



YouTube drives incremental reach over TV for Vodafone Egypt’s Vodafone Pass campaign

Goals

- Understand media effectiveness of Vodafone Pass campaign in Egypt
- Compare reach, coverage and overall efficiency of each media channel

Approach

- Conducted an incremental reach study using a combination of primary research modeled against the actual deliveries of the media plan
- Conducted a TURF analysis (total unduplicated reach and frequency) based on this data

Results

- 77% campaign reach among target audience, of which 47% came from YouTube
- YouTube reached 40% of non-TV viewers
- YouTube reached an additional 9% of the target audience which were not accessible on TV

Vodafone Egypt is the largest mobile phone company in Egypt in terms of active subscribers. It covers various voice and data exchange services, as well as 3G, 4G, ADSL and broadband internet services.

The company launched a one-month multimedia campaign to promote consumer subscriptions to its data bundles. With the new promotion – named Vodafone Pass – consumers could get extra data for online videos, music streaming and social media. The target audience for the campaign was the entire Egyptian population between 16 to 45 years old.

Vodafone Egypt wanted to understand the media effectiveness of the Vodafone Pass campaign in Egypt in terms of the reach, coverage and overall efficiency of each media channel. They conducted an incremental reach study that used a combination of primary research modeled against the actual deliveries of the media plan. Based on this data, they then conducted a TURF analysis was conducted (total unduplicated reach and frequency).

Despite the TV activities stopping in the second week, TV attained its maximum reach in the first week and was simply adding frequency after that. YouTube on the other hand continued to build reach throughout the duration of the activities on the platform [Figure 1].

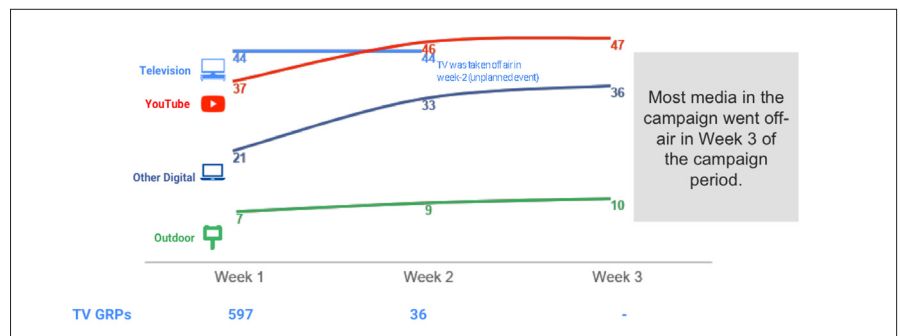


Figure 1

Overall, Vodafone Egypt's research showed the campaign reach was 77%, of which 47% came from YouTube [Figure 2]. Overall, Vodafone Egypt's research showed the campaign reach was 77%, of which 47% came from YouTube [Figure 2]. YouTube reached an incremental 9% of the target audience over and above TV [Figure 3], and delivered higher reach than any TV channel the campaign aired on [Figure 4]. YouTube reached an incremental 9% of the target audience over and above TV [Figure 3], and delivered higher reach than any TV channel the campaign aired on [Figure 4].

