

Summary

Come to ifland, Be the Mo-friend

Background information of SK telecom

- SK Telecom is the No. 1 telecommunications company with a 40% market share and has 30 million phone and location-based customer data.
- SK Telecom has services at the customer's life point using data and technology, such as targeted SMS, AI apps, mobility, and metabus.
- Among them, the services used in the campaign strategy we propose are ifland and Adot.
 - The ifland is SK Telecom's metabus service, it is a big platform with over 9 million downloads and 1.35 million MAUs used by global users in 50 countries.
 - A.Dot is an app service with 10 million MAU users of SK Telecom, and users can use daily lives, such as calendar, weather, and games.

Insight & Campaign concept

- According to the WHO, men have a higher suicide success rate worldwide. Socially, stereotypes of masculinity make people hesitate to receive medical help.
- It can be daunting for our targets to externally express their interest in male diseases and Movember from the start.
- So, If you want to make the majority of participants or supporters of Movember, you need to create a space where they can participate freely without being burdened and free from social gaze.

Target & Objective

- Now, Movember continues to look at men over the age of 30, but in fact, interest in male diseases is irrespective of age.
- Using SK Telecom's customer data, we can identify strong potential users who can become supporters and participants of Movember and spend money on them only for targeted advertising.
- SK Telecom's customer location data is used to identify users with a history of visiting urology or mental hospitals, and phone data is used to identify users with a history of receiving calls or text messages from the hospital or organization.
- It is the core purpose of the campaign project to make them the target of the movember and supporters of the movember.

Campaign strategy

- 1) Approach key targets by sending personalized SMS messages. (Participate in the metaverse virtual space where Movember supporters gather through the SMS link.)
- 2) In the metaverse called ifland, participants freely interact and form solidarity. Movember's November Challenge is held at Adot and Ifland. This is because it provides a mustache item that can be put on a character for free.
- 3) In ifland, there are also charity events where influencers participate, and organic advertising content is produced because you have to share it on Facebook to participate.