

TWN

THE WORLDWIDE NETWORK

Case Study: TWN Connect - Empowering Global Advertising for MS Angels

Industry Sector: Telecommunications

Profile: Media Production & Telecommunications

Size: Medium - Large

Location: Paris, France

Client Overview

MS Angels is a media production and telecommunications company based in France. With a strong presence in the French market, MS Angels sought to expand its business globally and attract clients from around the world. To achieve this, they recognized the importance of investing in global advertising campaigns targeting young and middle-aged adults in key international markets. MS Angels approached TWN Connect to be their strategic partner in this endeavor.

Client Objectives

1. Expand international business: MS Angels aimed to attract clients from various parts of the world and expand its client base beyond France.
2. Increase brand awareness: The company sought to enhance its brand visibility and establish itself as a reputable player in the media production and telecommunications industry.
3. Drive engagement and website traffic: MS Angels wanted to generate increased interest in its services, resulting in more management enquiries and website visits.

TWN Connect's Creative Solution

TWN Connect collaborated with MS Angels to develop a comprehensive global advertising strategy that incorporated sustained, integrated campaigns targeting young and middle-aged adults in key world markets. The creative solution provided by TWN Connect aimed to effectively demonstrate MS Angels' services and capture the attention of the desired audience.

1. Creative Service Demonstrations: TWN Connect created compelling visuals, videos, and interactive content to demonstrate MS Angels' media production and telecommunications services. These creative demonstrations showcased the company's expertise and capabilities, giving potential clients a firsthand experience of the quality and innovation MS Angels offers.
2. Holistic Content Strategy: A holistic content strategy was implemented to engage the global community and capture their interest. TWN Connect leveraged its network to produce engaging articles, blog posts, and social media content that highlighted MS Angels' high value intellectual and commercial assets. This strategy positioned MS Angels as a trusted industry leader and raised awareness of their services.
3. Precise Audience Targeting: Leveraging its expertise in precision advertising, TWN Connect implemented targeted campaigns to reach the desired audience segments. Through data-driven audience profiling and segmentation, MS Angels' advertisements were delivered to young and middle-aged adults in key world markets. This approach ensured that the right message reached the right people, maximizing engagement and driving results.

Partnership and Outcomes

TWN Connect and MS Angels entered into a 1-year partnership with the shared goal of transforming MS Angels' brand reach and receptiveness on a global scale. The partnership yielded positive outcomes, demonstrating the effectiveness of the strategic advertising efforts:

1. **Growth in Management Enquiries:** The sustained and integrated advertising campaigns generated a 4% growth in management enquiries from international clients. This indicated a successful expansion of MS Angels' client base outside of France and increased global market presence.
2. **Boost in Website Traffic:** The holistic content strategy and precise audience targeting resulted in a significant jump in website traffic for MS Angels. The engaging content and increased brand awareness attracted more visitors to explore the company's services and offerings.

Conclusion

Through the collaborative efforts of MS Angels and TWN Connect, MS Angels successfully achieved their objectives of expanding their business globally and increasing brand awareness. The strategic partnership empowered MS Angels with a cost-effective global advertising solution that effectively reached their target audience of young and middle-aged adults in key world markets. The creative demonstrations, holistic content strategy, and precise audience targeting enabled MS Angels to capture the attention of potential clients, resulting in increased management enquiries and website traffic. By leveraging TWN Connect's expertise and global network, MS Angels transformed its brand reach and receptiveness, establishing itself as a reputable player in the international media production and telecommunications industry.