

# HEY!'S MOST INCREDIBLE ANSWERS

Steven

Kan ik een mobiel en  
abonnement combineren?

Freddy

Zijn jullie altijd bereikbaar?

! vooral voor jonger

Jean-Pierre

ro... imk... en aan

er als ik

sta... hey!



INSIGHT:

**GEN Z DOESN'T SWITCH  
TELCO PROVIDER ON A WHIM.**



THE CHALLENGE:  
**IN THE TRADITIONAL FUNNEL  
WE HAD A BLIND SPOT:  
THE CONSIDERATION PHASE**



**MOST BRANDS**

**DON'T GIVE  
A FAQ.**

**BUT HEY! INTRODUCED**

**MIA**

**(MOST INCREDIBLE ANSWERS)**



**WE  
GIVE  
AFAQ!**



# RESULTS

THE BRAND  
DIDN'T JUST GET  
SEEN.  
IT GOT ENGAGED  
WITH.



**466K+**  
ENGAGEMENT  
S  
ON META

**78%**  
OF TIKTOK CLICKERS  
STAYED ON THE  
LANDING PAGE (10%  
OVER BENCHMARK)

**+67%**  
VIEW-THROUGH-  
RATE OVER  
BENCHMARK

# RESULTS



**50%**  
**BECAME**  
**CLIENTS**

# WHY DESERVES THIS CASE WINNING AN AMMA AWARD?

1. Turning audiences questions into opportunity
2. Reinventing a forgotten format
3. Exceptional measurable performance



# THANKS

