

AMMA submission 2026: Best Long-Term Media Strategy

How Mobile Vikings outsmarted the Belgian market
by Mobile Vikings & EssenceMediacom, a WPP Media brand



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essencemediacom
A WPP Media Brand



The context & challenge: The constraints that changed everything

1. A highly competitive, saturated & stagnated market



2. Proximus' take-over in June 2021 brought an end to the unlimited advantages of DPG





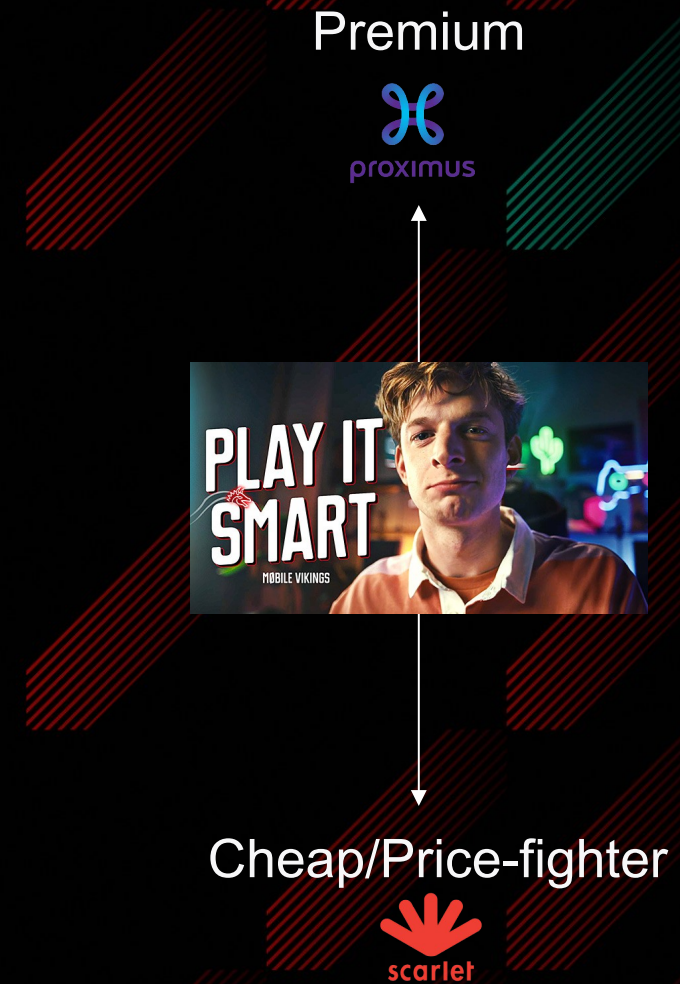
The strategic response: “Play it smart, not cheap”

The opportunity:

The smart (in-between) choice territory was unclaimed.

The BHAG (Big Hairy Audacious Goal):

+60% customer growth within 5 years,
stabilizing ARPU through smart media, not price cuts.







Our Brand Positioning as “Smart Choice” + Central Creative Platform “Play It Smart”.

No-nonsense style with a ‘quirky edge’  Humor, simplicity & self-confidence


Product communication (Mobile + Internet offer)



