

1/3 The Ant Story / Streetbranding / Online-Marketing / Outdoor-advertising

Creating a story and relating Guerilla Marketing and usual Marketing to it - on longterm basis

The Ant Story...(-telling)

Ants are good workers – they are creative, reliable, flexible and able to work in a team. Those are the skills **mobile.de** is searching for. That's why the Ant is shown as an employee of **mobile.de** in the end.

On the other hand in a colony of Ants the Ant shown here is only one of a million. It is replaceable and does monotone work. The second image implies that by working as an employee for **mobile.de** you're taken as an individual with precious skills.

Solution

(EN)

This idea relates to the claim "Life is too short for a few cars" in form of "Life is too short for a miserable job" and "Ever wanted to be more than a number?"

Those claims are illustrated by an Ant which has been one of a million in an Ant colony but is seen as an individual when working for mobile.de.

This is supposed to create a feeling of empathy but also gives a clear imagination of mobile.de being an employer who offers great working conditions.

Creating stories around the ant could be shared as shortstories (pictures) on social networks - which are also reachable via Apps - e.g. Pinterest, Twitter Photoservice (or to twitter the slogan), Google+, Instagram, Facebook. Using streetbranding would get a lot of

attention. Therefore it could be perfectly used in a city, near a station, on a campus, in near of

2/3

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Which problem is solved by this idea?

1. Es wird vermutet mobile.de sei ein Mobilfunkanbieter
2. mobile.de wird nicht als potentieller Arbeitgeber wahrgenommen
3. Es ist schwierig sowohl Professionals, als auch Studenten anzusprechen

3/3

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Creative's profile



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