



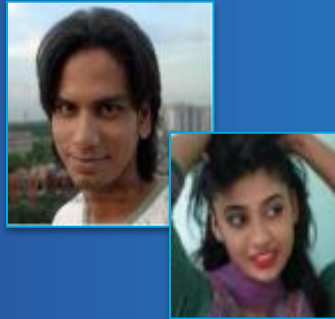
# **Firefox smartphone launch in Bangladesh**

GTM



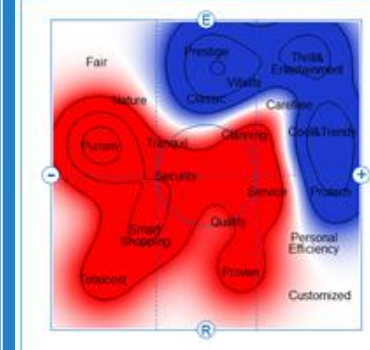
# Firefox product target groups

## Fun loving youngsters



Emotional : Protec, thrill & entertainment, vitality  
 Wants : Basic internet experience  
 Internet use : Facebook  
 Data usage : Moderate

## Urban trendsetters



Emotional : Protec, thrill & entertainment, vitality  
 Wants : specialized experiences  
 Internet use : Music, Facebook  
 Data usage : Highest data user

Spill over

| Messages to target groups  | Reasons to believe  |
|--|---|
| Affordable and carefree internet   | On device-ads enabling sponsored data, targeted data and service usage promotions (facebook/line) , high on device usage visibility |
| The first smartphone – internet smartphone redefined – cooler, smarter, better | Firefox OS , Grameenphone and Local OEM brands combined   |
| Internet and entertainment   | Preloaded entertainment, facebook, messaging, apps with relevant content, music streaming   |





Grameenphone has recently revamped 'Bondhu' as a product brand

New engagement platform, aka Bondhu Garage

New product offerings

New look

Introducing  
**bondhu**

75MB 3G ২৫ টাকায়

এক মাসের জন্য



WhatsApp



& Facebook Messenger



৫ টাকায় ২০০ SMS

Music Radio & Welcome Tune



1 Super FNF+14 FNF তো আছেই

• বিজ্ঞপ্তি ভিতরের পাতায়





**Opportunities to tag  
FFOS smartphone with  
Bondhu**

# FFOS GTM

Pre-  
launch

Launch

Follow-  
up



# Pre-launch: Preparation

- **Joint press release** by GP and Mozilla about upcoming FFOS launch plans\*
- **Training** on FFOS for GPC and 121 employees
- **Communication of FFOS individually by GP and Mozilla** utilizing the Mozilla community and online channels (Social Media fan pages of GP and Mozilla)
- **Participation of GP at Mozilla events**
  - Digital World
  - Others as communicated by Mozilla

