



# ComReg

Campaign Creative Approach

2022



# Summary of the brief

- ✓ Clever
- ✓ Concise
- ✓ Colourful



## Universal insight

Consumers feel they're in an endless cycle of rising costs





# Implicit tension

Switching could save money, but there are two sides to this coin

cost vs coverage





# The resolution

ComReg has created tools  
that make it **easy** to find both the  
best **savings +** the best **coverage**



## The lesson

If you use ComReg's tools, you can break the loop.



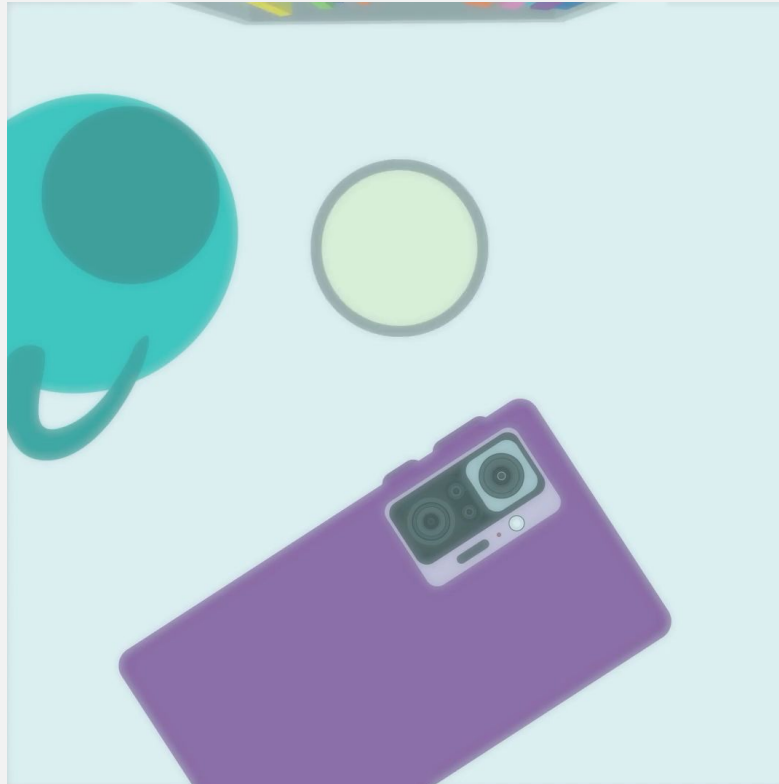
A. LOOP

Mesmerising  
video



*High mobile bills can become a habit...*

*...But breaking it is easy.*



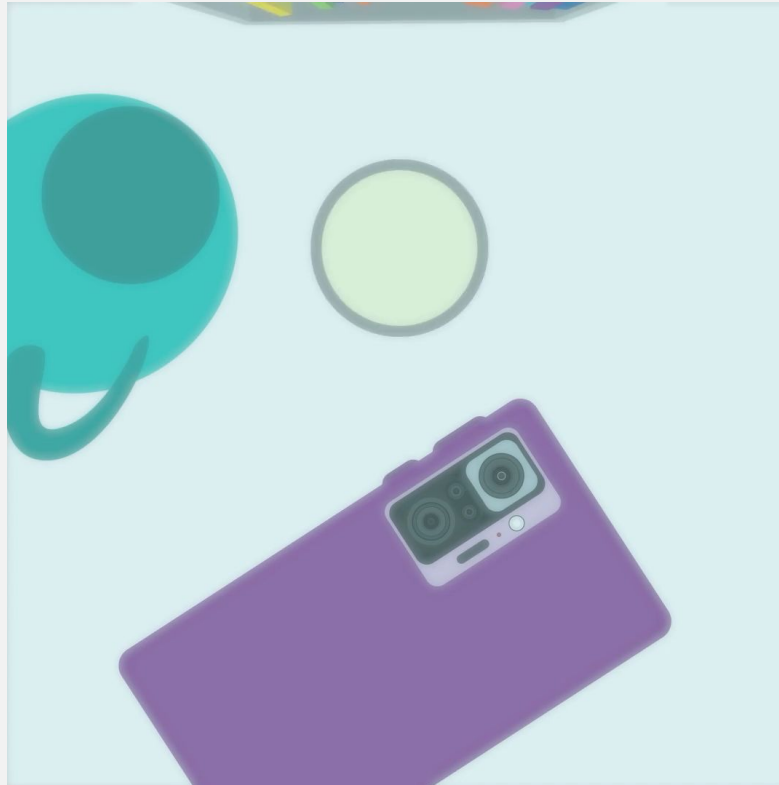
**indiepics**

Link to view video online: <https://vimeo.com/indiepicsclient/review/706906139/133821855f>





*Why stay with the wrong mobile network...*  
*...When it's easy to break the loop?*



**indiepics**

Link to view video online: <https://vimeo.com/indiepicsclient/review/706906249/cbac5267c1>



## B. ACROSTIC

Kinetic  
text animation

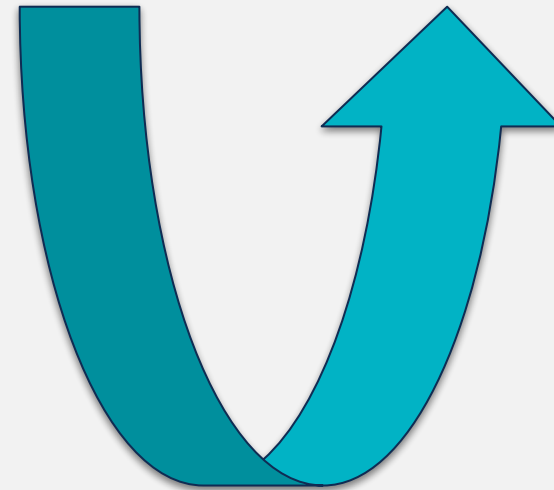


# SAVE

*High mobile bills can become a habit...*

*...But it's easy to break the loop.*

- **Switch**
- **And**
- **Very**
- **Easily**
- **SAV€** (loops)





# SWITCH

*Bad signal can become a habit...*

*...But breaking it is easy.*

- **Stop**
- **Waiting!**
- **It's**
- **Time to**
- **Change your**
- **Habits**
- **SWITCH**

(loops)





# Creative Approaches

A. LOOP

or

B. ACROSTIC



thank you

go raibh maith agat

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