

Case study: Vodafone Built-in 3G Notebooks

The client



Vodafone is the world's leading mobile telecommunications company, providing a wide range of services including voice & data communications.



The challenge

To physically embed their datacard device with the latest 3G Broadband technology into PC Notebooks. Launch the proposition by selling through IT Partners such as Dell, Acer and Lenovo. Incorporate and gain acceptance among PC Notebook buyers who typically do not buy Vodafone services.

Market context

Vodafone do not traditionally sell using IT routes to market. Buyers of IT equipment do not usually buy mobile services. Vodafone were aiming to blend the IT and Mobile channels so that IT buyers include built-in 3G broadband, as if including a DVD drive.

Approach

FirstPartner built upon its knowledge of Mobile and IT markets to develop the business proposition and gain business sign-off. We then helped plan and facilitate the launch into non-Vodafone channels, coordinating with Vodafone's partners such as Dell, Acer, Lenovo and other organisations.

Key deliverables

- A structured financial forecasting model
- A clearly defined proposition including user experience
- Detailed multi-partner market launch plans
- Key messaging and marketing communications
- On-site project & marketing management team for 6 months

Project delivery

As a result of the work, Vodafone achieved the desired proposition and successfully managed a staggered global launch with multiple hardware vendors. Further, it is now able to sell its latest offering to a new customer base using new routes to market.

