

BRAND REPUBLIC

By Allison Donnelly

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Mobile network Lycamobile hands £10m account to Ogilvy

LONDON - Lycamobile, the mobile virtual network operator (MVNO), has appointed Ogilvy Group UK to handle its upcoming £10m global marketing campaign.

Lycamobile is launching its Pay-As-You-Go SIM card and low-cost calling service in the UK with a cross-platform marketing campaign, which will include TV, radio, online and press ads in the national, regional and ethnic media. The out-of-home advertising will include national roadside, London Underground 48 sheets, 6 sheets, tube panels and bus supersides as well as streetliners.

Lycamobile already has almost two million mobile subscribers and has previously rolled out its SIM card in seven markets including the Netherlands, Belgium, Norway, Sweden, Denmark and Switzerland.

The campaign has a number of targets in the UK, including ethnic minorities, expats and immigrants.

Lycamobile recently signed a deal with Orange to launch its service in the UK. MVNO services are virtual networks which offer cheaper calling rates to overseas lines and they are hugely popular with immigrant communities in the UK with providers such as Lebara and Globacell offering cheap deals on calls.

The screenshot shows the Brand Republic website interface. At the top left is the Brand Republic logo with the tagline 'First for advertising, marketing, media and PR'. Below the logo is a navigation menu with links for Home, News, Forums & Blogs, In Depth, Research, and Showcase. A search bar is located to the right of the navigation menu. The main content area features the article title 'Mobile network Lycamobile hands £10m account to Ogilvy' by Allison Donnelly, dated 22 Sep 08, 12:38. The article text is partially visible, mentioning that Lycamobile has appointed Ogilvy Group UK for a £10m global marketing campaign. To the right of the article is a 'LYCATEL' logo. Below the article is an advertisement for 'the new face of fashion and luxury' featuring a woman's face. On the far right, there is a 'TOOLS' section with links for 'Email this article', 'Clip & save', 'Print this page', 'Share this article on Digg', 'Del.icio.us', 'Stumble It!', 'Share on Facebook', 'reddit', and 'Jobs by email'. Below the tools is a 'TAGS' section with the tag 'Telecoms and IT'.