

CONNECTION

3 HARMONISES THE WORLD

If telecommunications is the how, music is the why. People may think they love their phones, but what they love is the connections. Speaking to your mother, your children, your lover. It's the text from an old friend. And study after study tells us that people overwhelmingly choose to use their phones for music. Because music is how people connect.



The primacy of music in connecting people transcends cultures from Europe to Asia. **3** understands this fact at a fundamental level and uses it to build bonds with current and potential customers from Ireland to Hong Kong to Indonesia. As Ann-Marie O'Brien, Campaign Manager for **3** Ireland explains, it is "all about those human connections made by music".

THE IRISH KNOW MUSIC

Irish musical genius is recognised around the world for its influence and popularity far above that expected of a population of just over 4.8 million people. The home island has created megastars with stunning range including U2, Thin Lizzy, Sinéad O'Connor, Enya, Westlife, Van Morrison and Boyzone. Ms O'Brien explains that music is "a shared passion for everyone here in Ireland". So it was natural for **3** Ireland to connect to its fellow Emerald Islanders through music.

3, some years ago, took the bold move of committing to a long-term relationship with the island's largest music venue, **3** Arena, which was opened by U2. Through its loyalty programme **3** Plus, **3** Ireland's customers get access to tickets for the world's biggest and best acts 24 hours ahead of them being available to the general public. Given that the most popular concerts sell out in minutes, this is a huge leg-up for **3** customers. A short list of upcoming concerts ranges from film score composer Hans Zimmer to Grammy award winners The Chainsmokers to TV's sensational *RuPaul's Drag Race*.

Once onsite, **3** Ireland's customers have exclusive access to a selection of bars and lounges as well as unique brand experiences.

UNDER IRISH SKIES

3 Ireland also has a history of getting out of the arena to support the country's biggest and best music festivals: Electric Picnic and Longitude.

All the top acts go to **3** Arena.

Electric Picnic is the island's biggest music festival and **3** Ireland is a headline sponsor. In 2019, the **3** Made By Music stage was launched at Electric Picnic. Staying true to its Made By Music initiative, the stage hosted a line-up of the best Irish and international rising talents. **3** Ireland also gave festivalgoers the perfect place to chill out and charge up their phones at the Charge & Chill area in the main arena of the festival. Once again, **3** Plus loyalty programme customers benefited from being able to get almost unobtainable tickets through the **3** Plus app.





3 Ireland customers get preferential access to Ireland's hottest music festivals like Electric Picnic.

MADE BY MUSIC

Made By Music is the sole creation of 3 Ireland. Sponsorships are a great way to connect but Made By Music is the next level. The telecom operator took a brave and unconventional approach to bringing their music sponsorship to life. The intention was not to advertise the sponsorship, but rather to create an initiative that credibly contributed to the Irish music industry by bringing new Irish artists to the fore.

Old music promotion machines are breaking down as Internet piracy and social media platforms reshape the music industry. Small artists with an embryonic fan base need a boost to get to the next level. 3 Ireland has the audience and the connectivity between 2.2 million customers in the world's most music-loving nation, and Made By Music is the vehicle for that boost.

In 2018, 3 Ireland worked with industry experts to identify three Irish acts that had demonstrated talent, heart and attracted a nascent following. They were provided with support that would heighten their visibility and open them up to new audiences through the creation of three world-class music videos directed by some of the most renowned directors in the industry. These videos were released with a heavyweight campaign across digital and TV platforms. The intention was to get these artists' tracks



heard – and seen – by as many people as possible. Six and a half million views later: mission accomplished! The one of a kind initiative didn't go unnoticed by the Irish media, and generated over €1.6million worth of PR coverage. In a population of just 4.8 million people, these figures stand testament to the positive response of the Irish public to Made By Music.

“It is all about those human connections made by music.”

Ann-Marie O'Brien
Campaign Manager, 3 Ireland

MUSICAL UPSTREAM

In the second wave of Made By Music, launched in 2019, the theme was collaboration, a global trend in music making. Think Drake and Rihanna (*Work*), Alessia Cara and Zedd (*Stay*), and Justin Bieber and, well, everyone. Made By Music allowed up-and-coming musicians to decide who they would like to work with, encouraged collaboration to produce original songs and supported world-class video production and distribution.

Irish ingénues Soulé, Elaine Mai and Sorcha Richardson made up one such grouping and produced a smash hit song and video, *Butterflies*. David Kitt, Fehdah and Kean Kavanagh saw their combo song, *Follow the Sound*, go viral with over 426,000 streams on Spotify. The two videos have together been seen over 4.5 million times on YouTube, with another 3.3 million video views streamed to other platforms including Facebook, Instagram and Twitter. In total, 24.4 million 3 Ireland linked impressions were delivered, providing a global boost to these artists.

