



# Building a „national“ telecom brand in Dracula's country

Studying Romanian history, fairytales and myths and analyzing current sociological, political and cultural papers, reading current Romanian literature and watching their movies

Analyzing research data (general consumer topics and special telecom researches)

Anthropological journey and making our own road movie



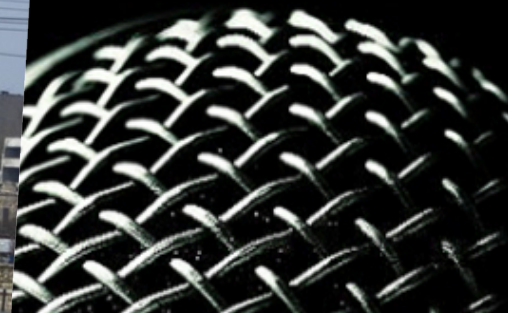
# Cracking the Romanian code

ROMTELECOM



(discovering the Romanian soul)

New ideology / ideological opportunity:



**ROMANIA 2000-2007:**

ECONOMICAL PROGRESS, HUGE  
MODERNISATION LEAP, ENTERING EU  
IN 2007, RISING STANDARD OF  
LIVING

**EXTREMELY HIGH OPTIMISM**

**HIGH EXPECTATIONS OF „BETTER  
LIFE“**

**„AFTER LONG TIME OF SUFFERING,  
WE CAN FINALLY ENJOY OUR LIVES!“**



# Cultural opportunity for Romtelecom:

ROMTELECOM



ROMTELECOM



We defined the meaning of the Romtelecom brand primary as archetypal Entertainer—as **the brand, which expresses the deep desire of Romanian people (and enables with its technologies) to FINALLY ENJOY THEIR LIVES**

**Brand positioning:** Enjoy the Life

With this cultural strategy, Romtelecom tapped the Romanian soul, giving Romanians deep emotional reason to use the brand (supported by relevant product offer)

Working  
with

# Brand architecture

ROMTELECOM



2007:



archetype:  
**Caregiver / Innocent**



archetype:  
**Rebel / Explorer**



archetype:  
**Lover / Regular**

2008:

ROMTELECOM



ROMTELECOM  
voce



ROMTELECOM  
clicknet



ROMTELECOM  
dolce



archetype: **Entertainer („Enjoy  
the Life“)**

We made Romtelecom more effective by changing the brand architecture. We recommended to **unite the three Romtelecom sub-brands for fixed line, internet and digital TV under one general, through cultural strategy defined brand meaning**, based on the given Ideological opportunity. Then – with **co-operation with the client** and by **crafting insights** from consumers research – we proposed relevant **product strategies**.

# Working with Brand communication

ROMTELECOM



## Incorporation of „IDP – inherent drama of the product“

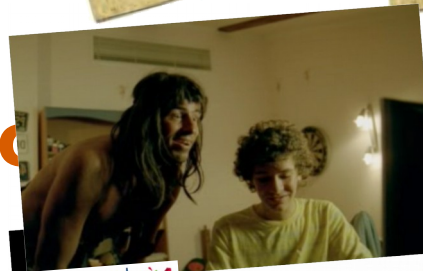
**IDP = PRODUCT** and its benefits is **MAIN HERO** and driver of the brand story - it dramatizes the answer to the key matured consumers' question:

**WIIFM? (What's in it for me?)**



## Incorporation of „Package communication“

**Communication in packages** = all brand products (Internet / TV / voice) are **communicated as part of one integrated consistent brand story**, which would create „**synergic effect**“ that makes communication highly efficient



ROMTELECOM  
clicknet



peste 1500 filme  
pe lună

ROMTELECOM  
dolce



ROMTELECOM  
VOCE



# Results

ROMTELECOM



2009:

