

GOTv Max and Jolli Drive Campaign Brief

BACKGROUND:

The purpose of the brief is to promote upgrades to GOTv MAX and Jolli by highlighting/indicating the special offers available on the package and saliently differentiating MAX from the other packages.

This is a way to emphasize the more premium content available on the max and jolli packages as compared with other packages. By bringing to the fore the exceptional content subscribers get to enjoy by continuously renewing subscriptions.

Communication Objectives:

Create more awareness and enlighten customers about the two packages
Reinforce the core benefits of the GOTv MAX and jolli packages
Drive upgrade from lower packages by positioning GOTv MAX and jolli as a premium brand with a variety of content among other packages.

<https://www.instagram.com/p/CEKUG6-Arvc/?igshid=1hqngagmbe315>