MUSIC MATTERS

Made By Music has been a huge hit for 3 Ireland. From sponsorship to playing a direct role in supporting music, customers notice. Combined campaigns have generated over €3.5 million in PR coverage – and that figure is climbing.

Independent research shows that customers aware of 3 Ireland's supportive role in Irish music feel more connected to the brand, and hence more likely to stay with the network – so music serves as the perfect retention tool. And it is the reason why 3 Ireland ranks as the No. 1 brand associated with music in the country. When it comes to connecting to the Irish through the music that is in their hearts and souls, no one does it better than 3.



Hins Cheung’s appetite for music, food and life harmonises with the **3** brand and its customers (left). **3**Supreme patrons connect over Michelin-chef meals and world-class singers at Cheung’s baroque dinner and music club (right).

HONG KONG HEART-THROB

Hong Kong chooses to connect to its preferred customers through a special programme similar to Ireland’s **3** Plus: the **3**Supreme. The big difference is that **3**Supreme focuses on one Hong Kong hitmaker with a range of dimensions to his persona that connects with Hongkongers – a plus plus performance!

Hins Cheung is a phenomenon whose musical talent enlivens **3** Hong Kong’s brand message in two TV ads. One ad sees him and his clones roaming the world with his **3** Getaway travel package featuring his hit song with new lyrics. The second has him showing the life of **3**Supreme members, with their elite status giving customers access to his trademark restaurant.

Music goes with the other great Cantonese passion – food. At Junon, Cheung’s baroque dinner and music club, **3**Supreme’s top customers snapped up limited tickets to dine and enjoy performances with legendary bossa nova singer Lisa Ono. This **3**Supreme good life was enjoyed over a menu prepared by Michelin three-starred chef Bruno Ménard.

3Supreme also includes a VIP service. Musical brand ambassador Cheung was game to try the job of **3** staff, dealing with **3**Supreme customers and giving them the royal treatment in a light-hearted video.

This association with the baby-faced star and his diverse fan base, strengthens the **3** brand with young consumers and hip,

mature elite customers. Post-paid churn rates have improved year-on-year in a highly competitive market, a tangible result for this marketing alignment.

YOUNG AND STRONG INDONESIA

On the other side of the world, **3** Indonesia has its heart set on music and reaching the youth of a young and huge country.

Where Ireland is an intimate hothouse of creative genius, Indonesia is massive. It is the world’s fourth most populous country with over 270 million citizens. As of 2017, the median age was just over 30 years old. That means that more than half the country, or over 135 million people, is under 30 years of age. For the young people of Indonesia, music, connections and media figure large in their lives.

3 Indonesia set out to harness the creativity and energy of this demographic through artistic leaders in high schools and universities. This demographic may have limited income, but they are heavy users of Internet data and prioritise it in their spending decisions. They are proud product advocates who influence up-and-coming consumers and even lead their elders in decision-making.

A series of nationwide efforts has brought **3** into the hearts and lives of young people through two connected campaigns. The Sound of Tri music competition and its sister campaign, the Creator Reborn series, lead to a one-day creative extravaganza, Bima Day.



3 Indonesia harnesses the creativity and energy of Indonesia’s youth through artistic leaders in high schools and universities.



The Sound of Tri winners come from all over the archipelago nation of Indonesia and reflect the diversity of its youth.



Bima Day is where it all comes together for 12,000 Indonesian youths (right). It also unleashes the creative spirit of a young nation through modern and timeless art forms (left).

THE SOUND OF TRI

Since 2017, the Sound of Tri has brought Indonesian musical talent to the fore through live music events across the country. That year, 32 locations hosted events in 13 cities. Over 200 independent bands entered the contest. From this huge selection, 10 songwriters were selected to receive a big boost from 3 Indonesia. They were able to work with 3-sponsored professional music producers to bring their work to 'industry-level quality'.

Then, the biggest acts in Indonesia were invited to play alongside the Sound of Tri-discovered stars at two huge concerts in the nation's capital of Jakarta and the East Javan city of Malang. Both their solo originals and collaborations were showcased. The pairings brought together the established stars' audiences with the energy of the Sound of Tri winners. The top 10 were promoted across 3 Indonesia's platforms, and this included sales of their songs on the 3 app, bima+. This was a winner for the artists who received download income shared with 3 Indonesia.

