

Telefónica RCS Rollout

Bringing Advertising & A2P closer together

H1 2019

Telefonica RCS Rollout 2018 // where we were

ENGAGEMENT
ANALYSIS
DECISION-MAKING

IMPLEMENTATION
TESTING
LAUNCH

MONETISE A2P



LUCA



Telefonica RCS Rollout 2019 // where we are

ENGAGEMENT
ANALYSIS
DECISION-MAKING

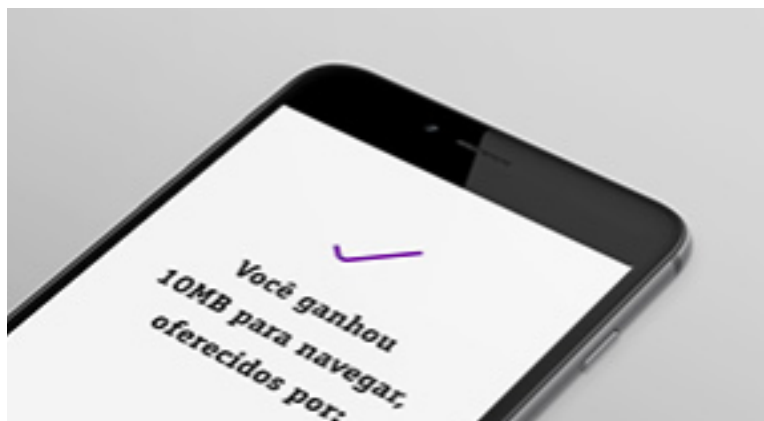
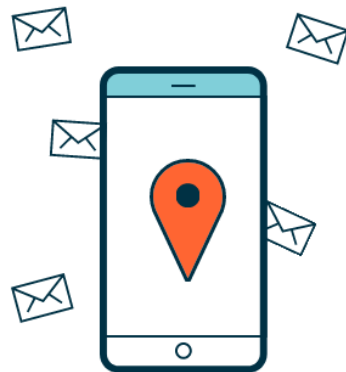
IMPLEMENTATION
TESTING
LAUNCH

