



Commission for Communications Regulation (“ComReg”)

Lot 2 - Content Development Services

Public awareness campaign for switching and ComReg’s Compare tool

Project Ref: RFT 200955 - ComReg T08754

indiepics

Proposal

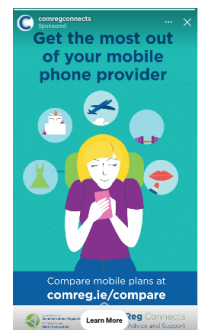
Award Criterion A:

Understanding of the requirements and scope

We understand from our experience of working with ComReg on previous consumer awareness campaigns that ComReg occupies a complex area as a mediator between the general public, commercial interests, service providers and the public sector. It does this while also enabling technological advancements in the field of communications and ensuring a level playing field.

We are better placed to run this campaign than anyone else because of our extensive experience of running other ComReg campaigns. This means that we can hit the ground running and use the insights gleaned from those earlier campaigns for maximum impact.

Those campaigns include the previous Compare campaign, Connectivity, and the set of 3 campaigns: PRS STOP and Selective Barring, Compare (shown here), and Consumer Care Complaints.



We also have experience of other public sector awareness raising campaigns such as our on-going work with the Competition and Consumer Protection Commission (CCPC) on our RTÉ series How to be Good with Money. That work also promotes a “switching” message albeit in the context of financial services.

ComReg now wishes to run a consumer awareness campaign that will increase awareness of switching in general, as well as increase awareness and use of the recently updated Compare tool. A range of creative content assets will be required for the campaign so that they can be used across a mix of different channels. It is also important that the campaign timing is staggered and does not clash with the other parallel ComReg campaign about the Coverage Map and App. The planned work here includes the provision of strategic campaign guidance and recommendations, execution such as content creation of new assets, campaign promotion on an optimised channel mix, as well as final reporting of the results.

We will push this campaign out to the recommended target audiences via the most appropriate channels as we have set out in our campaign strategy below. The project scope covers running the campaigns across multiple channels during the specified period, kicking off the project in February 2022 and finishing in June 2022 with the final summary report in July 2022. Media buying will make up the majority of the budget.

indiepics Experience

Our strategic approach to this campaign builds on our experience of working on other campaigns with ComReg itself (Compare, Connectivity, set of 3 campaigns: PRS STOP and Selective Barring, Compare, Consumer Care Complaints) as well as with a range of other large organisations (CCPC, Zurich, Woodie's, European Food Safety Authority). We have run these digital and traditional media campaigns across a range of channels from social media to TV, using an effective strategy based on solid audience research, creative content and data-driven insights.

We make content that matters that people want to watch. Formerly known as Agtel and Independent Pictures until we rebranded as **indiepics**, we are one of Ireland's largest specialised strategic communications and content agencies. We are experts at bringing complex messages to life in a creative and engaging way. Our team of over 20 communications experts has been engaging audiences since 1979. Headquartered in Dublin, with a Brussels office opened in March 2014, we regularly work nationwide in Ireland, across all EU Member States and further afield.

Our team has the proven expertise and experience needed to deliver highly effective awareness-raising campaign services for **ComReg**. From our experience of working with ComReg on previous campaigns and also for other public sector clients, we know how valuable this type of attention-grabbing and clear content will be both for ComReg and the target audiences of the Irish public.

Our in-house expertise in content creation across video, animation, radio, TV and display ads means that we can creatively and efficiently run this campaign from production through to distribution and reporting — all in line with the ComReg and ComReg Connects brand guidelines. We will schedule and run this campaign in a way that optimises audience engagement and prevents overlap with the parallel running Coverage Map and App campaign. Importantly, this campaign must also go beyond pure awareness-raising and increase actual usage of ComReg's Compare tool which was updated in Q4 2021. We will increase ComReg's audience engagement around switching and drive an increase in success KPI's such as click through traffic and calculations/usage of the Compare tool. Our expertise will help ComReg use the power of awareness-raising campaigns to reach and engage as many members of the public as possible.

Award Criterion B:

Proposed approach and team mix

Campaign Strategy and Audience Insights

Every ComReg campaign has distinct key messages and requirements.

We always build on the experience of previous campaigns by gleaming data-driven insights from the results, and also carry out extensive research into the characteristics of each key message as it relates to specific target audience segments.