From the 10, the emerging duo of Manjakani were chosen as 3 ambassadors. 'Manjakani' is a plant known to Indonesians for its healing power – and now a musical duo's acoustic guitars and soulful vocals that heal people's hearts. Rejecting flashy looks and visuals, they dress simply and keep the focus on

the music; music tells their story. Together, they lead 3 Indonesia's ongoing nationwide #SiapaTakut (#BringItOn) campaign encouraging young Indonesians to find their inner creativity and to let it out without fear. This has led to 3 Indonesia commanding a top spot as a brand leader supporting Indonesian musical aspirations into the next decade.

The nationwide sourcing of new bands is important. The industry has been perceived as harder to penetrate for acts farther away from Jakarta. 3 Indonesia wanted to support all Indonesian youth and cast a wide net. "Although they originate far from the capital, these bands deserve more exposure. Together with Tri, they are given the opportunity to be known by more music lovers," said Dolly Susanto, 3 Indonesia's Chief Commercial Officer.

BIGGER, BETTER, INTEGRATED

From there, the Sound of Tri efforts have been supported by a range of 3 Indonesia initiatives that work in a complementary fashion.

The bima+ app is 3 Indonesia's flagship app and digital platform. The music from the Sound of Tri Festival winners is hosted, promoted and streamed to over 29 million users of the app. During the contest, those using the app can vote for their favourite artists.

3 - WHERE CREATIVE AMBITIONS ARE BORN

The Creator Reborn series is another major platform in 3 Indonesia's support of the creative spirit of Indonesia's enormous youth cohort. It started with the #AmbisikuBikinBangga (My Ambition is Proud) KampusKu roadshow to 25 universities across the country. Special data packages enabled students to access media to help them participate in the major elements of the Creator Reborn competitions: short movie, EDM (electronic dance music), and e-Sport.

The EDM competition, a popular musical format among young people, saw 95 aspiring DJs step up. While in the past DJs on radio just selected songs to play, modern DJs use the whole universe of sampled and original sounds to create new melodies and rhythms, often with a guest vocalist overlay. Around the world, top DJs command eight-figure salaries (in US\$) and 3 Indonesia is helping to elevate the best of Indonesia in this genre.

Over 12,000 people participated in the competitions through a variety of media, all with 3 prominently featured as the supporter of Indonesian youth. Running from December 2018 to February 2019, all eyes were on the finalists who came together in Jakarta for the climax at Bima Day.

“Together with Tri, the bands are given the opportunity to be known by more music lovers.”

Dolly Susanto
Chief Commercial Officer, 3 Indonesia

IF YOU GO INTO THE ELECTRIC WOODS TODAY

Bima Day brought it all together as a ginormous one-day, 12,000-person festival in the arts city of Bandung. Bandung has a unique ‘distro’ culture of artists and entrepreneurs who prize personal expression and craftsmanship over mass-produced products and media, making it the perfect place for the designers of Creator Reborn.

The Sound of Tri stages featured a popular Electrical Forest theme illuminated with lasers, LEDs and carefully crafted designer lighting. The Sound of Tri winners took the stage along with Indonesia’s biggest acts like Sheila on 7, Padi Reborn, Elephant Kind, DJ Dipha Barus, and DJ Winky. The nation noticed and Bima Day generated a huge social media buzz and commanded the heights of social media, trending for a 24-hour cycle.

MORE MORE MORE

The success of Bima Day has shown 3 Indonesia’s commitment and ability to connect with and promote the artistic spirit in young Indonesians. It followed up with more special packages for young creatives including the AMIPro (Anak Muda Indonesia) starter pack for young Indonesians, a data package which gives unlimited access to YouTube and Viu, inspirational sources for working artists.

Like in Ireland, the impact is real and measurable. As described above, the social media buzz drove bima+ downloads, leading up to and during Bima Day, to 29 million users. Brand awareness increased 3%

year-on-year. Music downloads through the app have been launched in recent years, generating their own revenue stream.

MUSIC CONNECTS

Music is the language of the heart that binds and connects us all. Across Asia and Europe, 3 has done much more than just deliver music, something which every smartphone and provider does through third-party apps.

The telecom group has shown that it cares about that language. It puts its command of communications behind the dreams and aspirations of artists that its customers want to see supported to thrive on the national and global level. Supporters of 3 know that it is supporting the musicians taking risks to create something beautiful, meaningful and powerful. When the spirit moves the musical soul, 3 stands with musicians, giving them a stage to reach the world. □

The Sound of Tri stage grows an Electrical Forest where lasers, LEDs and designer lighting dazzle.



The #AmbisikuBikinBangga campaign provides the tools for creativity to flourish among young 3 users.

