

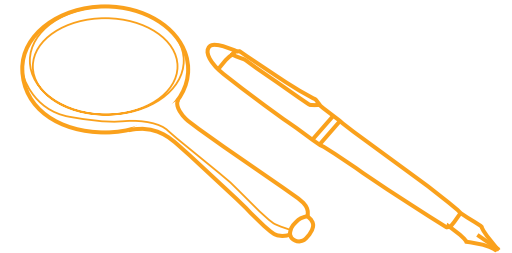
Direct Response, case study

Client:

vodafone

Campaign:

Live Guy



Agency:

OMD

Net Communities Sites:

We helped Vodafone and their advertising agency OMD promote Vodafone Live Guy across our 'digital culture.' This included sites like Digg.com, Revision3.com, ITProPortal.com, ElectricPig.co.uk and Mashable.com.

Page Impressions in One Week:

300,000

Click Through Rate:

0.23%

Objective:

To create a short term buzz and generate traffic to the Live Guy homepage.

We succeeded in driving the target audience towards the website and managed to secure an up weight mid campaign due to excellent performance.

Testimonial:

"It was really useful to see how you guys are uniquely positioned to engage with an elusive audience and the subsequent campaign results have demonstrated this fantastically."

Tom McCoy, Digital Planner / Buyer - OMD.

For more information about the campaign:

www.netcommunities.com/blog/find_live_guy