Behavioral change (cord-cutting) communication

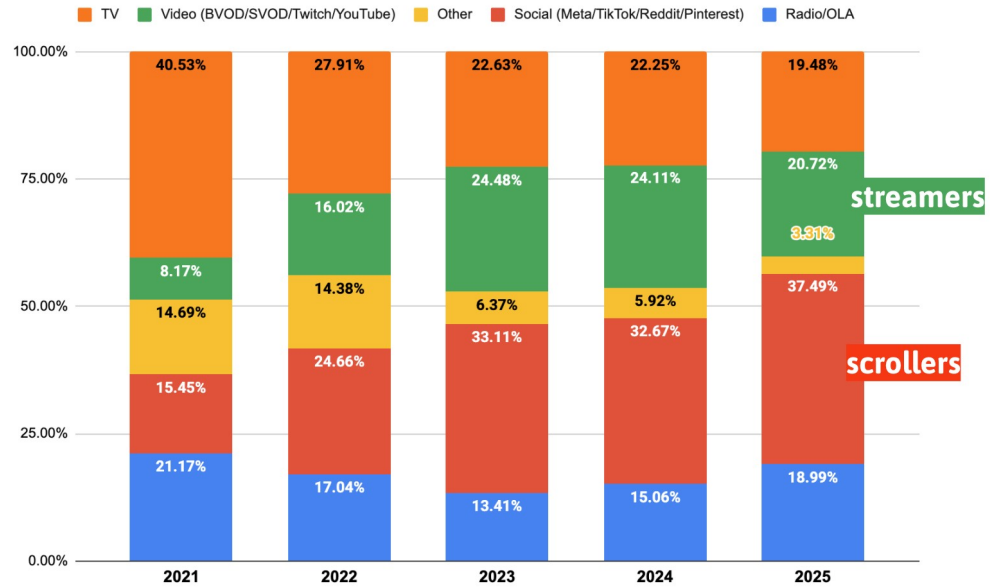


POV: 'T is tijd om je TV-decoder buiten te sjoeten



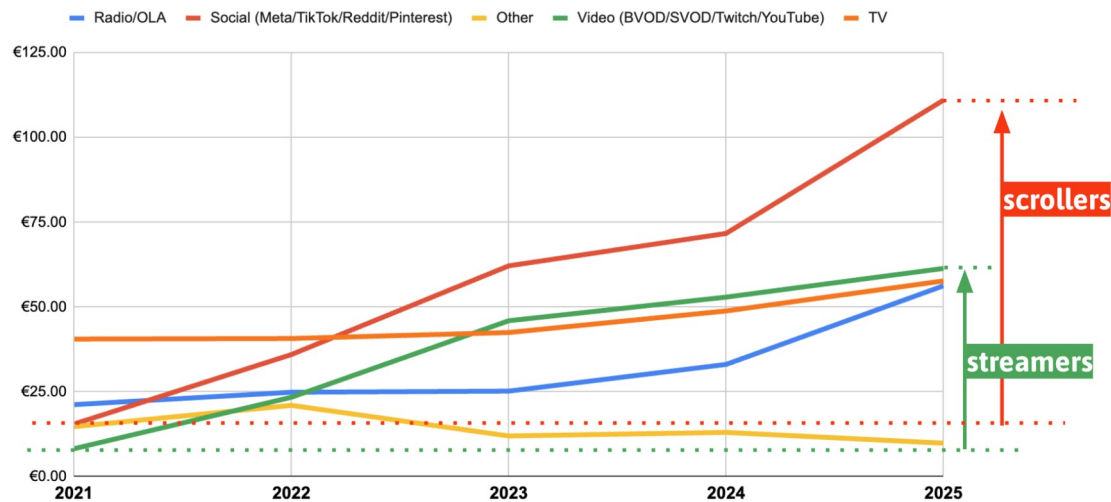


% OOP media spend



Our media mix focused on 2 “growth” audiences: **streamers** & **scrollers**

Relative OOP media spend



Online Video investments grew from 8,17% to 20,72%

Social investments grew from 15,45% to 37,49%



Upper funnel: Maximizing reach, frequency & mental availability

1. Video-first for streamers: big bursts + short sustain repeats partnerships
2. Strategic OLV cross-device optimization & CTV reinforcements contexts e.g. bars
3. Social-first for scrollers + strategic influencer
4. Integrated multi-channel: Audio, Cinema & OOH in





Upper funnel: Maximizing reach, frequency & mental availability

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Middle funnel: Driving consideration, engagement & brand love
Sustained content strategy: Long & short-form native content designed to entertain, not sell





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Bottom funnel: Maximizing conversion with unprecedented efficiency

Always-on social conversion strategy (Meta/TikTok)

The results?

Unprecedented growth,
proven efficiency.



Strong business growth

Active subscriptions:
+81% since 2021

Profitability:
Blended ARPU up +29%

Behavioral dominance

Cord-cutter market dominance
Cord-cutter market share grew from
10% to 28% (vs. 20% target).

Strong brand perception

Consideration on Target Audience:
Consideration more than doubled:

1# brand worth in Belgian Telco.

Media efficiency

ROI:
+84% growth since 2021.

More results can be found in the submitted case file. We have selected only one of the most important ones here.





We deserve an AMMA because.. we played it smart (since 2021 already)



1. Strategic transformation & adaptive evolution (2021-2025):

Shifted from price-led challenger to a mature “smart choice” through bold and data-driven media decisions focused on streamers & scrollers.

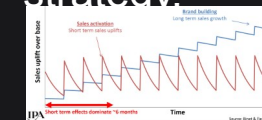
2. Exceptional efficiency & business impact

+81% active subscribers since 2021, +29% ARPU, rising ROCI & sustained conversion growth.

3. Sustainable challenger dominance & embodiment of 'The Long and Short of It'

principle:

Maintained cord-cutter market dominance with an effective strategy.





Thanks for your attention.
Now go stream something.
(or go dance to our jingle remix)

Warning: highly addictive. Just like our subscriptions.