



O<sub>2</sub>

# O2 Business

O2 activation pack promotes online engagement for new business customers



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“Kyp’s DM solution delivered exceptional levels of engagement for O2 at a critical stage in our consumer lifecycle.”

Lorna Ireland, Direct Marketing Manager, O2

## The client

Telefonica owned O2 is a leading communications company for consumers and businesses in the UK, with 20.8 million mobile customers, more than any other UK mobile network. Offering high quality service, competitive pricing and constant innovation, O2 is the most popular network with business users.

## The challenge

O2 wanted to create a positive ‘start up’ experience for new business sign ups, and convert them into engaged and loyal customers.

The brief was for a direct mail piece that held the customer’s sim card and simplified the process to get up and running with their new phone as well as sign up to exclusive benefits offered via O2’s blueroom site.

## The solution

Working closely with O2’s direct marketing agency, Archibald, Ingall, Stretton, we developed the ‘Let’s Go’ mailing piece. It simplified the set up process, enabling O2 to focus on the extras and incentives their customers can enjoy. The custom format housed the user’s new sim and a support numbers card. It also incorporated a webkey to encourage users to sign up for blueroom benefits online. When plugged into a computer USB port, it provided instant access to the site where they could explore exclusive offers.

## ► The results

The ‘Let’s Go’ mailing pack activity has been running for 18 months. The latest campaign data demonstrates a **24% response rate**, with 15.54% percent of recipients visiting the blueroom.

To find out more visit [www.kyp.com](http://www.kyp.com)



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