

# Russian Ring Back Tone Experience: Brand Pri😊Call & Implementation of Service

n e w m o b i l e s o l u t i o n s



## Russian RBT Industry: diversity of approaches



RBT was launched in 2005 with using different business models that led to the different results:

### 1. Operator + Service Provider and Aggregator \*

(revenue sharing of monthly fees and mobile content sales)



### 2. Operator + Aggregator \*\*

(revenue sharing of mobile content sales with aggregator)



\* MegaFon (2005-2006), SMARTS (2006), VolgaTelecom (2006)

\*\* MTS (2005-2006), VimpelCom (2005, 2007)



core

n e w m o b i l e s o l u t i o n s

## The challenges of RBT on the market 2005



1. No unified technical requirements to mobile content
2. No prepared mobile content (huge catalogs) till the middle of 2005
3. No digital rights status fixation till the autumn of 2005
4. No exact knowledge what and how to sell
5. No vision how to develop a service (after 1 year)

**RBT is a serious or venture project? The question of 2005.**

And why did results differ if all were in the same positions?





Because of business and price models!



n e w m o b i l e s o l u t i o n s

# Russian RBT: Launches, Prices & Results



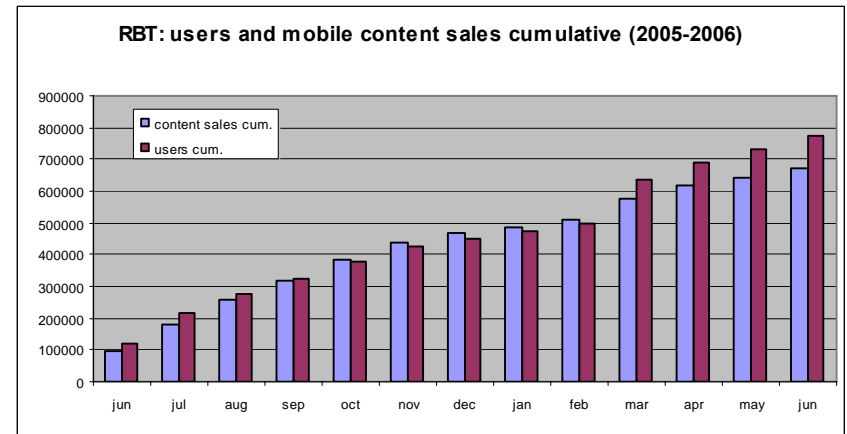
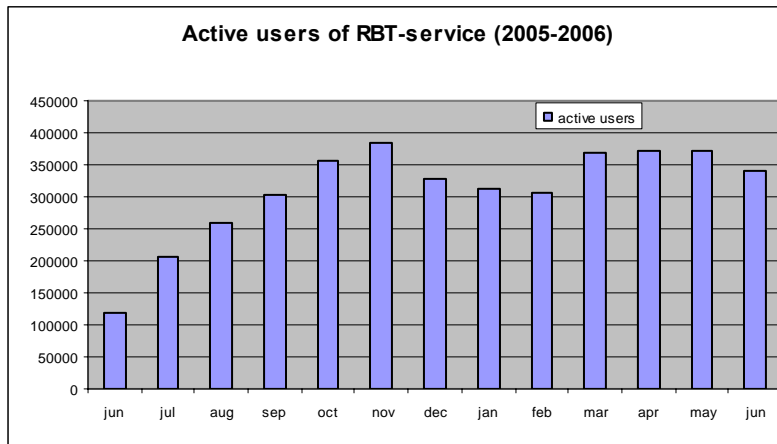
Launching & Pricing	Results	Mobile operator	SP & Aggregator
<ol style="list-style-type: none"> <li>The simpler, the better approach.</li> <li>Launching service with 2-4 months free of charge monthly fee period.</li> <li>Monthly fee at \$0,5 (fixed!)</li> <li>Mobile content at \$1 (one price!)</li> <li>Service as innovation</li> </ol>	<ol style="list-style-type: none"> <li>Mass market service</li> <li>35% penetration at free of charge phase</li> <li>20% final penetration</li> <li>High recognition via Consumer2Consumer effect</li> </ol>		
<ol style="list-style-type: none"> <li>Technological approach</li> <li>Complex price policy:                     <ul style="list-style-type: none"> <li>No free of charge period</li> <li>Fee for subscription</li> <li>Monthly fee for any content item</li> <li>Mobile content at 4 prices: \$0,9-1,7</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>Premium market service</li> <li>Low penetration</li> <li>High expenses on advertising</li> </ol>		-/-, NO SP
<ol style="list-style-type: none"> <li>Mixed-up approach</li> <li>Free of charge period</li> <li>Price policy:                     <ul style="list-style-type: none"> <li>Monthly fee for any content item</li> <li>Mobile content at 4 prices: \$0,9-1,7</li> </ul> </li> </ol>	<ol style="list-style-type: none"> <li>Not mass, not premium market</li> <li>Penetration at 10-12%</li> </ol>		-/-, NO SP



