

## Webtel.mobi

Webtel.mobi is a global Specialized Mobile Provider, which enables highly discounted mobile calling and texting services to connect the world in a new and innovative way. It has the largest geographic coverage of any single mobile provider in the world. Headquartered in St Peter Port, Guernsey, the company has operations in every country on the globe.

In order to introduce its brand to the world and to communicate its technology's advantages, Webtel.mobi partnered with Zooppa to stage one of the most successful user-generated advertising campaigns.

The contest was split into 5 categories, each with its own top prizes for video ads. At the end of the contest, Webtel.mobi had an unprecedented 174 video advertisements. The company was so pleased with the quality of the content that CEO, Stuart Sterzel wrote a personal thank you letter to the Zooppa community, saying they had "the talent and ability to compete with the highest quality productions and agencies in the world".

Users spent 2,300 hours watching, voting on, and conversing about Webtel.mobi video ads on Zooppa. The number of news articles, blog articles, social media and twitter mentions for the Webtel.mobi brand increased 1,400% during the time of the Zooppa campaign versus the previous month.

Zooppa's crowd-sourced Webtel.mobi video ads have proved to be twice as effective as other online videos- more than doubling the web-wide averages for click-through rate and viral sharing. These statistics demonstrate the power of crowd-sourced advertising to engage consumers; getting them to click through to client's websites, and share the videos in a word-of-mouth, viral manner.

Given the way users tagged their video submissions, Zooppa and Webtel.mobi were able to provide new insights into how consumers view the Webtel.mobi brand. Most users targeted their ads to an adult demographic, slightly biased towards the male population. Many thought the Webtel message was best communicated through informational videos, although the majority used a comedy format.

