

CLIENT KDDI

INDUSTRY Technology

COUNTRY/REGION Japan



Mobile operator talks to business users with Microsoft

For mobile operators, business and enterprise users are vital customers. But they are difficult to reach—particularly the decision makers. When KDDI brand Business au! launched the E03CA mobile phone, a rugged, secure handset that meets the needs of a business lifestyle, it had to find a way to get the message to the people that mattered—high-level executives. Microsoft Advertising had the answer.

REQUIREMENT Raise awareness of the Business au! brand, and the launch of the E03CA mobile phone

TARGET AUDIENCE Purchase decision makers in business and enterprise

PRODUCTS USED Microsoft® Office Online

SOLUTION KDDI worked with Microsoft Advertising to distribute banner ads across the Office Online website

KEY RESULTS The campaign increased awareness of the E03CA phone by six percentage points for people who saw the ads more than three times

MEDIA AGENCY Dentsu

Client Objectives

- Increase awareness of the Business au! brand and the new E03CA phone
- Accurately target business and enterprise users
- Assess the effectiveness of the campaign

Creative Solution

How do you talk to purchase decision makers? In the past, KDDI advertised its mobile phone services on business and newspaper websites. But few people have time to read these during their working day, and that's just when KDDI wanted to reach its customers—when they are at work, making crucial decisions.

So for its latest campaign advertising the Business au! brand and the new E03CA mobile phone, KDDI worked with Microsoft Advertising to distribute ads across the Microsoft Office Online website. Because it is directly linked to Microsoft Office Help, the site gets millions of page views every day during working hours, many from high-level executives.

The stylish ads reinforced the distinct qualities of the E03CA phone—sturdy, secure, and ready for the demands of business. People who saw the ads clicked through to the Business au! section of the KDDI website, to find out more information about the phone and the brand.

Campaign Results

The campaign worked brilliantly. Research by Dynamic Logic found that it:

- Increased awareness for the E03CA phone by 6 percentage points for people who saw the ads more than three times
- Boosted advertising awareness by 11 percentage points for people who saw the ads more than three times, and increased agreement with the statement “Business au! has functions required for business” by 20 percentage points in the same group

- Reached the right target audience—30 percent of respondents held high-level positions such as president, executive, division, or section head, while 50 percent said they play a role in making purchase decisions for their company

Designing The Future
KDDI