## InCore's RBT case study



- Launch in June 2005 (Samara/Saratov). First in Russia.
- About 0,75 mln. users of service and 0,7 mln. items sold for 1 year
- About 0,35 mln. active users in June 2006 (20% penetration)



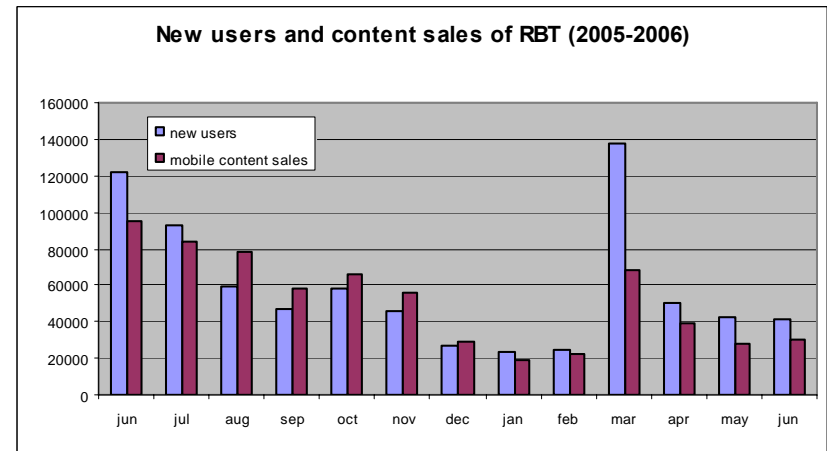
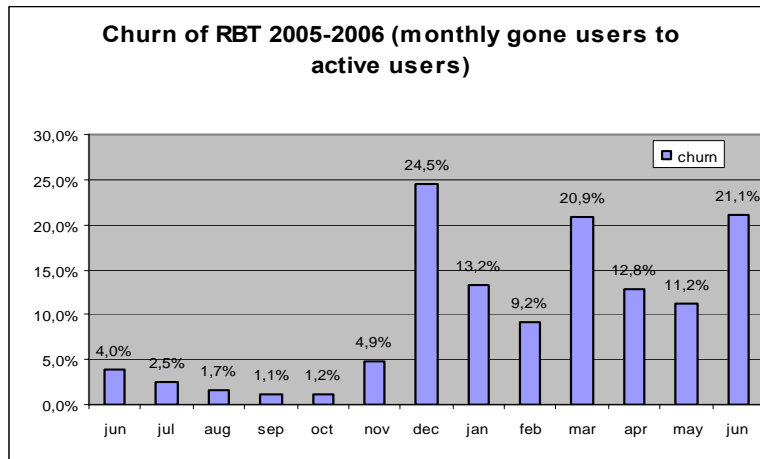
'Hump' at 1<sup>st</sup> phase and 'Support of Incoming Users' at 2<sup>nd</sup>



## InCore's RBT case study



- Churn fluctuates with end of free of charge period and clean-ups.
- Users buy content not at large due to IVR sole transportation system.
- New users and sales of content correlate in month period.



'Clean-ups' every 3 months in 2006 and news users/content sales ratio



## InCore's RBT: service and brand



Brand is to differ, so it aims at expansion on market via building up strong and durable communication between consumer and brand.

### Why are we talking about branding first, not service?!

- Approach of InCore is to develop own brands with services.
- We are marketing-oriented Service Provider, not technical body.
- We put our efforts in brands, because they are the part of our assets.

InCore develops RBT services on all mobile operators with brand Pri☺Call



n e w m o b i l e s o l u t i o n s

## The fundamentals of Pri☺Call

Pri☺Call

### Benefits:

- Personalization (to express own's relations to dialing bodies or I LOVE YOU with funny dials)
- Management of service (to set up ring back tones by time and groups)

### Motives:

- Social Approval

### Accent:

- On Pure Emotions in All Ads



Visualization: name, persons, slogan

Pr!CALL

Pr!CALL

Заменю тудок  
На прикольный сигнал



**Our brand is:**

- funny
- bold
- dynamic
- colored
- bringing new

**Name:**

- sonorous
- sticking
- corresponding

**Slogan in Russian:**

“turn the boring signal  
into funny dial”