MONETISE A2P

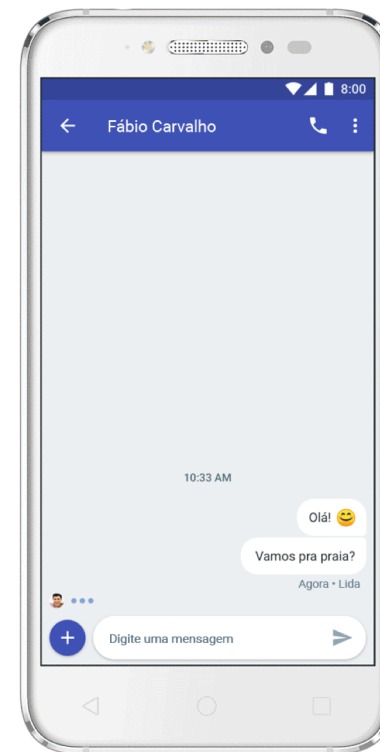


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Advertising

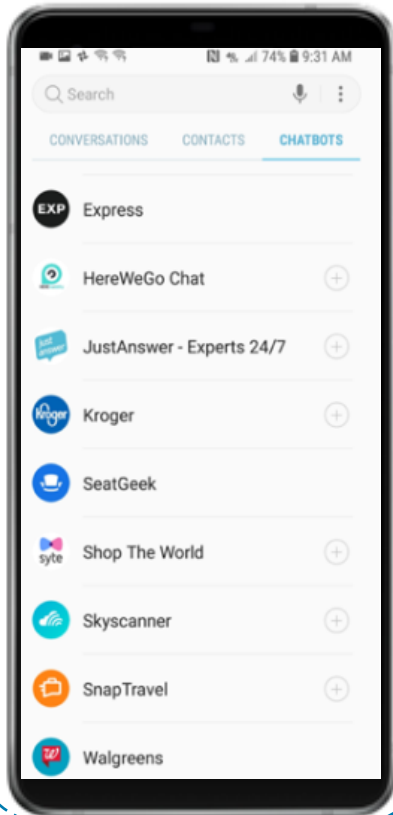


A2P



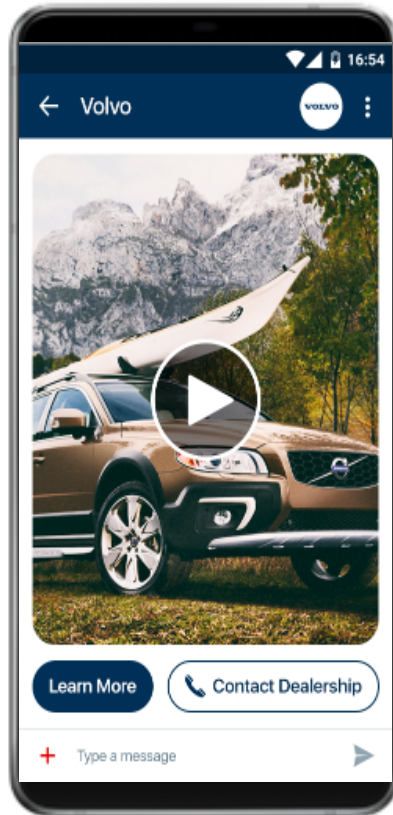
Discovery

- Search within RCS
- Bot directing to RCS from Search



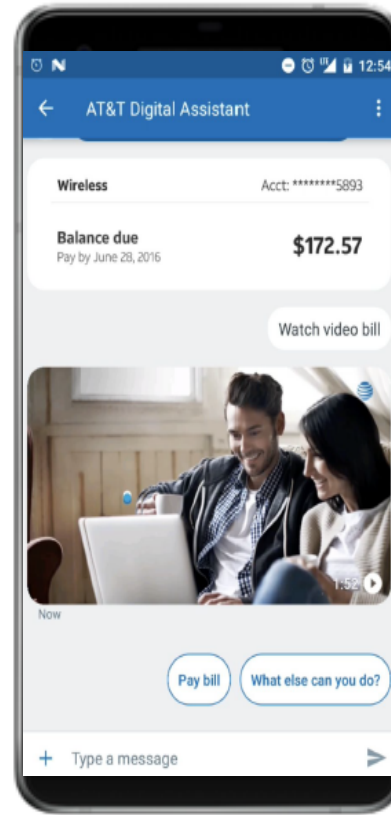
Persuasion

- Carousels allow consideration
- Verified Sender (Trust)



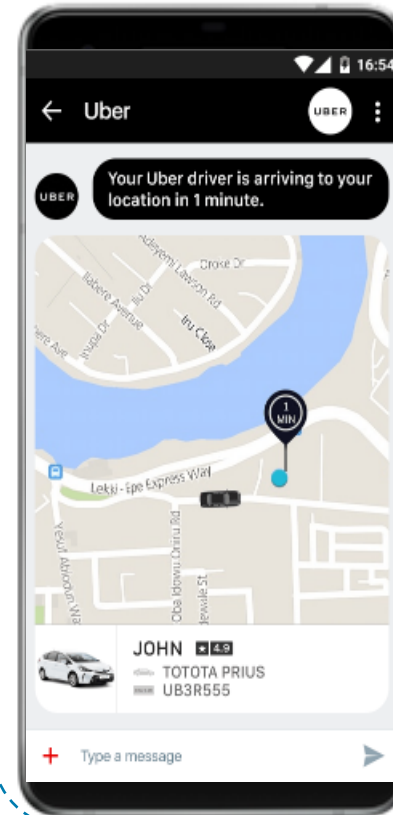
Purchase

- Direct Carrier Billing on digital goods
- All payment methods integrated



Experience

- Customer care (Chabot's)
- Booking confirmation
- Location/Maps
- Delivery & tracking