Effie  
shortlist

2010



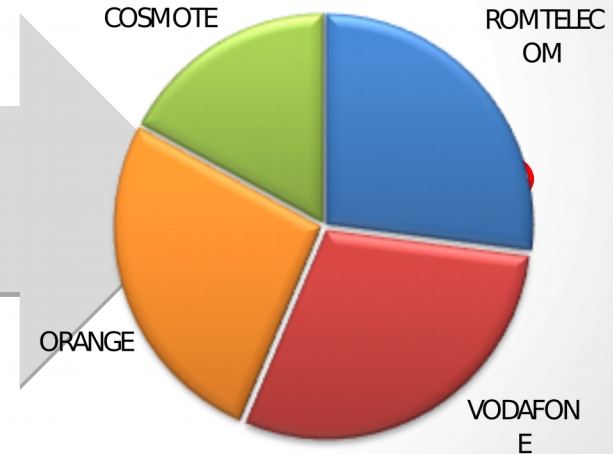
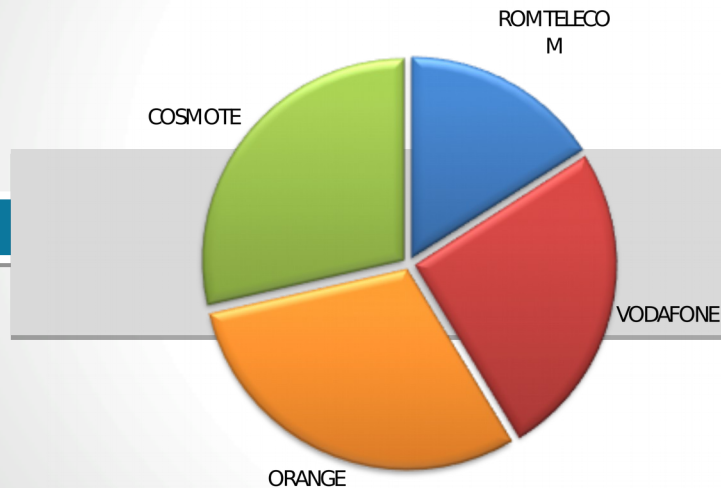
2011



**total media expenses**  
(net expenses in thousands)

**power of communication**  
(share of prompted awareness )

2009:



As a result of the changes, the **communication of Romtelecom became highly efficient** and won in years 2009 and 2010 four Effie awards.



# Results

ROMTELECOM



2009:

Effie  
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2010



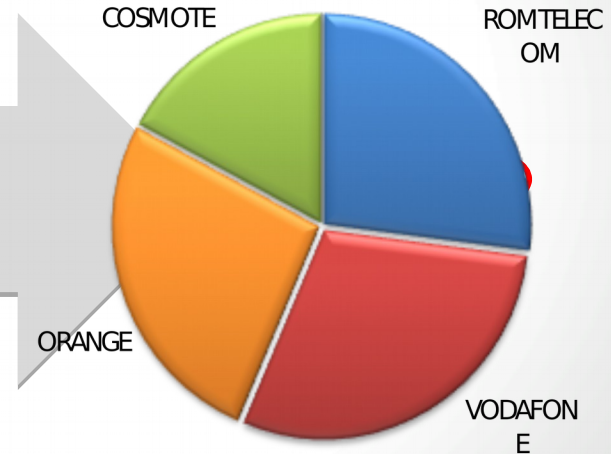
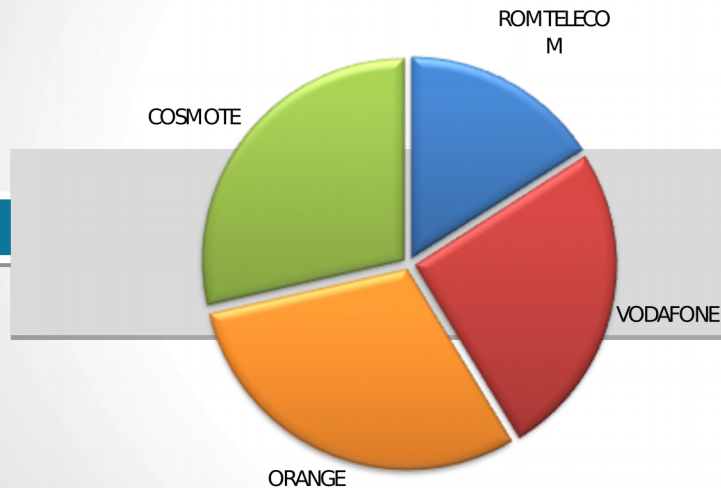
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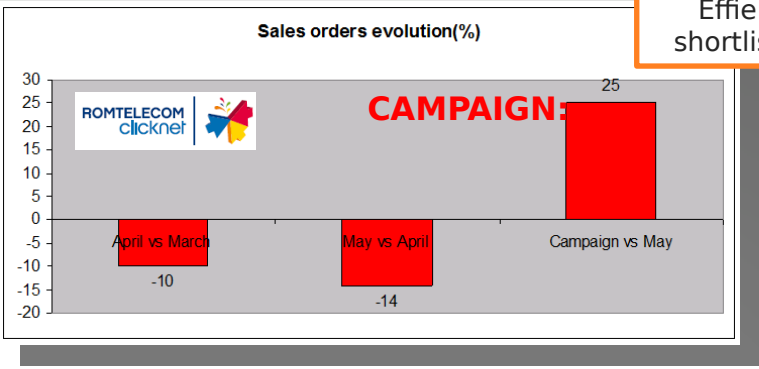
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# Results

