

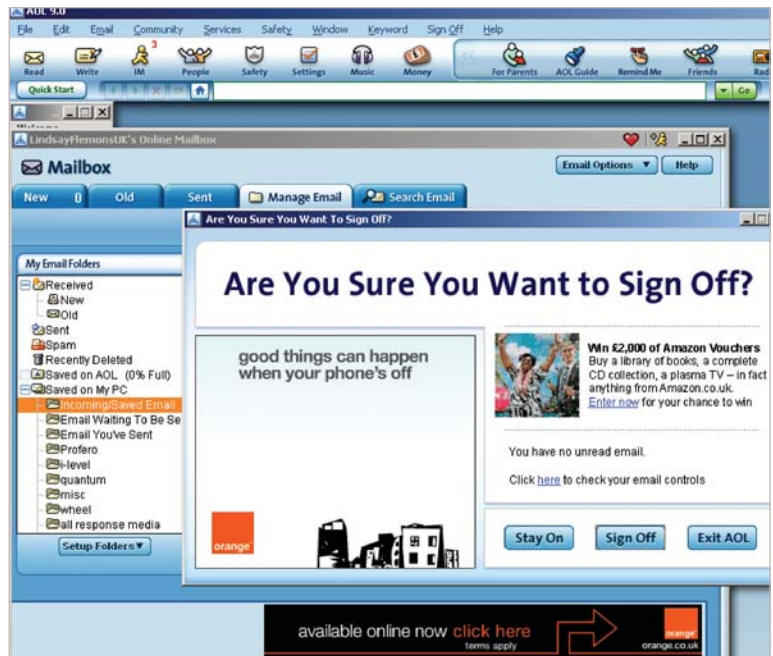
3. Bespoke site-centric creative treatments were supported in two ways:

- c. Frequency capping/sequential targeting ensured optimum exposure to ON/OFF message.
- d. Site specific in line with creative topic e.g. "What is the future of music?" on Kerrang.com, Aloud.com etc.

RESULTS

Hygiene factors were exceeded during this campaign:

- Cost per arrival at 'Talking point' over 58% lower than target.
- Arrivals at 'Talking Point' exceeded the target by over 170%.



Most importantly, the campaign achieved its objective of stimulating debate:

On/Off

"wired: I feel wired, hooked up to the world. I can organise things, share my thoughts feelings and events. Not just with friends and family, but potentially the whole planet."

"chatty: chatty is a good thing for a person. Having a phone without being chatty just won't go. Keep it up Orange."

Music

"mp3s: Mp3s allow us to download, share and listen to music wherever we are using many forms of technology including phones, computers, Media players. But, this does not mean that we won't buy cds, records."

"goths: Goth music is great, instrumental is mental and the screamers are awesome, soon as some more great bands emerge like Diecast (not gothic but still great) gothic music will rule the world AGAIN!!!"

Children and Mobiles

"Worrying: It's totally unnecessary. I was happy slapped on the way home by a gang of teenagers. If that's all they want a video phone for then they don't have the maturity to own one."

"Bullying: Children get bullied far too much by mobile, there should be more done to stop this kind of thing."