
orange

supporting you

conquests 2015

With Conquests 2015 Orange has set a course to become “best loved” by being at the forefront of the digital revolution that is touching all of our lives, in more and more ways.

We will do this by helping to democratize the digital revolution, which is touching all of our lives in more and more ways. Making something that others often present as technological, become as human, friendly and straightforward as possible.

And use our communication to clearly show how our products and services, along with the men and women of Orange behind them, help change our clients daily life for the better.

This is the basis for our new communications platform.

background

Orange is one of the official top 10 partners for EURO 2012 – the UEFA football tournament that will be held in Poland and Ukraine from June 2012.

Orange is the exclusive technology provider for EURO 2012 (and will also create its official mobile app) and it's our first pan-European sports sponsorship of this size and scale involving all our 11 European markets (FR, UK, SP, PL, RO, SK, ML, CH, LUX, AUS)

Orange does not hold a consistent role in football sponsorship in the 11 markets and therefore has defined a consistent strategic positioning for Euro 2012.

Positioning : Supporting the supporters (see appendix Mood film on strategy)

Reason why : Our digital tools and services including the Official Euro 2012 Mobile App.

Promise : “Live the experience of the Europ Cup like never before”.

We have identified 3 areas in which we can deliver our promise to our target audience:

1. entertainment – so in a pure emotional way (through gaming...)
2. Useful tools / information –Match results, maps... any practical tools (i.e. location based services via the official mobile app)
3. community-sharing – connecting fans.
(see appendix on the Official Mobile App)

There will be a global ATL campaign (see appendix), built on this positioning and promise.

But we do believe that

- What will make this Euro Cup different from the previous ones will be the digital experience of it.
- 2- Consequently the real proof of our promise has to be delivered through digital activation. The global digital activation of our promise through all digital channels will be at the core of the comms strategy.

supporting you

supporting you

...in experiencing your passion for football,
live and with our digital services

our brand promise

- We are a **digital coach**. Our business is to talk to the customers and support them, this is what our products do. We can confidently say:
- **We support football fans**, where it matters to them most ... We create an **ongoing connection** with people – and an **ongoing business relationship**.
- We can be **with the fans**, and enhance their enjoyment of the game, and connect them to others with the same passion.
- We don't claim to be in football, but we are **Orange People working for football fans**.

key customer insight

- supporting you... **whatever the result.**
- **The game is about highs and lows.** We can talk about winning, in an Orange way.
- **But: We can also talk about losing. In a positive way.** Because we're optimistic. We believe in change – next time, your team will be better.
- We can **support you**, here and now, **today**. Your team lost? It was still a great game! We can give you the best moments of the game, and bring you what you want.
- **Football is still great. Whatever the result.**

key customer insight

- supporting you... **whatever the result**
 - ...**whatever team you're a fan of** – territory isn't central, the maturity of the brand doesn't matter. The role for Orange as a supporter is central to all of them
 - ...**whatever you feel about football** – regardless of how connected you are with the game, we can support all fan types by following the 5 critical success factors always
- Football is a universal passion. We **democratise our approach** to all fans, offering all of them support, whatever the result, whatever their team.



supporting you...
... a short movie

what does it mean for fans?

we

supporters

Speak to them with a credible message, and add value – or don't

Portals and Content:

tailored content for them, supporting them in being experts for their team.

Change what they know about their team.

...Specialist knowledge about their teams. Historic matches of the Spanish National Team. Player Statistics. Exclusive Trainer Interviews, provided by UEFA.



Device customisation: Offer official device assets for the support of their team (background, ringtone hymn, Spanish flag on device etc.)

Predict the Match SMS Game for their team...

fans



Capture the social side of football, and give them material to speak about

Mobile App:

immediate exclusive player interviews from UEFA, trainer interviews.

Navigate around Warsaw, find other fans of the same team in the fanzone. Find a bar to celebrate with fans in Paris.

Change the way they can support their team and socialise around it.



Hospitality: Create fanzones with playing team focus on the day of games – support both teams before the game, and support winners/losers differently after the game.

followers

Add an entertaining dimension to the game

Mobile App:

Change how they have fun with their friends around the games.

Trivia for them, entertaining news about players, dramatic moments as videos to share.

Voice offer:

Change the way they stay in touch.

Roaming Add-On Package for them to converse with the family in Valencia while they are at the games in Poland.



Mobile Gaming as part of the App – football trivia quiz, EA Euro Mini Game... in-app buying of games and levels, creating revenue

occasionals

Tap into community and national spirit

Volunteering / Internal:

Change how you experience a match.

Orange People guide Occasionals around stadia and the match cities, with iPads, downloading information to their phones.

Voice offers: Change the way you stay in touch. After each game, open the lines for all Orange customers to phone Spain or their home country – whether winning or losing.



Variant of Credit Goal: Whenever the Spanish national team scores a goal, you get 5 free SMS.

supporting you



changes the daily experience of being a fan for the better

→ applies to every **workstream**, externally and **internally** for Orange People

→ has **flexibility** for all markets and workstreams, creates **consistency**

supporting you

with a better, digitally enabled, simple to access experience:

before - during - and after events

whatever kind of fan you are & how you feel about football

whatever team you support

whatever your technical or football knowledge

whatever the result

be prepared – piste spot TV

- main film

- proofs

main film narrative introduction

- Being a supporter involves all kinds of actions and gestures—singing, dancing, the Mexican wave, putting on facepaints and shouting for joy or despair. Many of these are things that we're not exactly born able to do, but that we learn from others how to do.
- Imagine in this idea we see true football fans of all types preparing, and practising even we could say training, in ways that take it to another level... preparing to be able to sing, to have the biggest flag, the best facepaint or the most impressive celebration dances.
- At first we might not know exactly why we're seeing a big football fan sitting intently trying to learn how to use a sewing machine.... Or another trying to apply make-up under instruction from a despairing make-up artist... but as the film progresses we reveal the end results, in the stadium of their hard work – the most impressive flag, stunning facepaints of their team colours, celebrations that everyone wants to join in.... amazing fan experiences that are bigger or more extraordinary than we normally see...