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201208007

Opera Mini Presentation

Agenda

- Opera Mini brief
- Research
- Creative Conceptualisation
- Insights and Findings
- Alternative communication campaign
- Conclusion

Overview of Brief

Create an alternative integrated communications campaign to celebrate the announcing of Opera's milestone. The campaign will announce the achievement to Opera's market.

Research

(Secondary Research)



Opera in Africa



Opera's biggest market share is in Nigeria (lies its biggest market), followed by South Africa and Kenya .



Scene

- **Opera** is celebrating the achievement of 10 million users in Africa.
- Opera is trying to create awareness as many people perceive them as a browser and don't really understand the different offerings the brand offers.
- Breaking down the barriers to internet access

Stakeholders

- **Opera** has an incredible market share in Africa because in Africa, most people have a prepaid data plan and using Opera Mini significantly reduces the amount of money charged for data transfer compared to other browsers
- **Opera** has worked with incredible companies in the telecommunications space of Africa such as MTN, Vodcom, Naija.com and Airtel.



Communication Channel and tactics

- The event is called "**The O experience**" which will be held on the 31st of December 2016.
- The alternative communications campaign will be every 100th day to build up to **the O experience**.



Key Messages

1. **Opera** believes that access to internet shouldn't be a barrier and WiFi is seen as a basic need for everyone
2. Making the internet relevant and accessible



Timeline

The **o** experience will be held on the 31st of December 2016 from 12pm to midnight into the new year to celebrate their 10 million users in Africa milestone.

The alternative marketing campaign will take place every 10th week (shown as the underlined weeks on the calendar) from the 3rd of April to build up to this event

2016

JAN

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31

FEB

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MAR

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APR

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MAY

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JUN

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JUL

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AUG

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SEP

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OCT

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NOV

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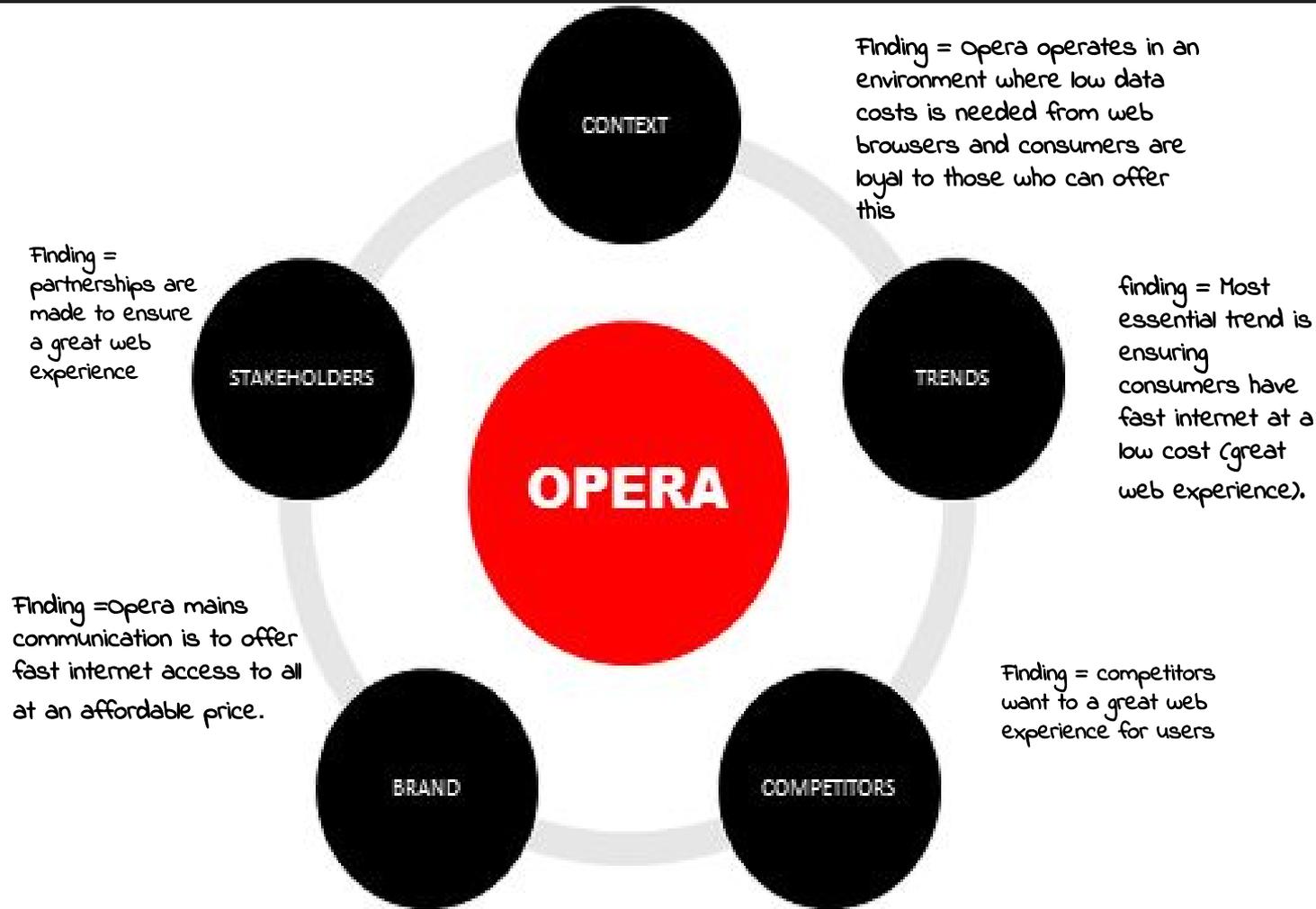
DEC