сегодня 20 июня

по названию  поиск

# Pri☺Call

рейтинг за день

неделя    месяц    итого

**Дневной рейтинг**

1	Satisfaction	Benny Benassi	★	📌	📌	30,00 р.
2	Какая ночь темная	Алевтина Егорова	★	📌	📌	30,00 р.
3	Лебединая	Макс Лоренс и Бьянка	★	📌	📌	30,00 р.
4	До скорой встречи	Звери	★	📌	📌	30,00 р.
5	Find A Way (album version)	J-Five	★	📌	📌	30,00 р.
6	Война	Фактор - 2	★	📌	📌	30,00 р.
7	Every Single Day	Benassi Bros	★	📌	📌	30,00 р.
8	Привет Морриконе (к/ф Бумер)	Ленинград	★	📌	📌	30,00 р.
9	Ты прости меня	Фактор - 2	★	📌	📌	30,00 р.
10	Черные глаза	Айдамир Мугу и Аспан Тлебзу	★	📌	📌	30,00 р.

1 2

что такое приколы  
как заменить гудок  
каталог мелодий  
поддержка

номер, например  
9271234567

пароль

войти

[Забыли пароль?]

НОВИНКИ

ХИТ - ПАРАД

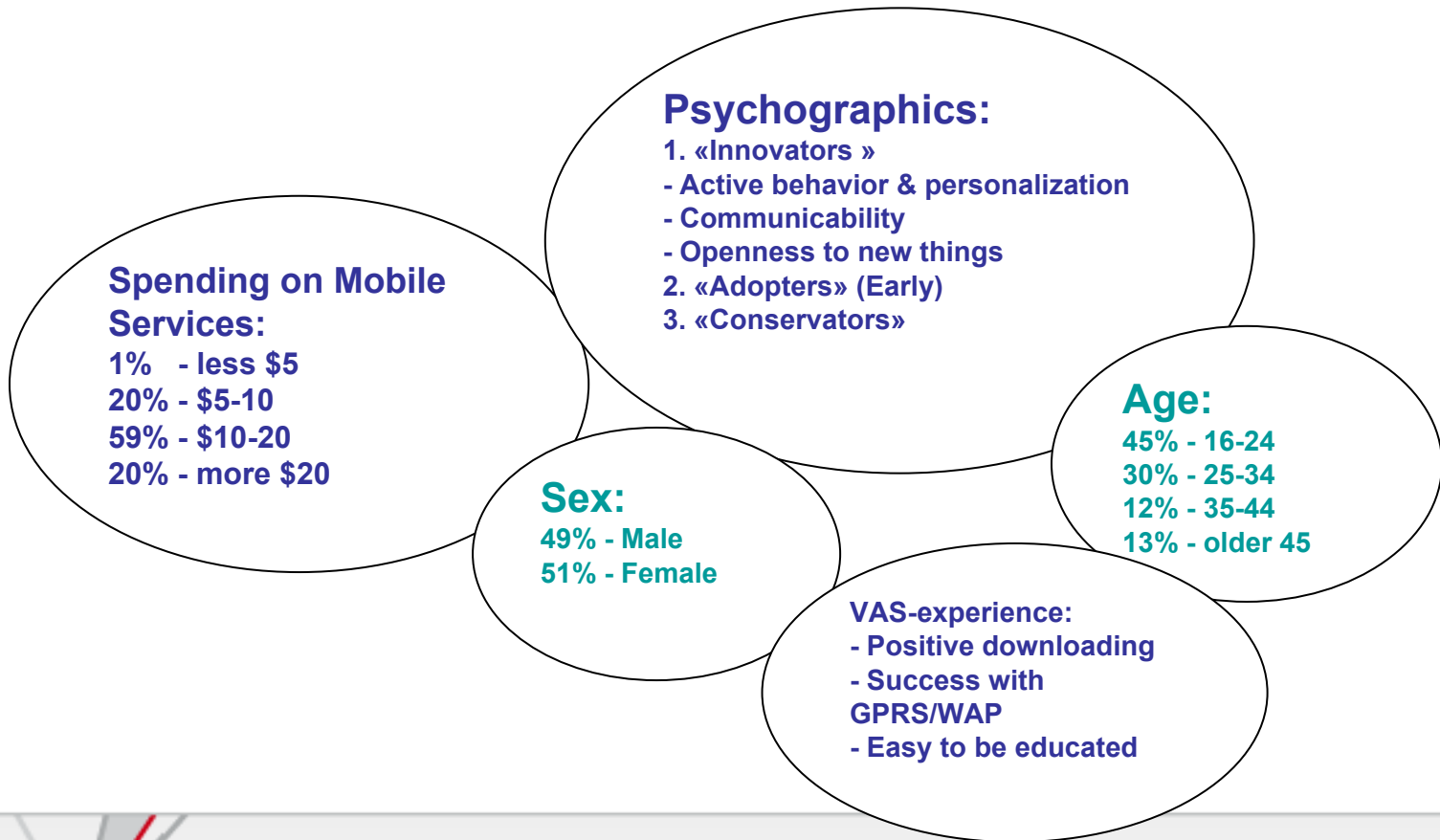
РЕКОМЕНДУЕМ

ВСЕ СЛИСКИ



Unified web-design of Pri☺Call from 2006

# Segmentation of RBT-consumers



## Communication strategy of RBT: 1<sup>st</sup> phase



1. To target at 18-32 years old, men&women, with expenses more than \$10 for mobile services, innovators & early adopters, that experienced positively with VAS.
2. To receive 30% recognition of brand via advertising and consumer 2 consumer mechanism.