This ensures that we optimise our creative campaign content and strategic channel distribution for maximum relevance and audience engagement every time.

Campaign Topics: Switching and ComReg's Compare tool

Summary Objective: Increasing awareness both of switching mobile, broadband and home phone services and increasing awareness of the updated Compare tool itself, while also driving increased usage of the Compare tool for calculations

Primary Success KPI's: promoting and measuring awareness of switching mobile, broadband and home phone services, as well as increased traffic to and calculations performed on the Compare tool

Research Findings

The research we have carried out has shown that when it comes to mobile phones, broadband and home phones, the perceived "hassle" involved with changing service providers is a big hurdle for most Irish consumers. Research also shows that an important concern for people when choosing a network is whether there are any hidden costs or charges. Reliable and fast broadband is more critical than ever because of the increase in the number of people working from home during the coronavirus pandemic. It is with these factors in mind that we believe that emphasizing the simplicity and potential benefits of switching, as well as the ease of use and independence of ComReg's Compare tool will work best for this campaign. This taps into the ideas of "easy" and "saving money" that worked strongest on our previous campaigns, and builds on the role of ComReg as an impartial, unbiased, trusted consumer advisor.

Do many people change mobile providers?

This article below about ESRI research highlights the challenge of encouraging people to switch¹:

‘Extreme reluctance’ to switch phone providers costing Irish consumers




ESRI finds up to almost 60% of users have never switched to another telcom firm

© Mon, Jul 9, 2018, 18:54

Conor Pope



Mobile phones: unwillingness to switch providers is not confined to particular social groups, the ESRI finds.
Photograph: Steve Parsons/PA

-  Hundreds of thousands of Irish consumers are missing out on big savings from telecom service providers because they have an “extreme reluctance” to shop around, a study by the Economic and Social Research Institute (ESRI) has found.
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The research indicates that as many as 57 per cent of consumers have never switched from one company to another despite the efforts of regulators to encourage shopping around and to make switching easier, with fear and loyalty identified as key reasons for staying put.

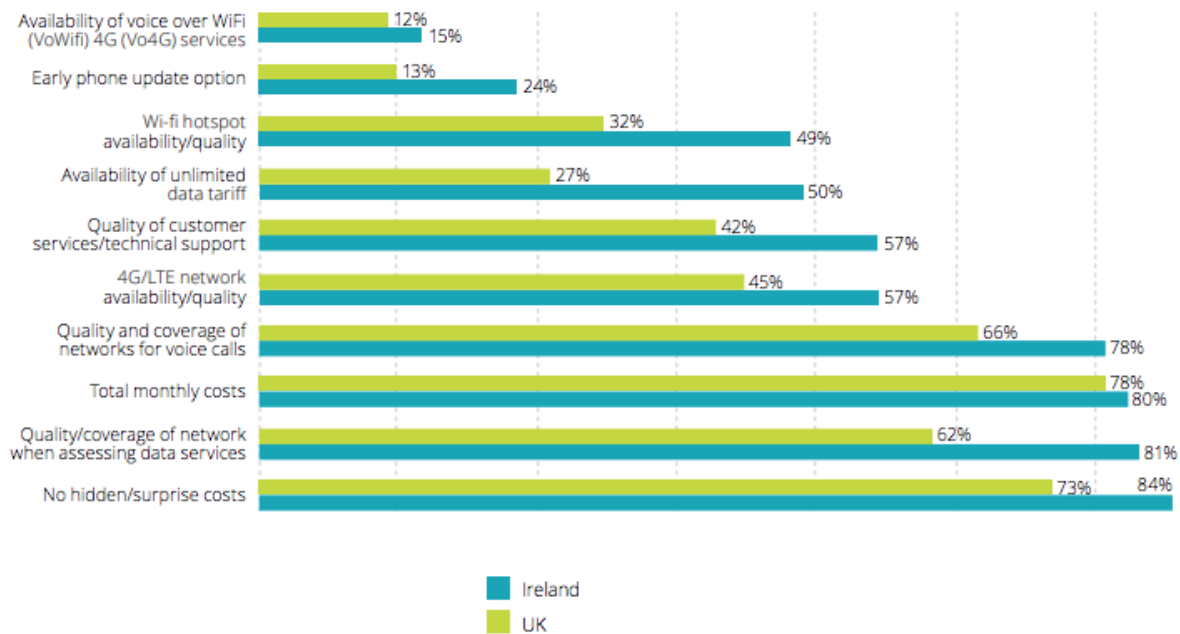
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<https://www.irishtimes.com/news/consumer/extreme-reluctance-to-switch-phone-providers-costing-irish-consumers-1.3559278>

Why are people so resistant to change?