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THE **o**
EXPERIENCE



INSIGHTS AND
FINDINGS



Insight

Strategic Platform

Key observation

The African market share that opera has a notion of compatible devices and software. (Having everything on one program).

Consumer Insight

Consumers have a trend of wanting fast, affordable internet. They are loyal to brands who can offer them this.

Communication Objective

More experiences, more data, more money saved, more ideas, more control, more time, more connection, more time on life.

Brand Promise

opera is dedicated to in future, break down online costs, make the internet relevant and accessible and build a safer and happier internet.

Support

According to StatCounter global Stats, Opera was the top mobile browser in Africa in 2015.

Competitor insight

Opera's biggest competitor is Microsoft and their brand essence is to enable people to leverage the power of computing to work better, have fun and fulfill their aspirations

Tone of voice

This campaign will use an authentic tone of voice as the technological landscape that Opera operates in has a wide range of offerings (such as Microsoft, Apple, Google). Opera needs to be believable and transparent in their communication messages.



Alternative marketing
campaign



THE O EXPERIENCE

The **O Experience** will be a campaign by Opera in South Africa to celebrate their 10 million users in Africa

The beauty of this campaign is not only to celebrate Opera's achievement but to make South Africans love the one thing they hate.

This campaign will have an alternative marketing aspect (that will create awareness) that builds up to **The O Experience**



The o Experience

FNB Stadium on the
31st of December

Local and African
artists with a
photo booth, video
camera to record
your moment



The o Experience
is an event
hosted by opera
for those who
believe in an
unforgettable web
experience

#theoexperie
nce

Biography

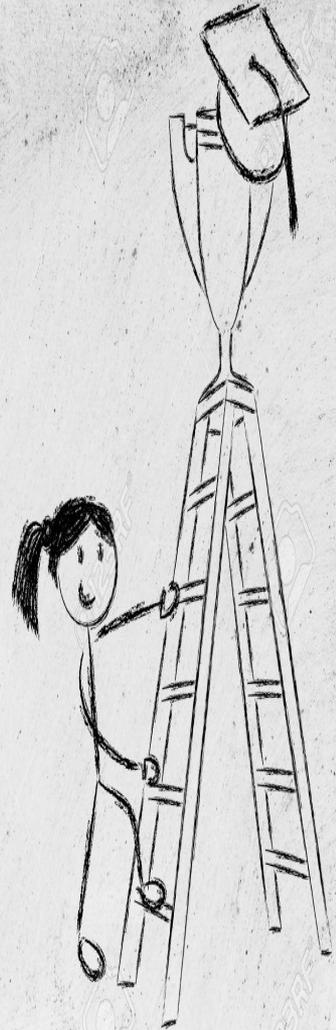
Enough about Opera, more about me.

My names Mpho Manyisa and I am an eager learner. I LOVE education and being able to learn more everyday. I believe in grabbing every opportunity given to me because every opportunity is a stepping stone to learning.

I loved doing this assignment as i learned so much about the web browser and software industry. I couldn't believe how much more my phone could do just because of one single brief.

I would love to do this internship.

Regards :)



THANK YOU