



Qualcomm

5G

ICCO GLOBAL AWARDS 2019

HOTWIRE & QUALCOMM –
LEADING THE WORLD TO 5G

2019 Submission

Agency: Hotwire
Category: B2B Award

HOTWIRE
THE GLOBAL COMMUNICATIONS AGENCY

Campaign title

Hotwire & Qualcomm – Leading the world to 5G

STRATEGY & RESEARCH

The Qualcomm brief was to cut through the noise at Mobile World Congress 2019 (MWC) across seven European markets to put them at the centre of the conversation around the future of telecommunications before, during and after the event.

The campaign needed to address four key objectives:

1. Understand the conversation
2. Up the ante on 5G interest
3. Lead action-oriented mindshare on 5G
4. Win over doubters

With our integrated comms and insights teams, our strategy was rooted in research from the outset. We took a four-pronged approach to delivering on our objectives:

1. **Create understanding through insight**
Research highlighted how blogs and media were driving early negativity, therefore we needed to use insight to drive more positive coverage and online discussion.
2. **Drive interest through earned media**
A co-ordinated media and influencer relations campaign, before and during the event, would equip earned media to champion 5G as the major trend at this year's MWC.

3. **Dominate MWC 5G discussion**
Only significant SoV and an army of media advocates would drive enough coverage to create an uplift in action (in the form of search and website traffic).
4. **Defeat doubt with education**
Above all, the strategy had to address the lack of 5G optimists and underlying cynicism. Qualcomm had to educate media and consumers in a compelling way, and show the world that '5G is here'.

EXECUTION

We got to work co-ordinating a pan-European campaign covering:

Create understanding through insight

- Detailed insights report and recommendations
- Comprehensive campaign co-ordination for seven key European markets

Driving interest through earned media

- Organising and hosting seven roundtable events across Europe to pre-brief over 70 key business, trade and consumer media ahead of the conference
- Securing and hosting 32 key media and influencers at the conference
- Facilitating record attendee numbers for six roundtable discussions and four press conferences

Dominate MWC 5G discussion

- Design and distribution of 2,000 copies of a '5G Journey map' at the conference – guiding attendees on the ideal route through the show to learn about 5G technology. This would be critical in reminding media and influencers that when it comes to 5G, Qualcomm is the leading authority
- Arranging on-site camera crew, capturing footage of the event for use across owned channels
- Managing all of Qualcomm's European social channels throughout the campaign
- Co-ordinating multiple paid video interviews with key telecoms and technology titles

Defeating doubt with education

- End-to-end delivery of a communications platform for Qualcomm EMEA President, Enrico Salvatori
- Guiding media to Qualcomm's '5G Industry Moment' with over 30 partners from across the wireless industry to capture photo/video/social content
- Arranging and writing a keynote speech on why '5G is here' for Salvatori
- Backing up the speech through placed thought leadership content, top-tier media briefings and social media management

ORIGINALITY

Hotwire's insights and executive profiling experts identified key challenges in the developing 5G conversation, and mapped these through to the key narratives that guided spokespeople and campaign content:

1. **The face of 5G in Europe:** insights also showed 5G conversation focused on the US market. This provided an opportunity to divert focus and give the media a 'face of 5G in Europe' with Qualcomm
2. **5G is here:** all activities hammered home the message that 5G is no longer an idea – it's a reality, and with Qualcomm, it's ready to roll out. This visionary story was a departure for the business, and drove up search traffic that associated 5G directly with Qualcomm
3. **Guardians of 5G:** the team worked closely with partners to bolster interest and co-ordinate messaging; EE and OnePlus executives featured as guest speakers, for instance, positioning Qualcomm at the heart of the 5G ecosystem. This approach led to mentions in several landmark pieces of international media coverage, including [CityAM](#), [La Stampa](#) and [Handelsblatt](#).



EFFECTIVENESS & RESULTS

1. Understand the conversation

During the conference, search engine traffic around 5G was up 163% on the same period in 2018 – hitting an all-time high. We created a 10% positive shift in media sentiment towards 5G positivity.

2. Up the ante on 5G interest

Over 150 European media were briefed, across seven markets, before and during the conference – with a focus on education and the imminent rollout of 5G. This in turn resulted in:

- A **154%** year-on-year increase in global search traffic for 5G, taking it to an all-time-high volume (Google Trends)
- A consistent focus on 5G throughout Qualcomm media coverage – with 80% including key 5G messaging
- A **150% increase** in coverage featuring Enrico Salvatori (18 articles/videos)
- A **1075% increase** in engagement for Qualcomm's European social channels, compared with MWC 2018 (Netbase)

3. Lead action-oriented mindshare on 5G

Qualcomm dominated 5G conversations and coverage around the conference, leading to a huge volume of media coverage and clear uplift in action-oriented awareness:

- A **219% increase** in global search traffic for the key term 'Qualcomm 5G' (Google Trends)
- A **299% increase** in unique visitors to Qualcomm's 5G website pages, on the month prior (Adobe Analytics)
- Over **10,000 pieces** of earned media coverage, with publications like [The Telegraph](#), [Les Echos](#), [Wired.it](#), [Bloomberg](#) and [Business Insider](#) hailing 5G as the key topic of the show
- A **72%/28%** Share of Voice against key competitor Intel, around 5G

- Media quotes such as:

"If anyone looked like the winner in 5G at MWC this year, it was chipmaker Qualcomm. The company had its tech in every 5G phone at the show, and has partnerships with carriers from around the world."

Katie Collins, CNET

4. Win over the doubters

The campaign created a tangible shift in media sentiment towards 5G positivity.

There was a **10% positive swing** across media coverage in just two weeks; positive coverage increased from **28% to 38%** after it, and negative coverage decreasing from **11% to 9%**.

The budget for this campaign was £100,000 – 200,000 including coordination across European markets

[NB Please do not disclose – for judging only]

