

HOLO, MY NAME IS DAVE

O2 demonstrates its business dedication using rich prospecting profiles and holographic technology to create an advisor in a box.

O2 is the UK's second-largest mobile network operator. The company promises its corporate customers: "When you join O2, you're never alone. You'll get your own dedicated Digital Advisor who is an expert in finding the right tech solutions to boost your business growth."

Senior executives at 50 companies were identified as high-value prospects – key decision makers in the process of switching mobile phone providers. But it's tough to get a sales meeting with busy executives, especially when they think they've heard it before. That's why O2 created Digital Dave, the personal holographic advisor.

O2 gathered data on the 50 target businesses, and created personalized scripts to address each executive individually. A package was mailed, with the words, "This time we're thinking inside the box." Once the executives opened that box, they met Digital Dave, who greeted each recipient by name and explained how O2 could help grow their business. Thanks to tracking integrated into the mailer, O2 was able to follow up with a sales call shortly after delivery – capitalizing on the impact of the direct mail to convert these icebreakers into face-to-face sales meetings.

In the first week, 22 per cent of the executives took the sales call and 10 face-to-face sales meetings were booked. It's a great example of account-based marketing that co-ordinates marketing with sales enablement to deliver a high-impact, custom experience that's worthy of unboxing.



CLIENT: Telefonica | PRODUCT: O2 | COUNTRY: UK | AGENCY: MBA, London | AGENCY TEAM: Executive Creative Director Graham Kerr | Creatives Tom Howard, Mark Wilson, Jack Gallon, Debbie Leighton | Director of Planning James Devon | Planner Caitlin Evans | Designer Joss Dickinson | Production Matt Hitchcock, Vicky Kioutsouki, Rodrigo Marquez.

