



HBI Helga Bailey / fring

Challenge

fring: Evangelism campaign: media and beyond

Target: Campaign's target was fring's market entry in Germany. HBI initiated a prosumer campaign for fring's mobile services, developed a special program for early adopters and finally took the campaign one step further to a consumer campaign.

Strategy and Action

Tools: Awareness was raised by social media as xing.com and facebook to inform tech savvy consumers. HBI generated content for fring's German blog and openly interacting with major blogs such as „areamobile“ to communicate the USPs of fring's services.

Key editors received mobile with fring's software for reviews to preview for commenting on the software.

Results

Results: fring was covered by all tier 1 media with a total amount of over 110 clips between August and November 2007. 8 product reviews were published, two of them by key bloggers. And, last not least: Germany is the country with the most fring downloads.

fring is still a client of HBI's.



Other Photo