That ESRI research mentioned above identified “fear” as a potential barrier to switching, and interestingly, in a Deloitte survey 84% of people in Ireland said that “no hidden/surprise costs” were important to them - and this is a likely to be a factor in their reluctance to change.

Which mobile services are important to you?



Source; Deloitte's annual Mobile Consumer Survey 2018

What do people see on Google when they search for a comparison of mobile phone packages?

There is a lot of commercial competition to get the attention of people thinking about switching. For example, the Search Engine Results Page (SERP) on Google below shows paid ads for eir, GoMo and Switcher. The ComReg Compare tool also features but further down the page because it is an organic (non-advertisement) listing. This means that the Compare tool is visible but could move higher up on the page to get more clicks and drive more usage of the tool.

The screenshot shows a Google search results page for the query "how to compare mobile phone plans". The search bar at the top shows the query and the Google logo. Below the search bar, there are navigation links for All, News, Shopping, Videos, Images, and More. The results show approximately 410,000,000 results in 0.61 seconds.

Ad · https://www.eir.ie/sim_only

eir™ SIM Only Deals - No Limits Data, Calls & Texts

Pay for Your SIM Only **Plan** without the Cost of a New **Phone**! Get Your **Plan** from €14.99/m. With No Limits 5G Data You Can Stream Music & Play Games for Hours. There are No Limits! 4G Calling. Models: iPhone 13, iPhone 13 mini, iPhone 13 pro, iPhone 12.

eir™ Essential - €39.99/mo - 10GB Data, 200mins etc · [More](#)

Bill Pay Plans
Flexible Plans On Promotion Now.
Pick The Perfect Plan For You.

Bill Pay Phone
Get The Best Deal On Your
Smartphone When You Bundle With eir

Ad · <https://www.gomo.ie/>

GoMo - €14.99 Mobile for Life - Awarded Best Brand for Value

Awarded Best Brand for Value 2021 by CXi's. GoMo Gives You All Calls, All Texts, All Data, WiFi Calling & 10GB EU Roaming for €14.99/m. Keep Your Number. Easy to Switch. 30 Day Rolling Contract. Award Winning **Mobile Plan**. Order Up to 4 Sim Cards.

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Ireland's best SIM-only deals | Switcher.ie

Compare This Month's Best **Mobile** Deals and Save with Switcher.ie. Choose from the most popular handsets and networks in Ireland. Independent **Comparison**. Unlimited Call Deals.

[Compare Mobile Plans](#) · [Best SIM-only Deals](#) · [Switch to SIM Only](#)

<https://switcher.ie> > mobiles

Ireland's Best Mobile Phone Deals | SIM Only - Switcher.ie

24 Nov 2021 — **Compare** SIM-only and bill pay **deals** from Ireland's top **mobile** networks. Find the best new **phone** or **mobile plan** in minutes.

[Ireland's top mobile networks](#) · [Vodafone Mobile Plans](#) · [GoMo](#)

<https://switcher.ie> > Mobiles

Ireland's best SIM-only deals | Switcher.ie

8 Nov 2021 — Whether you're looking for a cheap, no frills **mobile phone plan** or an unlimited 5G enabled **plan**, you can **compare** the best SIM-only bill pay ...

<https://www.comreg.ie> > compare

Compare Value (Services) - Commission for Communications ...

