

Airport Activation

August 8, 2021 to September 30, 2021

Submission for 3af Awards, 2022
Category: Guerilla/Unconventional Marketing



Fido Guerilla Marketing Challenge/ Opportunity

Pandemic travel restrictions had blocked travel to Canada for both immigrants and international students from March 2020 through summer 2021. Canadian schools, instead, had offered remote learning classes which the government allowed to count as residency qualifiers.

When air restrictions finally eased in August of 2021, we anticipated an influx of foreign students arriving at Canadian airports.

Here was an opportunity to use guerilla marketing tactics to reach those thousands of students, some of whom had studied in Canada pre-pandemic and were returning, others who were arriving in Canada for the very first time - a double cohort.



Key Insight:

Newcomers Need Phones Fast

There are many reasons newcomers need a Canadian Sim card or phone as soon as possible upon arrival.

These include:

- ✓ notifying families they arrived safely
- ✓ ordering an uber
- ✓ ordering food during the required isolation period
- ✓ booking appointments
- ✓ renting an apartment
- ✓ opening a bank account
- ✓ finding directions
- ✓ staying connected with friends and family



Idea

A multi faceted, guerilla marketing airport activation campaign to capture newcomers upon arrival at Fido and Chatr kiosks.

The campaign included advertising, win an iPhone contest and cultural street teams.



The poster features the Fido logo at the top. Below it, the text reads "CONNECT TO CANADA" in yellow and "CONNECTEZ-VOUS AVEC LE CANADA" in white. The central image shows a dog sitting inside a glowing yellow maple leaf shape, which is framed by three smartphone screens. At the bottom, a yellow banner contains the text: "Visit our airport kiosk to get a SIM card. Visitez notre kiosque de l'aéroport pour obtenir une carte SIM." and "Win an iPhone 12! fido.ca/yyzcontest Gagnez un iPhone 12! fido.ca/concoursyyz".



The poster features the Fido logo at the top. Below it, the text reads "WELCOME BIENVENUE" in yellow. The central image shows a dog sitting next to a yellow suitcase. The background is filled with various "welcome" words in different languages: 欢迎, स्वागत, மலையாளம், أهلاً, and மலையாளம். At the bottom, a yellow banner contains the text: "Visit our airport kiosk to get a SIM card. Visitez notre kiosque de l'aéroport pour obtenir une carte SIM." and "Win an iPhone 12! fido.ca/yyzcontest Gagnez un iPhone 12! fido.ca/concoursyyz".



The poster features the Fido logo at the top. Below it, the text reads "NEED A LOCAL PHONE NUMBER? BESOIN D'UN NUMÉRO DE TÉLÉPHONE LOCAL?" in yellow. The central image shows a dog standing inside a smartphone frame. At the bottom, a yellow banner contains the text: "Visit our airport kiosk to get a SIM card. Visitez notre kiosque de l'aéroport pour obtenir une carte SIM." and "Win an iPhone 12! fido.ca/yyzcontest Gagnez un iPhone 12! fido.ca/concoursyyz".

The Guerilla Marketing Plan

Cultural street team provided a warm Fido welcome

Our cultural airport activation team was stationed on the airport arrival level to greet and welcome newcomers, fresh off the plane.

The key to success was having friendly multicultural and relatable young greeters right there – at the right place and time - to help orient newcomers and equip them with wireless.



Contest drove traffic to the Fido site

Newcomers had the option of purchasing a SIM card on the spot– or purchasing one later through the Fido site.

To drive site traffic, we handed out business cards with a contest opportunity: sign up and win an iPhone. These cards were printed in 5 different languages including Simplified Chinese, Traditional Chinese, Tagalog, Hindi and Punjabi.



The sign up site provided in-language information on Fido, the contest and many enticing Fido opportunities.

The Guerilla Marketing Plan

On-demand language/translation service made communication easy

Street teams had live access to a video chat language interpreter service featuring over 230 languages. This enabled smooth and easy communications with arriving foreign students who had limited English language capabilities. Being able to communicate with newcomers in their own language, eased nerves and gave students confidence about buying a Fido service.



Guerilla Campaign Impact Boosters

WeChat, AliPay & UnionPay at the Airport Kiosk

WeChat, AliPay and UnionPay are the three leading payment apps in China. We equipped the Fido and Chatr kiosks with terminals that allowed them to accept payments utilizing these services. Just by advertising these logos, we were sending a message to Chinese consumers that we both welcome and understand them.

Terminal Advertising

To boost awareness and drive kiosk traffic we advertised (using existing advertising) right on the baggage carousel screens which students could not miss upon arrival.

This in-terminal advertising in the baggage carousel area promoted both the location of the kiosks, and the exciting Fido offers that awaited them there.





Results

No. of Intercepts:

Over 16,000

No. of Walkovers to the kiosk:

Over 2,300

Business Cards distributed/ emails captured:

Over 4,000