

# A big Win for this Christmas Campaign



**Orange**, one of the leading French mobile phone and internet service provider, launched its sub-brand Sosh in 2011 targeting young, web-savvy mobile users. The launch of Sosh was also meant to cancel the appeal of competitors' low-cost mobile offering.

Sosh is a 100% digital mobile brand which takes a community-based, participatory approach specially designed to meet the needs of ultra-connected 18-35s who are very active on the web and social networks.

"Sosh" is a popular abbreviation of the word "social", a subtle nod to the brand's emphasis on communities.

## Goal

Cost per click



**70%**

lower than objective

Sosh's audience is very active on social networks. But they are also strongly over-targeted, especially during the Christmas season.

Knowing that this period is one of the most active for new phone purchases, Socialyse France (Sosh's agency) wanted the brand to stay on top of the mind of the 18-34 year-olds.

## Solution

They capitalized on the "game" theme and created a competitive campaign in which users are able to win free phones. They used the virality of such games to increase their reach and increase their brand awareness even more. Even if very few people actually won a phone, every single impression enabled them to increase the probability that the targeted young people will think about Sosh when asking for a new phone for Christmas.

The creative ad was really performance oriented. The message was simple and aimed at achieving as many clicks as possible. With a **CTR of up to 1.85%**, Socialyse succeeded in this mission, especially because of how hard it is to get clicks from young people who are more and more challenging.

Using the MakeMeReach advanced tools of optimization, the campaign was able to **lower the cost per view by 70%** as compared to the initial cost objective. By drastically reducing this cost with MakeMeReach, Sosh shall be able to extend the campaigns in order to reach even more young people.

CTR up to



**1,85%**



**400k**  
impressions

