

# 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)

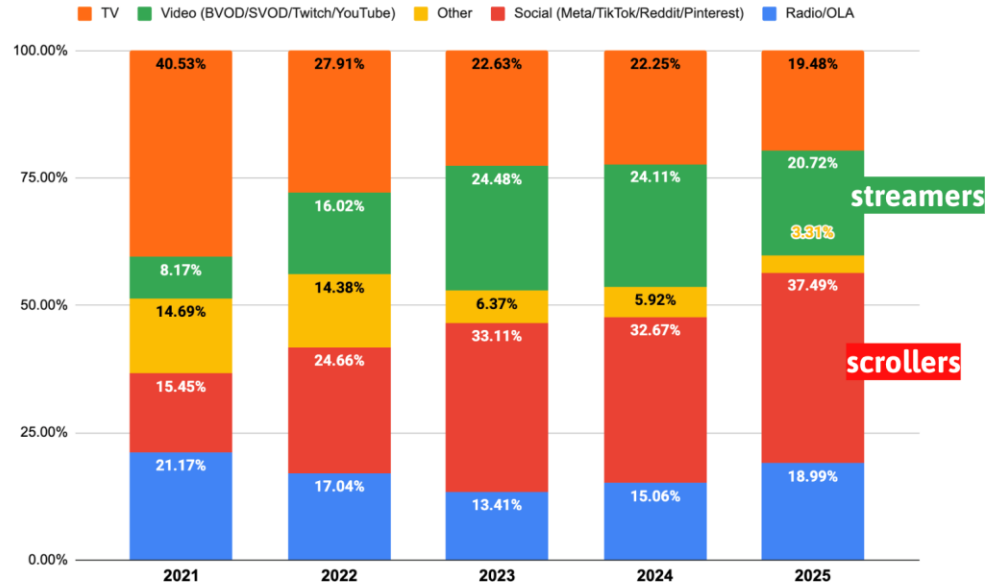


Behavioral change (cord-cutting) communication



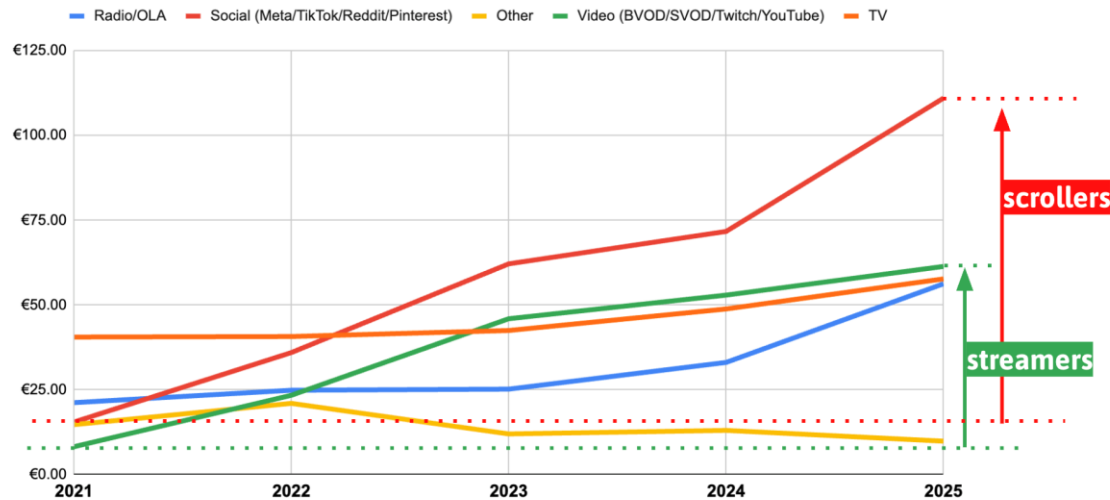


% OOP media spend



**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
2. Strategic OLV cross-device optimization & CTV reinforcements
3. Social-first for scrollers + strategic influencer partnerships
4. Integrated multi-channel: Audio, Cinema & OOH in contexts e.g. bars





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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

**ROCI:**  
+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):

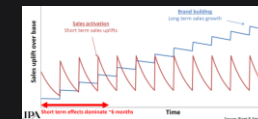
Shifted from price-led challenger to a mature “smart choice” through bold and data-driven media decisions focused on streamers & scrollers.

## 2. Exceptional efficiency & business impact

+81% active subscribers since 2021, +29% ARPU, rising ROIC & 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.

