

SUPER PRE-PAID PHONE CARD NEW APP CAMPAIGN



BRIEF

The Super calling card wanted to come up with a new application and do so in a way that people would really be interested in it and would not mix up the old application with the new one. **Super App needed to get maximum attention.**

SOLUTION

We decided to give the Super App a physical representation as well. The yellow Super App conveyed all the values that its virtual version does – it was good to the bone! During the political campaign period, Super App greeted consumers with an election add, he was active on Tinder and several videos, bus sticker and digital advertisements were made with the Super App character. And what's perhaps the most memorable: the Super App also participated at the Estonian Superstar television show.

RESULTS

SUPER APP WAS DOWNLOADED MORE THAN

> **12,000 TIMES**

WHICH EXCEEDS THE INITIAL GOAL BY

> **154%**

THE SUPER CALLING CARD BECAME THE

> **MOST PREFERRED
CALLING CARD
OF 2017 FOR
THE FIRST TIME.**

