



Their Brief

Vodafone wants to be seen as more than just a mobile device provider. They want to position themselves as a facilitator of change for Public Sector organisations - and engage decision makers around specific issues to demonstrate how Vodafone can help organisations improve their processes, change the way they use physical spaces and enable their staff to do their best work.

Our Solution

We created a content-led campaign, themed on 'Public Sector Reform'. The hero content consisted of video interviews of public sector leaders talking about their challenges and the role technology is now playing. A total of 64 pieces of content were produced in the space of six months. Email to Vodafone's customer base as well as online display ads directed people to the content super hub on the guardian.co.uk. The campaign resulted in 555,559 unique visitors to the guardian's hub, 250 sales opportunities and engagement with 54% of Vodafone's overall base.