

Sector: Telecommunications

BASE

Base is the third-largest mobile operator in Belgium and a subsidiary of the Dutch KPN Mobile group. Base has a market share of over 19% in the Belgian mobile phone market.

Our challenge:

“Position Base as challenger and as fastest growing mobile operator in Belgium.”

In mid-2003 the market share of Base was just 13%. Base wanted to achieve 20% market share in a few years and appealed to NewsEngine PR to support these actions in the field of PR.

Our approach:

“Challenging communication towards the press.”

- By means of a constant stream of press releases with product and company news, Base was continuously brought to the attention of various press targets.
- Frequent personal contacts between the spokesperson, management and key journalists through press conferences, interviews, press trips and press briefings.
- The press was invited to attend Base events.
- Editorial calendars were thoroughly researched to find themes that would allow them to devote coverage to Base.
- Media deals also put Base products in the spotlight.

Results:

“In September 2005 every Belgian was reached 2.18 times through a press article about Base in the daily press.”

Based on the CIM-statistics, in 2005 Base made 20 million contacts through PR campaigns. The PR policy contributed to the growth of Base's market share in Belgium. Since 2003, Base has been mentioned systematically in practically every special feature or article regarding mobility and is always bracketed together with the other two players in the market. The spokesperson developed a very good personal relationship with key journalists.

Het Laatste Nieuws, 02/03/2005

