

# Optus – World's Smallest Office

## BACKGROUND

Optus wanted to present their new HTC Touch Dual, Windows compatible mobile as the superior mobile office solution, in competition with the Blackberry.

The challenge was to convert time-poor, small to medium business audiences to the business benefits of Windows compatible HTC Touch Dual mobile, by leveraging the trusted user-friendliness of Microsoft software.

## MARKETING OBJECTIVES

- To achieve 5% response rate by driving prospects online to seek more information.
- To acquire 15% of site visitors as HTC Touch Dual sales leads.

## STRATEGY

Proposition : *Get the phone that works just like your PC.*

The creative strategy was to simply demonstrate how Optus' Windows compatible mobile efficiently puts a whole office at your fingertips, enabling you to work anywhere, anytime.

## CREATIVE SOLUTION

The Big Idea : "The World's Smallest Office" DM pack communicated the business benefits of the HTC Touch Dual mobile at a glance, where the pack effectively showed how the mobile could shrink your whole office to fit in the palm of your hand, enabling you to work on the move.

CTA : Register your interest in the HTC Touch Dual online.

Incentive : A competition to "WIN a laptop and an HTC Touch Dual handset".

## RESULTS

- Achieved a huge 14.4% response (of 72,000 mailed), which equalled to 10,356 unique website visitors.
- A conversion rate of 17.1% sales leads, which equalled to 1,769 prospects registered their interest online.
- Resulted in 36,000+ page views.
- 295 send-to-friend emails were generated.

Open Up To Mail gratefully acknowledges Optus, M&C Saatchi/Mark and ADMA for allowing us to publish the details of this campaign.

