

THE POWER OF TWO

KAE

BACKGROUND: DEMONSTRATING YOUR PULLING POWER

We enabled a leading mobile handset brand to improve channel support for its products. By identifying the financial pull power of its brand across each European network operators customer base we helped create a series of win-win partnerships.

THE HOW

An extremely successful brand, with an enviable innovation pipeline, our client needed to improve its argument for greater channel support from European operators.

We constructed an approach which ultimately enabled a win-win scenario for both the client and its channel partners.

CHANNEL MANAGEMENT BEST PRACTICE

Using desk research and expert interviews we developed a best practice framework for channel management drawing on learnings from inside and outside the mobile industry.

AN ENGAGING CHANNEL ARGUMENT

Who 'does relationships' well? What does a successful relationship require? By the end of our interviews with operators we had a clear idea of what a unique and differentiating channel argument should look like.

QUANTIFYING THE € PULL!

4,000 consumers surveyed in 4 countries, designed to map and profile each operators customer base identifying: Handset and model use by segment Brand loyal and disloyal segments Price-loyalty thresholds High propensity model trade up segments

THE RESULT

Our client was able to deploy a powerful argument throughout its channel, based on quantified research, highlighting the power of its brand and the potential of co-marketing opportunities.

BRAND PREFERENCE

We demonstrated to the channel that when communicating in conjunction with our client they enjoyed far greater preference than with any other handset competitor.

LOUD AND CLEAR FINANCIAL LOSS & GAIN

We were able to quantify the financial impact of removing, adding or increasing promotion of both the brand and specific handsets to segments for each European operator.

SUPPORTING A WIN-WIN

This powerful argument stimulated multiple co-marketing opportunities and helped operators realise the benefits of closer relationships with our client.

REDUCED CHURN AND INCREASED UP-SELL

Our argument and supporting research enabled channel partners to target specific segments with more relevant communications, thereby helping to reduce churn for both parties and increase model up-sell.