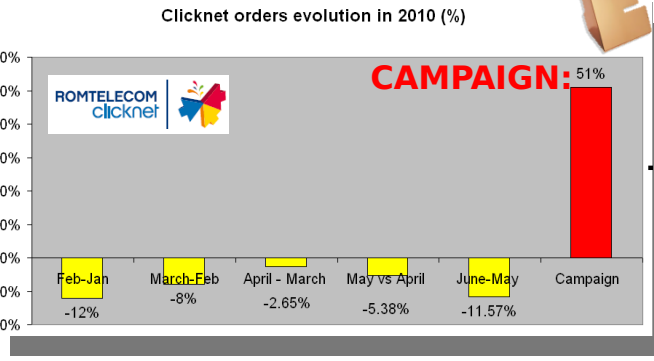
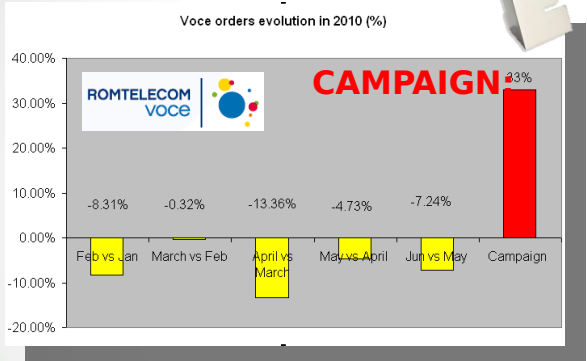


2009



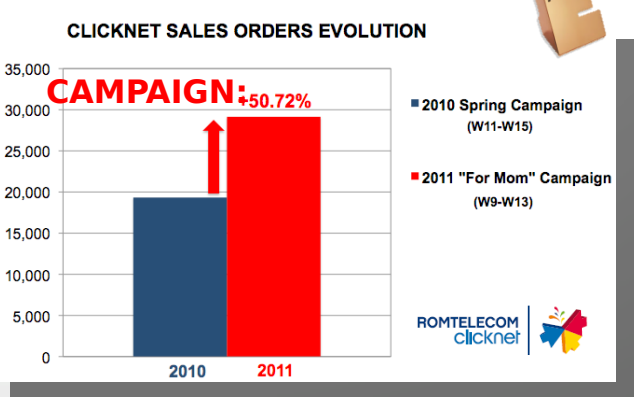
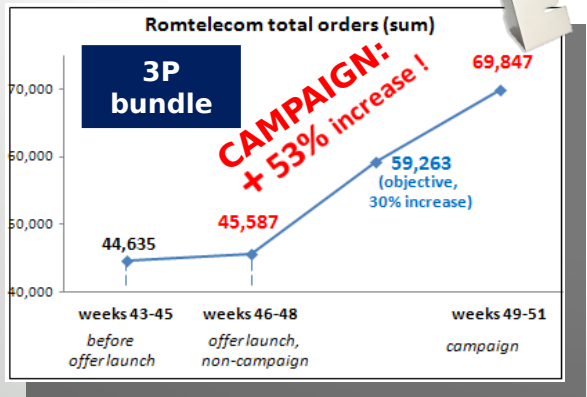
Effie shortlist

2010



Rise of image parameter „Brand that offers me entertainment“ during the campaign:  
37% ➡ 42%

2011



Rise in TOM awareness of Romtelecom as 3P bundle provider:  
15% ➡ 27%

Rise of image parameter „Brand that helps me share enjoyment with dear ones“:  
42% ➡ 50%