

CASE [POST TEST]: TELECOM



In 2013 Telecom Italia commissioned baba a large quali/quantitative research to check and deeply analyse new Telecom/Tim commercial communication and synergic ad format in comparison with competition

Research problem

- Understanding and appreciation of the ad campaign
- Sharing of its creative development for new format developments
- Efficacy check and evaluation

Methodology

- Quali-quantitative:
- Quali field: 8 focus group
 - Quali bulletin board: 2 forum online (users vs. prospects) on 3 days
 - Quanti: 1000 20 min long CAPI interviews in 4 cities

Recommendations

- Chiara doesn't appear so credible and she's not appreciated as a testimonial;
- A more playful tone in addition to additional topics about nature-technology interaction would be more interesting

PIF replaces Chiara as testimonial