

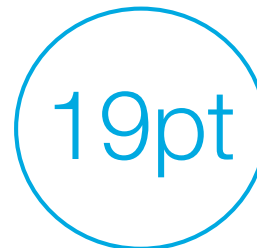


## Showing Off New Tricks

Fido Mobile – Canada’s go-to destination for young Canadians looking for amazing mobile experiences – reached over 2M people with a playful Instagram campaign designed to connect millennials to the things they love. During the 8-week campaign, the ads significantly improved brand awareness and recommendation with this new demographic.



people reached  
in 8 weeks



lift in ad recall  
among millennials



lift in brand  
recommendation

### STORY

#### Connecting a new generation

Since 1996, Fido has offered personal communications services to savvy urbanites across Canada. Along with quality customer service and smart pricing, Fido is focused on providing Canadian millennials the latest in streaming entertainment and experiences they'll want to share.

### GOAL

#### Hitting a new target

Fido teamed up with Instagram to drive awareness of its new mobile and streaming services among Canadians aged 18-45.

### SOLUTION

#### Piquing curiosity among millennials

During their eight-week campaign, Fido used video, image and carousel ads featuring millennials with their phones to highlight their new offerings. Their #GetCurious campaign had a handmade, whimsical quality that was consistent throughout their ads. They also included a Learn More button—taking people directly to their site to get more information.

Measured against a control group, the campaign saw a 21-point lift in brand awareness and a 19-point lift in ad recall—almost 3x the Nielsen average for online advertising. Over 53% of their impressions came from their target demographic, and they saw an above-average 4-point jump in brand recommendation across all demographics.

“  
*We're curious and we listen to our customers, so we can understand how to stay relevant. Instagram has helped us keep ahead of the curve, by offering new ways to connect our audience with experiences they'll want to share.*  
”

Hyun-Hee Pyun  
VP Fido Brand