[Compare Value \(Services\) - Commission for Communications ...](#)

Key differences

Although closely related, there are also differences in the markets for the different services. Here are some key factors we have identified:

Mobile Phone/Plan

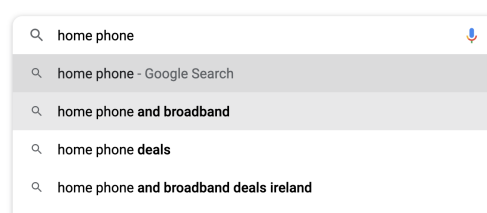
- At the end of Q3 2021 the total number of mobile subscriptions was 5,300,048 (excluding mobile broadband and Machine to Machine subscriptions)²
- Consumer age skews younger (e.g. 18-24 year olds mostly opt for Pay As You Go)
- Many don't have landlines, they are mobile only and tech savvy with fast data needs
- Often talk about changing plans but don't do it, worried about hidden charges/surprise costs

Broadband

- At the end of September 2021, there were 1.91 million broadband subscriptions in Ireland³
- People are relying on good broadband to work from home during Covid-19.
- Internet users are now less patient with slow internet and more open to changing broadband providers
- According to research commissioned by Sky Broadband, 74 per cent of Irish people said that broadband played a vitally important role during Covid-19. The research also showed almost 3 in 4 would feel stressed if faced with unreliable broadband when working from home and 53 per cent say unreliable broadband can be a source of family arguments

Home Phone

- At the end of Q3 2021 there were 1,311,532 fixed voice subscriptions in Ireland⁴
- Research by ESRI has shown that people might be holding on to their little-used landlines because it is bundled in with other services such as broadband and TV
- Google Search data shows that home phones are often considered with other services, as shown in the "autocomplete" suggestions for the search "home phone" in this screenshot



² ComReg Quarterly Key Data Report Q3 2021

³ Ibid.

⁴ Ibid.

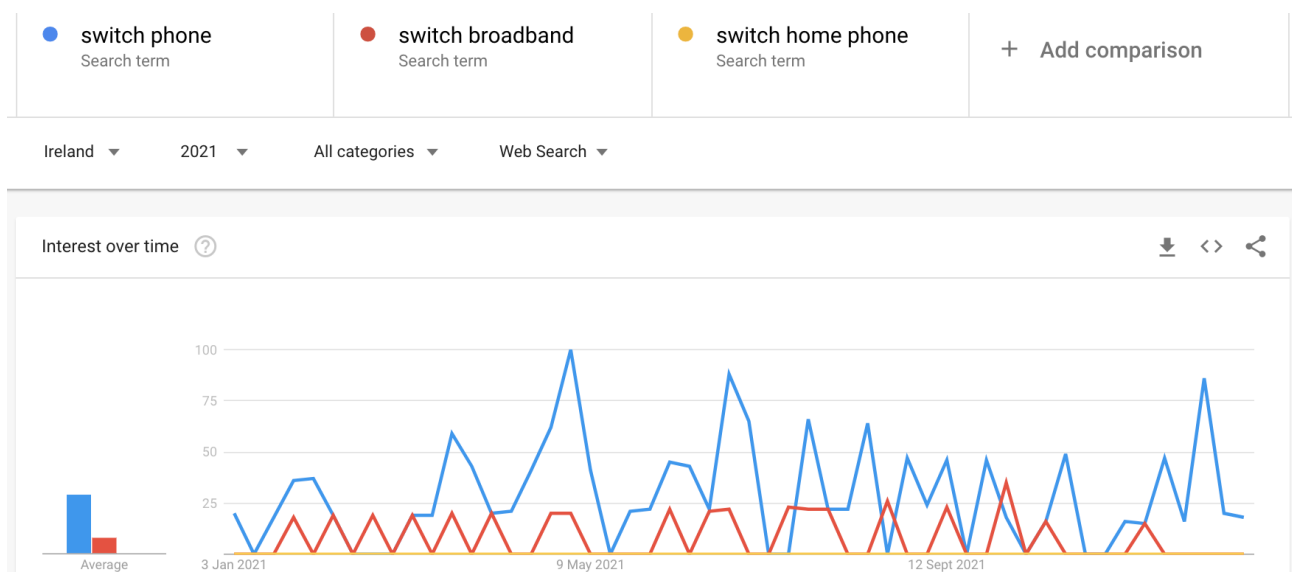
Target audience

ComReg's brief with this campaign is to increase awareness of switching and drive consumers to the Compare tool. From our research it is apparent that there are different audiences involved, but as the ESRI research has shown it is not always possible to say exactly which demographic characteristics define each audience. We will therefore develop Personas for the target audiences to ensure an audience-centric approach to the campaign strategy. When we are developing the new creative content for this campaign, we will also build on the success of the previous campaigns by identifying key messages that will resonate with a wide audience. We will look at the main concerns of consumers and see if there is any correlation that could be married to an area in which ComReg already enjoys an advantage over online competitors. For example, ease of switching, saving money and trust in ComReg are all elements that would be integrated into our high impact campaign.

