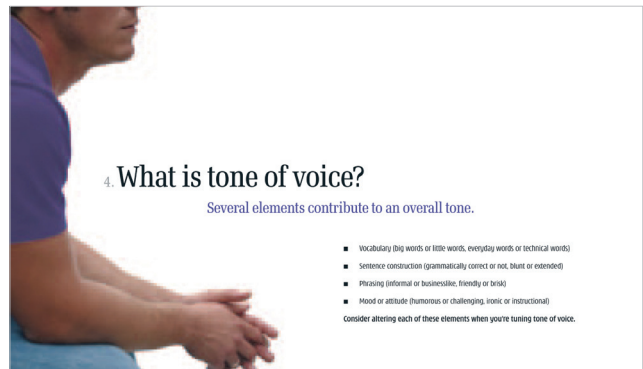
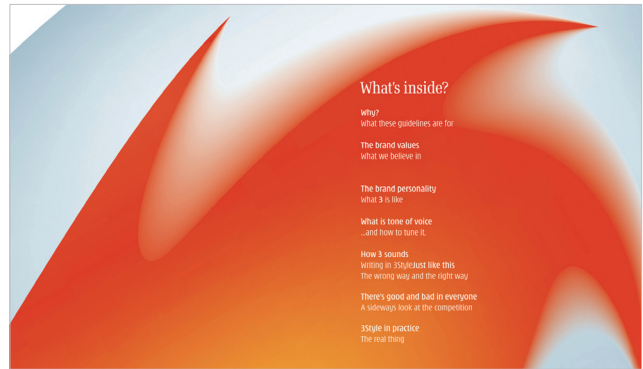




### 3 - Digital marketing communications

Reduced inbound calls to Customer Services means more efficient use of the company's staff and other resources.



#### Objective

- Communicate various important aspects of 3's service to their customer base.
- Produce brand-reinforcing digital assets for use on the main 3 website.
- Develop a means to manage the brand elements and allow distribution to agencies and press.

#### Solution

- Create a variety of digital communications to explain and educate, whilst also reinforcing the quirky brand ethos.
- Targeted email campaigns.
- Product focused micro-sites and an interactive bill calculator, titled 'Your Bill Explained'.
- Web and CD user guides, screen savers and animations.
- Flash handset comparator.
- Fully content managed, multi-level password-protected brand management intranet.

#### Results

- A reduced amount of inbound calls to 3's Customer Services.
- Efficient and effortless management of brand assets.

**We are Open™**

For more information or to arrange a meeting, please call Al Kennedy on +44 (0)117 300 5200