

CLIENT Advanced Info Service PLC (AIS)

INDUSTRY Telecommunications

COUNTRY/REGION Thailand



Tech-savvy Thais love MSN campaign for telco



Thailand-based telecommunications company Advanced Info Service PLC (AIS) is a market leader. With traditional ad channels having less impact among tech-savvy professionals, it was time for a new approach. AIS believed that many tech-savvy Thais went online for the best deals on new mobiles. So the company wanted to try online for its latest phone and airtime package. The problem was finding a media owner with high reach who could deliver measurable results.

REQUIREMENT Boost brand awareness and promote a new bundled mobile phone solution to young business users

TARGET AUDIENCE Young Thai business people working across the whole economy

PRODUCTS USED Windows Live Hotmail®, Windows Live™ Messenger, MSN® homepage

SOLUTION Ads direct users to visit a special product-promo microsite

KEY RESULTS Sales increased by 80 percent with 66 percent improvement in cost per lead

MEDIA AGENCY Impaq Interactive

Client Objectives

- Generate interest among affluent Thais aged 25 years and older
- Boost brand awareness among business professionals
- Drive potential customers to a promotional microsite

Creative Solution

AIS had used banner advertising in the past to attract a wide audience. But with a specific demographic in mind, a new approach was called for. At this point, Microsoft Advertising entered the conversation. Already one of the top ten sites in Thailand, MSN was a great location for engaging tech-savvy Thais. Ads on the MSN homepage directed traffic to a specially built Smart Solutions microsite, packed

with details of products and services and offering a hotline for purchase enquiries. To maximise traffic, supporting banners also ran on Windows Live Hotmail, and Windows Live Messenger.

Campaign Results

The campaign was a tremendous success. The click-through rate exceeded the industry average and the campaign substantially reduced cost per lead. Truth is the success has revolutionised the AIS approach to online advertising—and Microsoft continues to engage audiences. Figures showed the following:

- Generated 39 million impressions
- Registered more than 194,000 leads
- Boosted sales by 80 percent
- Drove down cost per lead by 66 percent
- Created strong brand awareness

“Working with Microsoft was excellent. By understanding our business, we’ve been able to entrust it with our ideas and it has executed them well.”

HON MUN YIP, Vice President,
Enterprise Solutions Development, AIS