Recommended timeframe

The Invitation to Participate (ITP) gives a suggested or example timeframe of a staggered roll out. This is to avoid any potential clashes or overlap with the Coverage Map and App campaign, and we will work collaboratively with the other contractor to avoid clashes. The example given in the ITP is two staggered waves of up to 4 weeks each with the first in March 2022 and the second in May 2022. The final summary report is to be delivered after the second wave finishes and in July 2022.

Based on our research this timeline will work well because Google Trends data shows two sharp spikes of traffic around switching phone providers last year in both March 2021 and May 2021. This means that running the campaign in both March 2022 and May 2022 will tap into these seasonal peaks in interest among the public in switching. This same Google Trends data shows that mobile and broadband switching searches were popular on Google in 2021, and that home phone switching doesn't feature as much:



Content Strategy and Campaign Roll Out Tasks

We will deliver value for money for ComReg on its media spend investment through our effective strategy, which we will combine with new content and daily optimisation on each of the digital and traditional channels used.

Our new campaign content assets will build on the foundations laid by the previous ComReg campaigns and be developed in line with the new ComReg consumer brand guidelines.

Refined in consultation with ComReg, our campaign strategy includes recommendations for owned, paid and earned digital channels. As the organic reach of posts is declining across all social media platforms due to algorithm changes, a paid social media ad strategy is needed in order to reach a wide audience. The experienced indiepics team manages multiple social media paid advertising campaigns for our clients, from setting up campaigns, recommending spend levels based on data, defining effective targeting and optimisation of campaigns. This means that we are ideally placed to advise ComReg on this aspect, as well as on traditional channels.

The media spend we recommend for this campaign will make up the majority of the overall budget.

Recommended Channels

Digital

- **Social media - owned, earned and paid:** For social media we will focus on paid posts on Facebook and Instagram feed as well as Instagram Stories. Our data from previous campaigns for ComReg shows that these channels deliver a big reach across different age groups and genders, as well as very good value for money. Twitter and LinkedIn would not be suitable platforms for this campaign because of their stakeholder focus for ComReg. Previously on Facebook the Compare Mobile campaign had more engagement from people who were 45+ years old and female. On Instagram, the Compare Mobile campaign had more video views from younger people (18-44 years old) but slightly more clicks from people who are 55 years old plus. Most of the people who engaged with the videos were female. The Compare Broadband campaign also had more engagement on Facebook from people who were 45 years old plus and female. On Instagram, the Compare Broadband campaign had more video views from people who were between 18 and 45 years old and female, but more engagement from people who were 45+ years old and female. We intend to increase the focus on Instagram Stories in this campaign because it skews younger and will help increase the relatively low level of awareness among young people identified in a recent survey that ComReg cited in response to a tender query.

- **Influencers:** While Influencers work well for lifestyle brands where there is a physical product they can be associated with, they aren't really appropriate for serious consumer issues. They are also best avoided for this campaign because of the potential conflict of interest issues that would arise if the influencer subsequently partnered with a mobile phone company for a future campaign.
- **Display / Video display network:** Display ads are a good way of increasing awareness of switching and the Compare tool, although they won't necessarily drive click throughs directly. Previously, on our consumer care complaints campaign for ComReg which included Google display ads, the age group 25 to 44 years and female were the ones who clicked most on our ads. With Google Display Ads we will put the content in front of people who are visiting websites related to mobiles, mobile plans, telecom, broadband service providers etc. This will allow us to reach a wide range of people and generate more awareness.
- **Video on demand:** Including video ads on YouTube (for example, as pre-roll ads) is a good way of increasing awareness among hard-to-reach younger audiences and will be included in this campaign.
- **Organic:** We will also post the content organically on social media, but it is unlikely to have as much traction as the paid-for posts because of how the social media algorithms prioritise paid content.
- **Search engine:** Ads on Google search (PPC ads) will be included because Google search ads are also a very important aspect of this area of switching. That is because in many ways Google has evolved from being a simple "search engine" to being a sophisticated "answer engine." It is where people go looking for answers to many of the things that ComReg can help with. For a relatively low outlay, we have proven with previous campaigns that we can run a very effective search/Google Ads campaign to capture clicks from those directly searching for ComReg-related topics. In the previous campaign on Google Ads, 50% of the people who clicked on the Compare Mobile ads were between 35 and 64 years old. The male audience engaged with the ads slightly more than the female audience. On Google Ads, 49% of the people who clicked on the Compare Broadband ads are 45+ years old. The male audience engaged with the ad more than the female audience. This shows that it is a good way of reaching an audience that is older.

