

Briefing 11

Client

FreedomPop

Context

Goodmorning and hello jetlag! You've just landed in Belgium to become part of the European creative team behind FreedomPop.

FreedomPop is a start-up from the US. They offer the world's first 100% free mobile phone service. Up to a certain limit, of course. Check the images on the next page for their prices and visual id. Only the customers who use up more than the free pack (200 minutes, 500 text messages and 500 MB data) will have to pay. According to their calculations half of the Americans will not cross that limit, the other half will. And that's how they can make profit, by having 50% of paying customers and 50% of non-paying customers. We must keep the ratios in order to be a viable business.

After their successful launch on the US market, they want to expand the product to Europe. The first launch markets are Spain, Greece, France, Belgium, the Netherlands and Luxemburg. The visual id is what it is: plain and simple. You must keep these design guidelines throughout your communication. Visit freedompop.com for more information. The offer for EU will be the same (but do not hesitate to add ideas for the service offering).

Challenge

International Launch

FreedomPop wants to launch in Spain, Greece, France, Belgium, The Netherlands and Luxemburg. These are all very different cultures, so you must find an overarching concept that will catch on in every country. Keep in mind that FreedomPop has NO available marketing budget: so you cannot use expensive paid media (TV / Radio / ...) unless you find a way to do it cheaply (or free, just like the concept). You will have to convince heavy smartphone users who will have to pay for the service, in order for your business model to be profitable. So try to find added value in the smallest details (shipment of the sim cards for example).

Deliverables

Create an overall communication campaign for the European market with an added value towards the paying consumers. Be aware that your marketing budget is zero. FreedomPop breaks away from traditional guidelines so make sure your communication is in sync with the values of the brand. The keyword is "free".

Also, find a way to create added value through shipments of sim cards and other small details that are cheap, yet valuable to the consumer. (Good example of smart shipment = CoolBlue packages with thank-you-notes for your neighbor who took the package when you were not at home, tips for making unwrapping extra fun,...)

FreedomPop

THE INTERNET IS A RIGHT, NOT A PRIVILEGE

WORLD'S FIRST

100% FREE

MOBILE PROVIDER

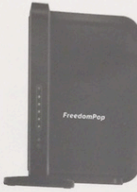
Free Mobile Phone Service

Free Wireless Internet

Free Home Broadband

- No Contracts, No Commitments, Cancel Anytime
- High Speed 4G Wireless Access
- Nationwide Coverage
- Unlimited Premium Plans up to 80% off major carriers


Home Hub



Affordable High Speed Home, Internet Service.

High speed Internet modem and WiFi router all-in-one. Perfect for the whole family. Connect up to 8 WiFi enabled devices.


Hotspots



Nationwide 4G/3G Hotspots 4G LTE up to 100Mbps Anywhere!

Nationwide Internet plus blazing fast 4G speeds. Secure Internet access in the palm of your hand. Connect all your favorite WiFi enabled devices to stay connected on the go.


Phones



Blazing Fast 4G LTE Smartphone. Low Cost LTE Talk, Text & Data!

Make calls, send text messages and stay connected with everything in your life on a high speed 4G LTE network. No contracts, commitments or credit checks.

International



Call over 50 Countries for FREE or select the international calling plan that is best for you.

Calling to mobile phones in 14 countries. FREE FreedomPop-to-FreedomPop calls globally. Save family and friends money by setting up a Virtual Number in their area code.

Cost	Plan	Cost	Plan
FREE \$21.99	10GB Up to 12Mbps Extra Data 0.7¢ per MB 1st month FREE trial	FREE \$19.99	2GB (4G/3G) 1st month FREE Trial Extra Data 1¢/MB
\$17.99	5GB Up to 12Mbps Extra Data 0.7¢ per MB	FREE \$3.99	500MB (4G/3G) 1st month FREE Trial Extra Data 1¢/MB
\$11.99	5GB Up to 12Mbps Extra Data 0.7¢ per MB	FREE	500MB (4G Only) Extra Data 2¢/MB
FREE	5GB Up to 12Mbps Extra Data 0.7¢ per MB		

*FREE with credit card plan

Cost	Plan	Cost	Plan
FREE \$19.99	UNLIMITED Voice UNLIMITED Text 500MB 4G/3G Data Extra Data 1.5¢/MB 1st month FREE Trial	FREE	200 Minutes 500 Texts 500MB 4G/3G Data Extra Data 2.5¢/MB
\$6.67*	UNLIMITED Voice UNLIMITED Text 500MB 4G/3G Data Extra Data 1.5¢/MB *Annual plan billed as one-time payment of \$79.99		

†† International Calling Plans available post activation

Cost	Plan
FREE	Global Free 100 100 Minutes
\$4.99	Global Pro 300 300 Minutes
\$9.99	Global Pro 1000 1000 Minutes
\$4.99	Global Virtual Number

International Plans

Virtual Number Plan



identity driven brand building®

