained without compromising the company's prominent premium stance. The online campaign, complimented by traditional ATL efforts, served as the key medium for driving traffic to the Yes homepage for pre-registration.



Campaign Details

- Advertiser:** YTL Communications Sdn Bhd
- Creative:** Agenda Asia MY
- Publisher:** Better Digital Solutions MY
- Media:** Carat MY
- Format:** "Levitor" rich media page takeover

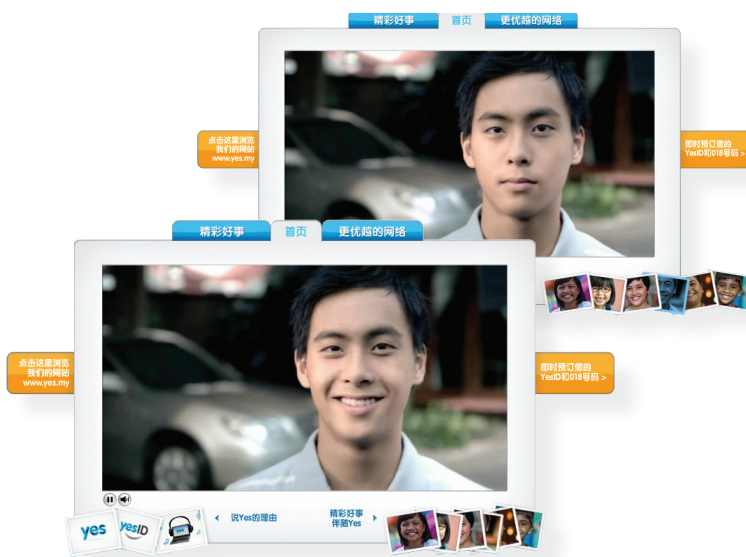


Execution

To capture the attention and deliver the strong Yes messaging to Malaysian internet users, Carat and MediaMind teamed up through Better Digital Solutions to execute the very first “Levitor” ad experience across all major news portals in the country, a never-before-seen creative homepage takeover in Malaysia, and the first time MediaMind has enabled large local publishers with their Homepage Takeover concept.

The MediaMind Levitor format delivered in the country’s three primary languages, successfully grabbed the attention of millions of Malaysian internet users by drawing them in with adapted TV commercial videos that allowed them to experience the brand and its message before they explored product information and the call-for-action.

With a click from a user, the page shifts up, down, left or right, in a gliding motion to reveal the rich media content that delivered key information and product differentiators to consumers, including the TV commercials, “What is 4G?” and the benefits of using Yes 4G services.



“ Yes will change the way consumers view online, its convergence story is the first of its kind and we wanted to showcase that through innovative media buying. Through the strong partnership with Carat and Better Digital Solutions, we were able to create an innovative online campaign to drive new registrations and ultimately showcase Yes as the new innovative broadband player in town. ”

Marge Chew | Vice President,
Marketing Communications, YTL Communications

Results

With its groundbreaking format and clear call to action, this campaign helped generate the big bang branding YTL was looking for, and at the same time, build strong awareness of its unique selling propositions that were an innovative way broadband services were traditionally offered in Malaysia.

YTL managed to reach out to the Malaysian internet audience with an impressive **13.39% (vs. 8.32% benchmark)** of users intentionally interacting with their ad. In addition, users were engaged or dwelled with the brand for **73 seconds** on average - that is **1.6 times longer** than the average Malaysian Dwell Duration of **38.95 sec.**

Users were drawn to the initial TV commercial video offering of the Levitor, enticing them to find out more on the service from the information sections. The strong branding execution also propelled Click-Through Rates **140% higher than the benchmark of 0.73%**, indicating that the Levitor, similar to a mini-site was built successfully with the functional purpose of both converting users, as opposed to merely engaging them with an attractive ad.

Significantly, it wasn’t just clicking consumers who arrived at the advertiser site.

Approximately **0.79% of non-clicking** impressions also resulted in conversions.



Serving the ad via MediaMind enabled sophisticated performance tracking, monitoring and reporting right up to the "Thank You" page of each successful Yes registration.

- Dwell rate = 13.39% (1.9 times the benchmark)
- Dwell Average Duration = 73.06 sec (1.6 times the benchmark)
- CTR = 0.84% (2.5 times the Malaysian CTR benchmark for rich media of 0.35%)

“ The Yes online campaign played a critical role in the overall media scope, being the only media able to directly drive registrations. Being an online product with an online store for new registrations, CTRs were a key component in determining this success. The Better Digital team played a key role with the online planning team and the digital agency in managing the success of this online campaign. ”

Roy Tan | Managing Director of Carat Malaysia



“ YTL communications showed the Malaysian market their commitment as the newest Broadband player in the market. Bolstered by the very progressive and strategic Carat Media, Better Digital Solutions was glad to be the conduit in partnership with the leading local news portals: The Star Online, SinChew.com & SinChew-I, ChinaPress.com and Utusan Online. The MediaMind Rich Media solution helped create an unparalleled branding and sales registrations bang for the Yes campaign. ”

Pete Yoong | Chief Strategy Officer, Better Digital Solutions

