

## Diil's Drone campaign

### **Problem:**

During the Christmas period, Diil can't compete with the bigger operators and their media budgets when it comes to offering phone packages.

### **Solution:**

We will give a drone that is guided via smartphone to each person who purchases a Diil's phone package during the Christmas period.

Campaign messages were created accordingly to the media surface and media surfaces were selected accordingly to the message.

The drone that flew around in the web achieved a great number of clicks. In social media we tied the drone to current topics. In addition, Diil looked for (and found) an heir to the "drone".

### **Result:**

During the campaign period, the sale of phone packages went up for more than 100% and client had to order more drones before the campaign ended.