3. To reach penetration level at 25% (depending on region specifics)

At 2<sup>nd</sup> phase branding aims at strong recognition, positive relation to RBT service, wish to try or buy 2<sup>nd</sup> and other items of mobile content.



n e w m o b i l e s o l u t i o n s

Pri@Call



**Pri@Call**  
Замени гудок на прикольный сигнал!  
**0880** позвони сейчас  
и подключись

**МЕГАФОН**  
Поволжье

Sample of advertising for MegaFon Network (summer 2006). 0880 is an IVR number.

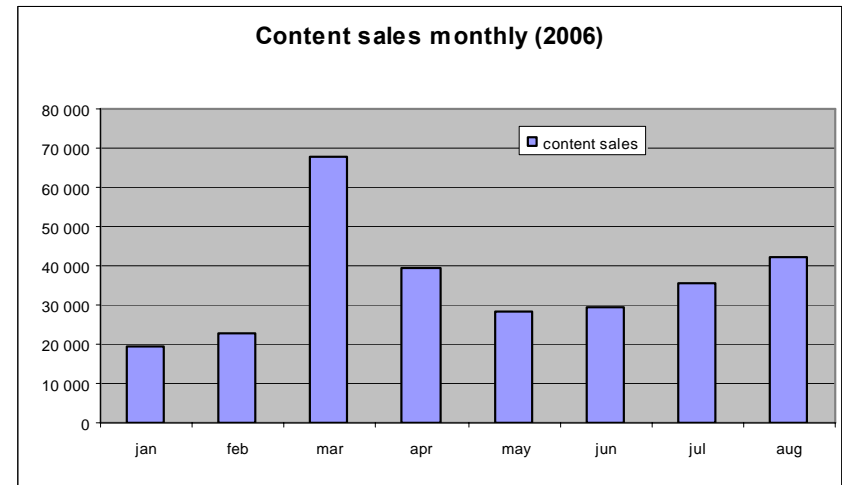
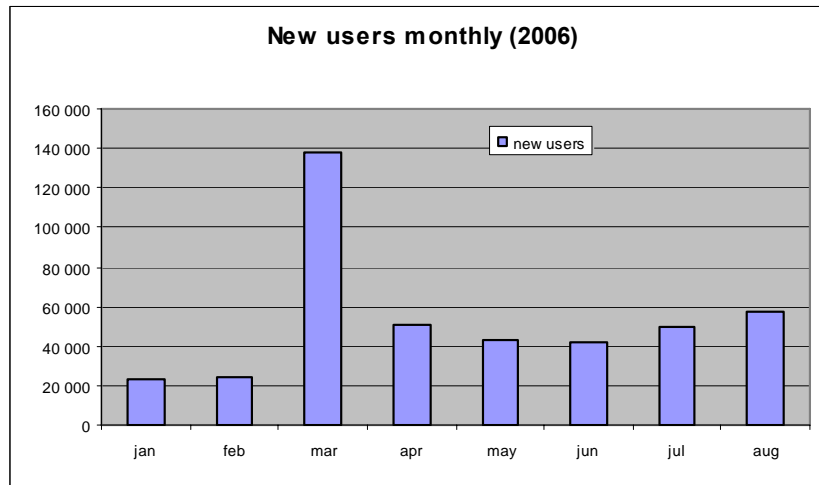


n e w m o b i l e s o l u t i o n s

## RBT advertising campaign on summer 2006



- Growth in new users and sales of content
- Decrease of churn
- About 0,145 mln. new users and 0,1 mln. sales of content



Strengthening Growth (through printed materials and radio advertising)



**core**

n e w m o b i l e s o l u t i o n s

**Thank you for paying attention  
to my presentation!**

**Close Corporation «InCore»  
Office 6, Building 24-1, Radio Street,  
105005. Moscow, Russia**

**ph.: +7 495 982 38 86**

**fax: +7 495 982 38 87**

**e-mail: [dluchkin@incore.ru](mailto:dluchkin@incore.ru)**

**<http://www.incore.ru>**

n e w m o b i l e s o l u t i o n s

