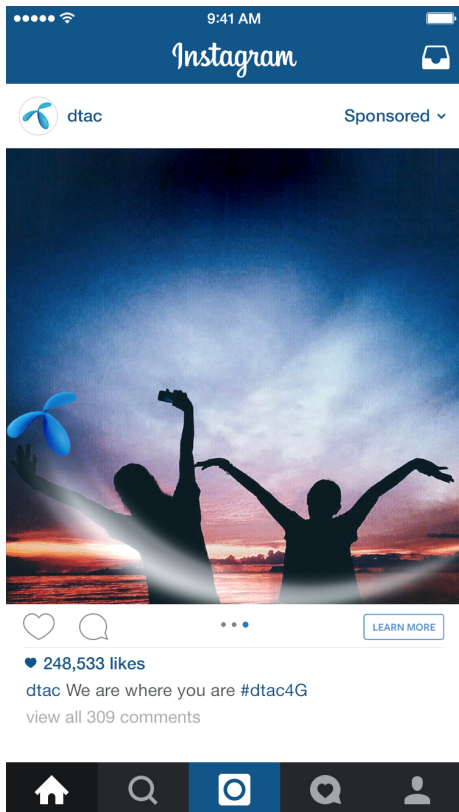




## A Telco First

dtac's Instagram ads campaign was a telco first for Thailand. The brand stepped out of its creative comfort zone to create bite-sized, mobile-first visual and video content that resonated with its target audience.



lift in ad recall



video views



lift in message association  
among 18 to 24-year-olds

### STORY

## Fast connections

dtac operates in a highly competitive telco market in Thailand, where 4G adoption has been slow. Its 4G service gives people access to superfast internet, even in the most remote corners of Thailand.

### GOAL

## Being where they are

dtac was keen to leverage Instagram to reach affluent, hyper-connected and mobile-savvy Thais and carve out a bigger market share. It wanted to raise awareness of its 4G network and communicate its “we are where you are” message.

### SOLUTION

## New creative territory

dtac sandwiched self-serve ads with ads booked through Instagram's Marquee feature to launch and round up its campaign with a quick push for mass awareness.

Partnering with both OMD and Creative Juice, dtac developed a suite of images for Instagram photo ads that conveyed a sense of speed. Some photos showed people in relatable scenarios (like working in a café) while light encircled them (representing fast internet). In others, the light was seen in remote areas (like a campsite) to demonstrate the reach of dtac's 4G service. Each image contained a *Learn More* call to action and took people to a landing page where they could discover more.

The brand also tried an increasingly popular new format that's fast to load on mobile: cinemagraphs. By incorporating subtle movement of the logo or stars into the images, the cinemagraphs caught people's attention and brought the concept of speed to life. dtac used video ads to share the cinemagraphs.

dtac ran the campaign for one month from 9 September—8 October 2015 and used broad targeting to reach as many mobile-using Thais over the age of 13 as possible. It ran a Nielsen Brand Effect study to measure the impact on brand metrics like ad recall.

Pushing the creative boundaries and experimenting with a new short-form video format propelled dtac's 4G service into the spotlight and helped the brand achieve an impressive 17-point lift in ad recall (and a 27-point lift among men), 777k video views and a 5-point lift in message association between dtac and “we are where you are” among 18 to 24-year-olds.

“

It's our privilege to be one of the first Instagram advertisers in Thailand for our dtac network Brand campaign. Instagram is one of Thailand's top media platforms with unique and significant characteristics, especially for our mobile audience. Instagram is now one of dtac's focus channels for brand and DR activity.

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Tim Verouden  
Head of Internet Services Division  
dtac