Traditional

- **Print:** We have considered print advertising as an option but have not included it in our strategy because it is relatively expensive and low reach compared to other channels.
- **Radio:** We believe some of the budget could be effectively used on radio ads because it has been a useful addition to previous campaigns, particularly for reaching older people.
- **TV:** We have extensive experience of TV advertising and sponsorship, but it is relatively high cost and would be too expensive to include within the budget indicated by ComReg in the ITP.

- **Large format, outdoor, Indoor:** These formats can be relatively expensive and difficult to measure success with, so we are recommending this campaign focus the budget elsewhere on other more effective channels.

Outreach

- **Sponsorships:** We have extensive experience with sponsorships. For example, CCPC has sponsored our RTÉ TV show “How to be Good with Money” for the last 4 years. Sponsorships are generally more of a longer term strategy to build brand affinity as opposed to getting results for a specific campaign such as this, and we have therefore not included them here.
- **Events:** As many physical events have been curtailed due to the uncertainty around Covid restrictions we have not included them in this campaign.
- **Organisation networks:** We do recommend reaching out to **charity partners** especially for youth and older groups in order to increase the reach and impact of this campaign. Possible organisations that could help promote a switching message to hard-to-reach audiences include spunout.ie for younger people (“spunout is Ireland’s youth information website created by young people, for young people”). For older people, the charity ALONE could be involved as it is a “national organisation that enables older people to age at home” and would be interested in ensuring that older people are aware of the benefits of switching home phone providers, for example.

Irish Language content

Our experience of multilingual content in all European official languages as well as other languages ensures that our workflow will be very efficient for creating the required Irish language versions of 1-2 digital/social ads. Our in-house team includes native Irish speakers, and our experience includes producing Irish language content for TG4 and RTÉ, as well as recently for the European Commission Representation in Ireland with an educational schools video about the EU shown here.



Mar sin, má theastaíonn uaim taisteal chuig Ballstáit eile, an féidir liom an euro a úsáid chun pé rud is mian liom a cheannach?

Accessibility and Subtitles

Accessibility considerations such as high contrast text, clear fonts and subtitles will be integrated into our content creation. Many viewers will also be watching the video content created on mobile devices with the sound off (especially those seeing the content on social media). We will include subtitles so that all viewers understand the key messages and will integrate these subtitles in a seamless, branded way so they add to rather than distract from the content.

Production Methodology

At indiepics, we have extensive experience of content creation for all platforms - including digital and traditional. To ensure maximum efficiency and a high level of creativity, the workflow and production processes are optimised across our full range of animation, video and display ad projects as well as digital campaigns, TV sponsorship stings, radio ads and outdoor / display ad design. We follow a process going from Pre-Production to Production/Post-Production and Delivery right through to Project Closure & Evaluation:

Pre-Production

The Pre-Production phase is critical because it is much easier to get the approach right on paper than to try and fix things later. It is triggered by the notification of ComReg's decision to award the contract and includes:

- Brainstorming Kick-off Workshop to develop the creative approach to the content
- Two Column Script and Storyboard to develop content for creative assets
- Detailed Project Plan and resource allocation including a Gantt chart
- Mock-ups of sample visual style

Production / Post-Production

For a multi-channel campaign project such as this, the Production and Post-Production phases are effectively combined. Building on the Pre-Production steps, our experienced project team will produce all the required elements for the content:

- Digital storyboards created with the illustrations and backgrounds to be used in the content
- Draft versions shared for feedback and approval using secure online review platform
- At least two revision cycles included to ensure flexibility for any requested changes

Delivery

- In the critical Delivery stage we will deliver the signed-off content assets in all the required formats for use in the campaign, optimised for each channel.