*\* Subject to BTRC approval*

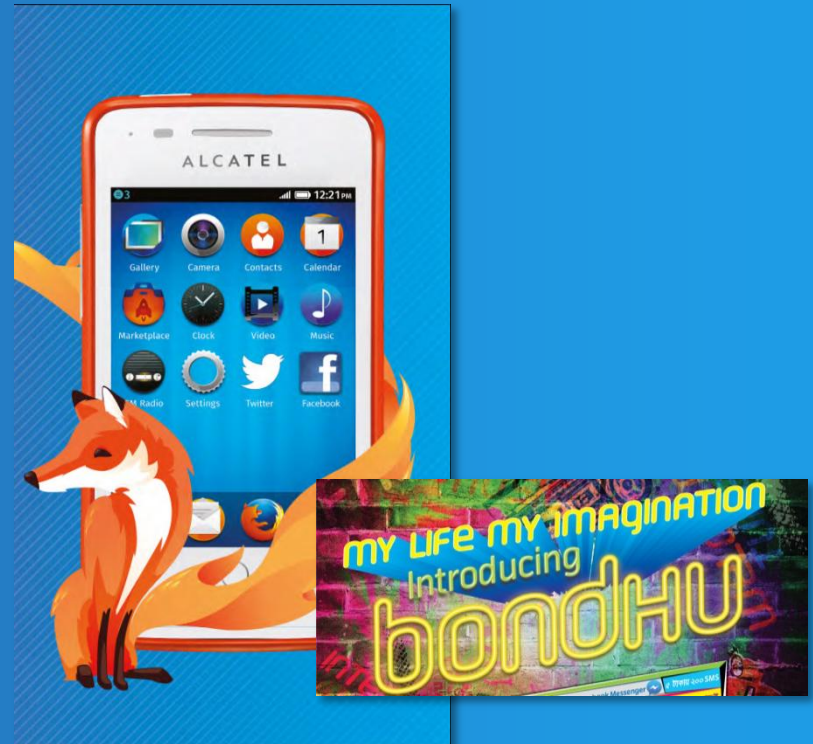


# Launch

## Pre-launch hype



## Launch campaign



# Pre-launch hype

- **Awareness:** Joint press release by GP and Mozilla with a concrete message about launching FFOS and detailing product offer
- **Education:** PR on print and social media about the FFOS details and USPs
  - Articles on Tech pages of widely circulated national dailies
  - Teaser posts by Mozilla and GP fan pages about the launch (cross-post, hashtag) on Facebook and Twitter
- **Hype creation:**
  - Teaser communication at Bondhu Garage campus activations
  - Teaser posts on GP and Mozilla facebook pages about FFOS smartphone
  - Creating a hype for the launch party
    - Pre-order through Microsite: The first xx people to pre-order get free invites and exclusive merchandise
    - Competition for Bondhu Garage members: The top xx winners of the competition get free invites and exclusive merchandise
    - Viral video on D&SM



# Launch campaign

## Launch party



## ATL communication



## BTL and D&SM presence



# Launch Party

- **Objective:** Launch the FFOS smartphone under the Bondhu platform with a big bang!
- **Invitees:**
  - Bondhu Garage, Mozilla community members
  - Youth influencers (eg: youth musicians, entrepreneurs, thought leaders, etc)
  - GP, Mozilla, Telenor officials
- **Activities:**
  - Fox themed costume party/disco with international crowd-puller
  - Unveiling of the FFOS smartphone and showing the USPs
  - Experience zone with game (reward: win a FFOS phone)



# ATL communication

- **Launch:** Full ATL with Bondhu and Firefox themed communication
  - TVC | Press | Radio | OOH





# ATL communication

**Main  
Communication  
Message (to be  
used by all  
Telenor BUs  
which will launch  
FFOS)\***

## **A phone that adapts to what you think**

Firefox OS is a fun new way for a phone to behave. What's on your mind will transform your phone in seconds. Search for what you want and your whole screen adapts to your interest.

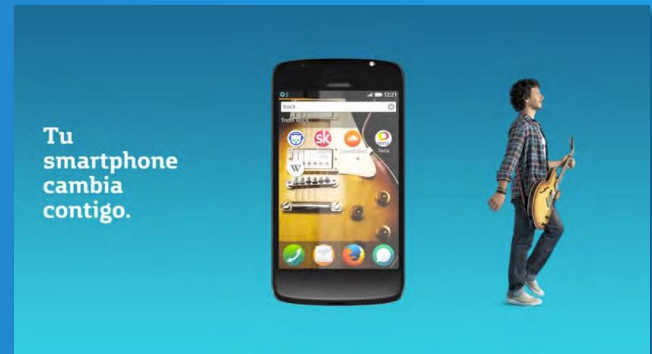
## **A phone that enables ad-funded internet**

WIP in integration of this message

\*WIP by Telenor. GP will integrate the finalized message when developing the communication route + materials

# BTL and D&SM presence

- POSM
- Fox mascot at key GPCs and BP
- D&SM:
  - Launch party pictures
  - Posts on the handset launch
  - Fun and educational viral videos of the Fox showing different USPs

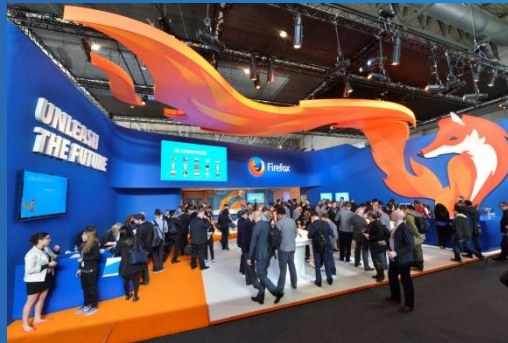


# Follow-up

## Future handset launches



## Campus activation



## Ads and Reward mechanism

The screenshot shows the Grameenphone WowBox app interface. At the top, it displays "200 Tokens" and the Grameenphone logo. Below this, the text "grameenphone WowBox" is visible. The main content area lists several offers:

- 2014.06.26**  
**Free 20 MB data everyday**  
Grameenphone  
To thank you for using our brand new phone
- 2014.06.26**  
**shop and earn 5% with savy**  
Bangladesh Bank
- 2014.06.26**  
**Drink Fuitz and win**  
Fruitz  
Retail and online

Each offer is accompanied by a small image: a person using a phone for the first offer, a person shopping for the second, and a cup of Fuitz for the third.