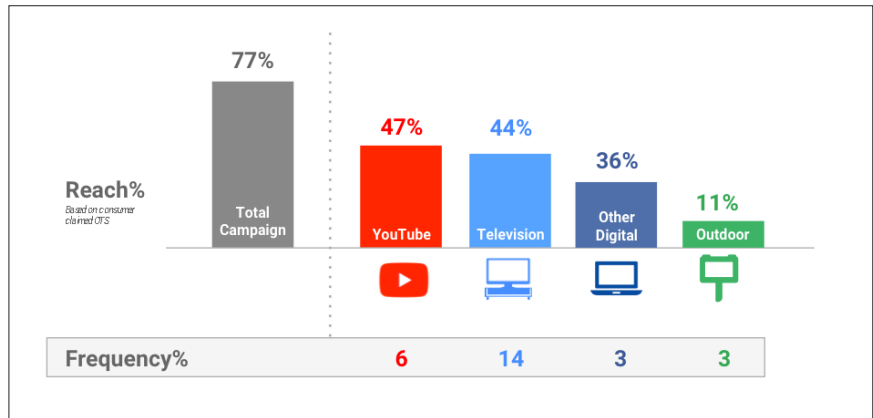


Figure 2

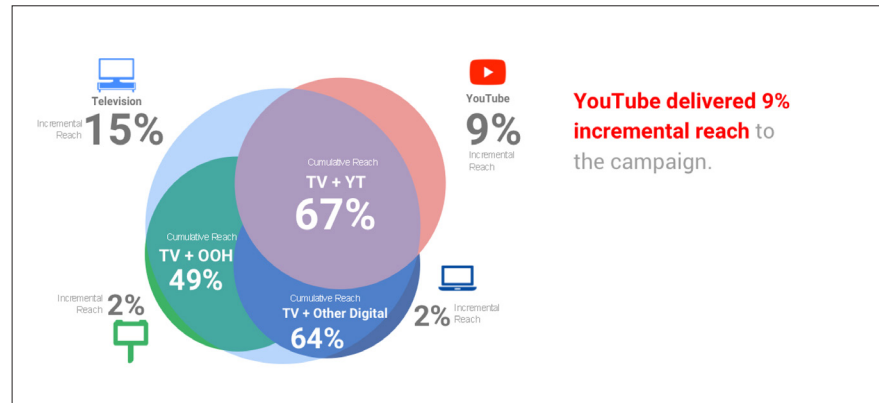


Figure 3

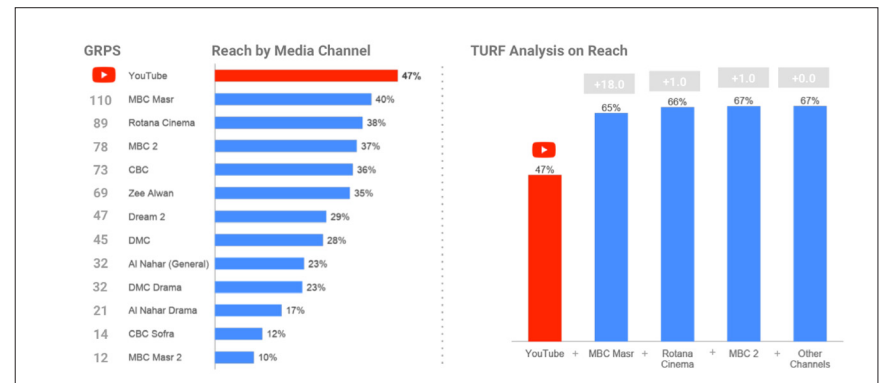


Figure 4

Furthermore, on YouTube the campaign reached 40% of non-TV viewers [Figure 5].

“Despite the TV activities stopping in the second week, Digital managed to drive all the campaign metrics and drove high brand awareness in the market. YouTube was a main channel to reach all target audience, either heavy TV viewers or non-TV viewers,” mentioned Mohamed Fawzi, Digital Director, Wavemaker.



Sample Split		Reach	
		Television 	YouTube 
18%	Heavy Television Viewers Watch TV for more than 33 hours a week	99%	58%
19%	Medium Television Viewers Watch TV for about 15 to 33 hours a week	82%	58%
17%	Light Television Viewers Watch TV for less than 15 hours a week	60%	54%
46%	Non Television Viewers Do not watch TV	0%	40%

Figure 5

“Today consumers live online and we have noticed a tremendous shift on video consumptions due to high mobile penetration in Egypt. We have been adapting our communication strategy to meet this shift and since then, YouTube has become a critical part in all our communication strategy. As much as we believe how strong is the platform on delivering business results, be it audience Reach or media efficiency, the outcome of this research confirmed that YouTube will be playing even a bigger role in Vodafone’s future communication plans.” Highlighted Hamssa Hamzawy, head of media and production at Vodafone.