

**CLIENT NAME.**

TELMEX Argentina //  
[www.telmex.com/ar](http://www.telmex.com/ar)



**DESCRIPTION OF BUSINESS.**

Telecommunications Company.

**PROJECT SUMMARY.**

Telmex Argentina launched for Mother's Day 2008, the interactive campaign for the Web "De Cacho para vos", in which participants could surprise their mothers with a previously scheduled call from a site. The aim was to introduce an alternative Telmex in long distance market. Build an emotional bond that you share the brand values (Closeness, simplicity, clarity) with the consumer. The aim was to get online penetration, with emphasis on social networks and blogs.

[www.decachoparavos.blogspot.com](http://www.decachoparavos.blogspot.com)

**REFERENCES.**

For three weeks working in the armed campaign. It was released on 7/10/2008 to end on 20/10/2008. In this campaign work a team of four people with a charge time of 6 hours per day per person.

**OBJECTIVES AND CRITICAL CLIENT ISSUES.**

As Telmex critical problem we have a loyal customer but not to delight their telecommunications provider (high barriers to entry). A segment that did not know the alternatives available in the market. Telmex did not know.

**OUR APPROACH.**

The contract was to perform the positioning, branding, traffic and content 2.0 of the "Telmex Mother's Day 08". Thus the Blog "cache for You" was present at the major social networks, search engines, forums, blogs and forums for public participation, giving an aggregate value of loyalty to participants and the campaign.

**DELIVERABLES.**

- Discharge of a blog "De Cacho para vos" axis of Carlos "Cacho" Brown and the Mother's Day.
- The high of a profile on Facebook, with an armed group, a fan page and content.
- The high profile of Fotolog, armed with a group and content.
- The high of a profile on Flickr, armed with a mural and content.
- The high of a profile on YouTube, with the assembly of a channel and content.
- Armed communicational templates, press release and specialized content.

**RESULTS / BENEFITS TO CLIENT.**

*The quantitative results were very positive, the primary site showed more than 110 thousand unique visits (branding) and 20 thousand calls were scheduled for interactive users.*

**Blog Data (10mil views only, 11 posts, 49 comments) // Facebook Data (300 friends, 378 fans) // Flickr Data (170 friends, 150 photos on wall) // Youtube Data (170 friends, 4 videos, 2500 views )**