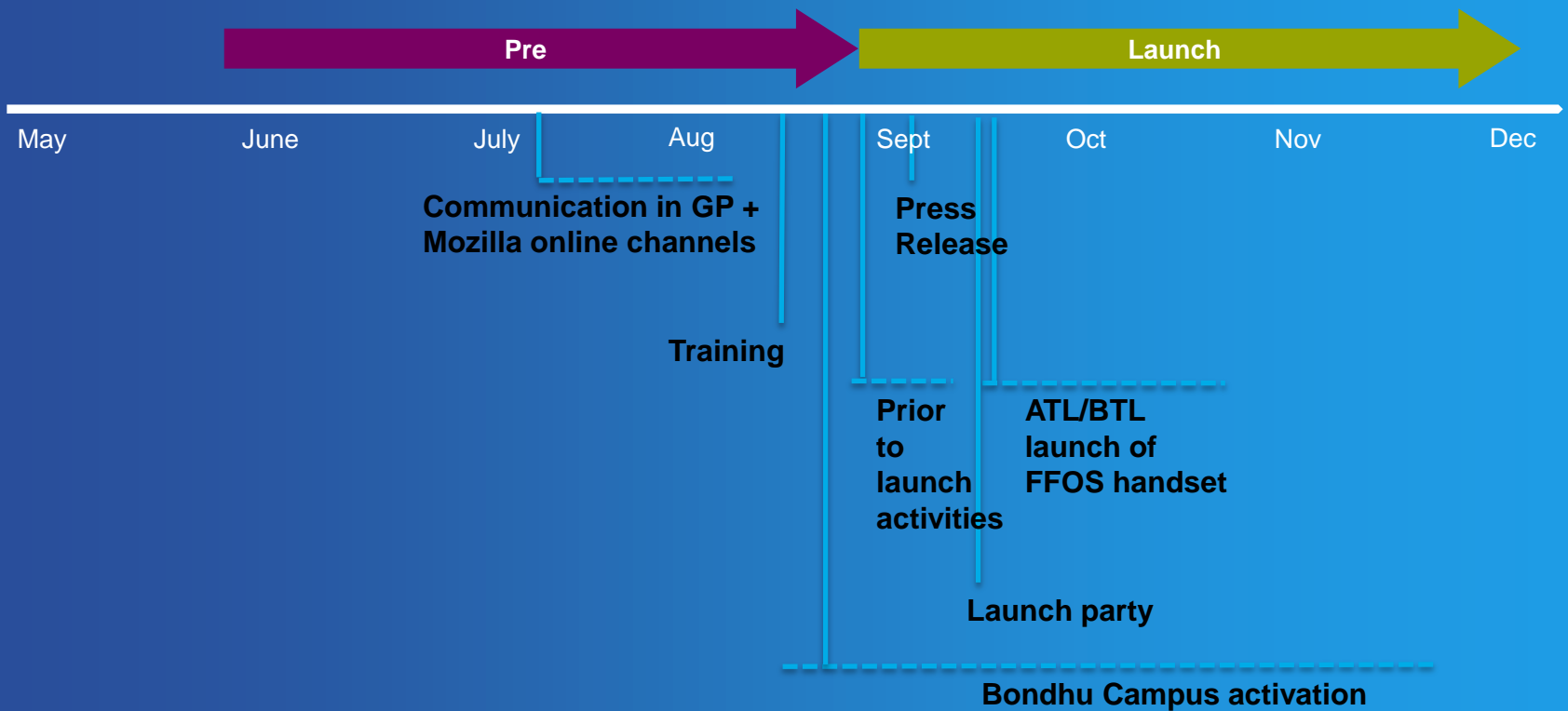


# Campus Activation

**Series of campus activations** at major public and private universities nationwide

- **Bondhu and Firefox themed**
- **Awareness** on FFOS smartphone and USPs along with Bondhu
  - Showcase educational videos
  - Experience zone
  - Invitations to join Bondhu Garage
- **Gaming with a major reward!**
  - Title (tentative): The Fox hunt
  - Modality: TBD, but to be played online/with FFOS phone
  - Reward (tentative): Trip to Mozilla corporate/regional headquarter

# Timeline





**Thank you**

