

Nomination: 19531

TNT Sim Registration

Page: General Information
Name of Organization / Company PLDT and Smart
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Web Site Address https://pldt.com (https://pldt.com)
Page: Entry Information
Entry Title TNT Sim Registration
Category D01 - D11 - Award for Innovation in Video > D02. Award for Innovation in Cause-related Videos
Submission Format An Essay of up to 625 Words

Essay

BACKGROUND

In 2022, the Philippine economy continued to grapple with the aftermath of the pandemic, marked by high inflation rates (8.1%, psa.gov.ph), soaring oil prices (Php 62.5, statista.com) and elevated retail prices for rice (P39.43, philrice.gov.ph). These economic challenges fueled a surge in cybercriminal activities such as text scams and smishing, prompting calls for action from the government and telecom companies.

This led to the SIM Registration Act on Dec 27, 2022, wherein the government mandated telecom companies to enforce registration requirements. Subscribers were obligated to provide personal details like full name, date of birth, address, and a valid ID before the looming July 25, 2023, deadline, with the consequence of permanent deactivation for non-compliance.

OBJECTIVES

In response, TNT, the value brand of PLDT and Smart, addressed the nation's call for help while safeguarding the business. TNT launched its SIM Registration campaign and set out to meet the following objectives by July 31, 2023:

1. Get 30 million TNT subscribers to register their SIMs
2. Reduce text scams and smishing complaints received by 20%
3. Get +10% more subscribers vs TM (closest competitor)

TARGET AUDIENCE

TNT's target are Filipinos aged 18-24 belonging to the C2/D1 socio-economic group. Despite facing a lot of challenges, this demographic demonstrates iconic resilience through their positive disposition, happiness, and resourcefulness to navigate difficulties. However, their busy lifestyles, juggling multiple jobs and striving to make ends meet, lead them to prioritize other tasks over SIM registration, inadvertently postponing the process.

STRATEGY & EXECUTION

TNT strategically implemented initiatives like educational materials in multiple channels, collaborations with influencers aimed at raising awareness and giving incentives such as free data and Jollibee vouchers to encourage registrations.

Research was also conducted to understand subscribers' motivations, revealing people's reluctance to lose their mobile numbers since it is linked to their personal connections, financial services, and social media access.

Armed with these insights, TNT adopted a scare-tactic approach, pivoting its message to "Mag-SIM Reg Para Hindi SIM Dead" (Register your SIM now, so your SIM won't die) and produced three humorous videos illustrating the consequences of not registering.

1. Video 1: Mother

a. A drenched mother is unable to enter her own home because her family doesn't recognize her, paralleling the experience of losing one's old number and being treated as a stranger.

2. Video 2: Tattoo

a. A man is unable to receive money without presenting an OTP, resorting to showing his identification tattoos all over his body to prove his identity.

3. Video 3: Pigeons

a. A man is unable to login to his social accounts without his mobile number username, resorting to drawing Instagram posts and even teaching his pigeon TikTok dance moves.

RESULTS

These humorous post-SIM registration stories attracted widespread attention, garnering millions of views and earning both local and international acclaim, thus generating substantial PR coverage.

1. Social Media (Facebook, YouTube, TikTok)

a. Video 1: Mother (49.89M views)

b. Video 2: Tattoo (43.4M views)

c. Video 3: Pigeons (11.83M views)

2. Awards

a. Won 2 Crystal Awards at Korea's MAD Stars Awards

b. Won 1 Gold & 3 Silver at Anvil Awards

c. Shortlisted at the New York Festivals Advertising Awards

3. PR

a. 146 Pickups equivalent to P24.7M in PR values

Consequently, TNT's SIM Registration campaign concluded as a resounding success, surpassing all initially set objectives with these remarkable achievements:

1. TNT concluded the campaign with 32,611,067 registered subscribers
2. TNT was able to reduce text scams and smishing complaints received by TNT by 52%
3. TNT subscribers is now the market leader and +39% ahead of TM (closest competitor)

For this category please provide

An essay of up to 625 words describing the video and the innovative aspect of the video since July 1 2021 that you are nominating, **OR** a video of up to five (5) minutes in length illustrating the same.

A link to the video, which you must attach to your entry through our attachment/link uploading tool as a URL or file upload.

Optionally, you may list creative and production credits for your site - a list of the people and organizations that contribute to its development.

Credits

Do You Have Supporting Files You Would Like to Upload?

Yes

Audio (Mp3), Documents (PDFs, Word, PowerPoints), Images (PNG, JPG, TIF), and Video (Mp4)

200 MB Max per File

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Do You Have Website URLs you would like to link to

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URL 1

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