



Launch of Mobile Social Network in INDIA

Deadline: 31.03.2009 23:59 GMT

Brand: BUONGIORNO_HK

Sector: Telecommunications & Mobile Operators

Country: India

Category: Above The Line : Internet, TV-Cinema, Radio, Print, Out-of-home advertising; Below The Line : PR, Events, Sales Promotions, Direct Marketing; Specific Creation : Viral advertising

Published: 04.12.08 05:55 GMT

Budget: \$2 400

Status: Closed

Language of Solutions: English, German, Hindi, Italian

1 Step Brand Builder

[who has written the BootB Brief for BootB Creators ?]

Blinko is a social network which allows people to communicate throughout all channels: Web, WAP, client, SMS, MMS.

Blinko provides a fun social environment for young, open, active generation. For people who are passionate about communicating with their friends and family and want to share their magic moments, feelings and interests – anytime and anywhere.

2 Step Project Objective / Description

[what is the Brand Builder looking for ?]

The objective is to launch Blinko in India. We ask Creators to develop:

1. An advertising campaign (WEB, WAP/mobile, ATL, and BTL) which conveys to the end-user the benefits of Blinko versus its competitors.
2. A launch event (both on-line and off-line).

Both points must be synergic, delivering the same concept.

3 Step Target Audience

[who should you influence ?]

Male and female, 16-35 years old. Core target group is 18-24, mostly students and young professionals who are very active and are often on the move. Currently they use voice calls, SMS, e-mail, Web SMS and Instant Messaging, but they are open to better, easier ways to connect and are looking for the best communication channel, irrespective of time and place.

4 Step Proposition

[what does the Brand want the target audience to get / understand / do ?]

Blinko is your always-on, always accessible, connection.

With Blinko, users bring their friends with them wherever they go.

5 Step Support

[why should the target audience believe in the Brand's proposition ?]

With Blinko all you need is a mobile phone, Internet or a mobile device.

Blinko is offering those services that are relevant and don't have distracting features, like other social

networking groups. The services, provided by Blinko:

- ∞ Unlimited FREE SMS;
- ∞ Text posting;
- ∞ Photo updates;
- ∞ Follow their favorite celebs;
- ∞ Connection to MSN, Yahoo, GTalk, ICQ, AIM with a single log-in;
- ∞ Sending FREE e-cards;
- ∞ Having photo chats.

6 Step Character

[what are the features that define the personality of the Brand ?]

1. Simple and intuitive;
2. Reliable;
3. Fast;
4. Mobile
5. Open;
6. Sociable / communicative;
7. Fun.

7 Step Media Plan / Placement

[where will your work appear?]

Key promotions channels would be WEB, WAP, SMS, Print, TV and Social Events.

Digital channels (esp. WAP, WEB and SMS) for viral products:

- ∞ eMail & SMS invitations (web & WAP, client);
- ∞ eMail (Web) & SMS friend requests (WAP);
- ∞ eMail (Web) & SMS notifications (WAP);
- ∞ eMail newsletter (daily or weekly).

8 Step Additional Executional Elements

[any other information the Brand wants to share with you]

www.blinko.com | www.bing.im | www.buongiorno.com

Attachments

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