Loyalty

- Offers/Promotions





vivoADS



Mobile



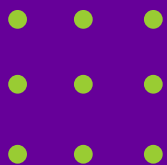
People



TV Sync



Terra



RECONHECIDA PELOS PRINCIPAIS PRÊMIOS DO MARKETING BRASILEIRO



CABORÉ
Plataforma de
Mídia do Ano
-
Finalista



REVISTA
PROPAGANDA
Veículo Móvel
do Ano - Finalista



TELA VIVA MÓVEL
Melhor case de
Mobile
Marketing do Brasil -
Vencedor

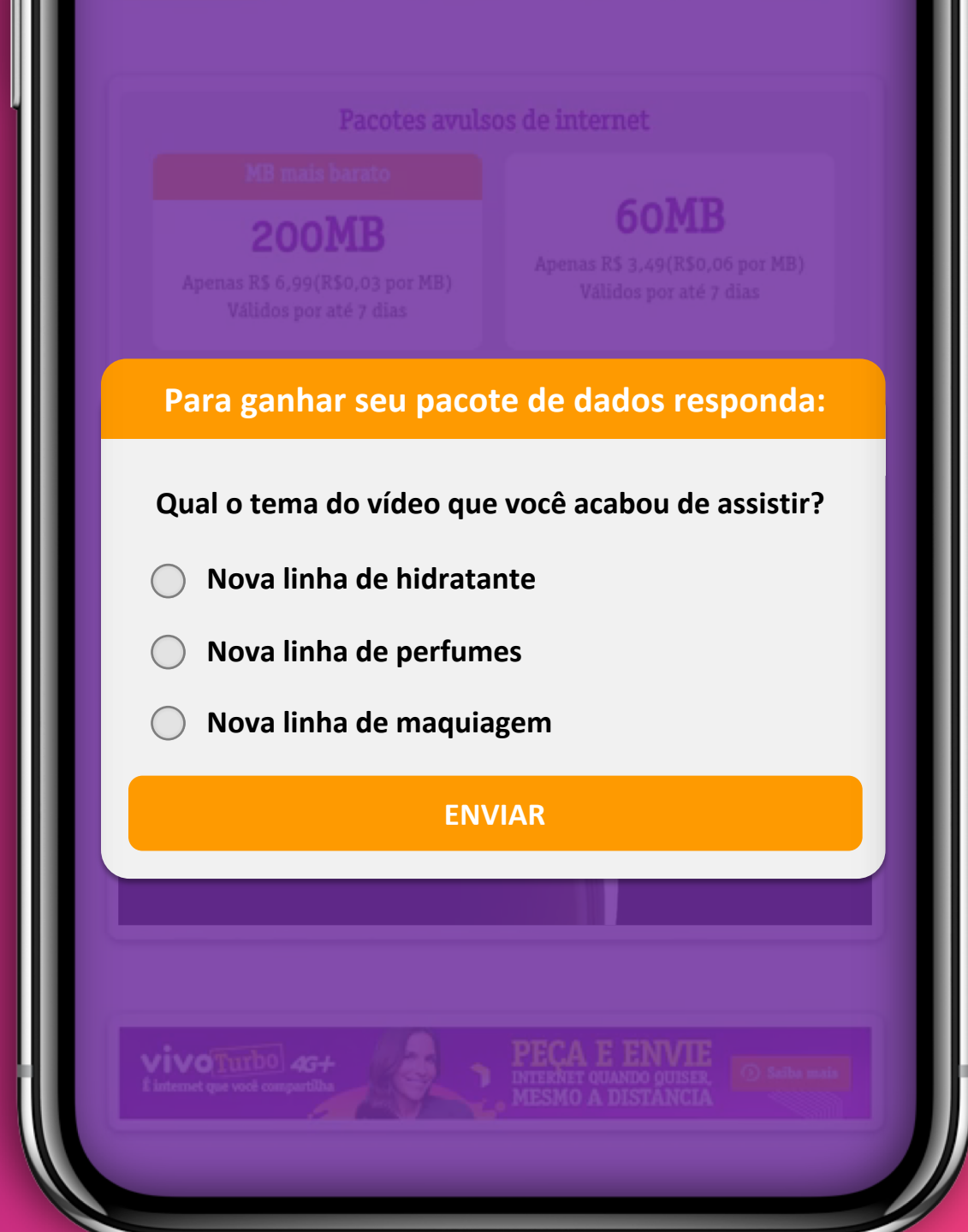


MMA SMARTIES
Melhor case de
Inovação da América
Latina - Vencedor

Data Rewards Video



The ad format with the highest rate of recall and awareness in Brasil



1

Data Rewards

vivoADS

OPS! Você consumiu 100% da sua internet. Para continuar navegando, escolha uma das opções abaixo.

Pacotes avulsos de internet

MB mais barato

200MB

Apenas R\$ 6,99 (R\$0,03 por MB)
Válidos por até 7 dias

60MB

Apenas R\$ 3,49 (R\$0,06 por MB)
Válidos por até 7 dias

★ Novidade! Ganhe internet grátis



Ganhe 10MB ao assistir ao vídeo
Patrocinado por Guaraná Antarctica



Este vídeo não consome seu pacote de dados

Ao participar, eu concordo com os [Termos e Condições](#).

2

Push to site



Pipoca pede Guaraná Antarctica. Sua natureza pede. Boralá! [Clique aqui](#) e descubra o que mais pede Guaraná Antarctica.



Meu Vivo

Vivo +Apps

3

Geolocation

Guaraná Antarctica



Piquenique. Taí um rolê que pede coisas deliciosas. Taí um rolê que pede Guaraná Antarctica. Sua natureza pede. Boralá!

Meu Vivo

Vivo +Apps

Data Rewards x RCS demo

Using Vivo Ads existing Data Rewards
campaign collateral

IMImobile 



Data Rewards via RCS

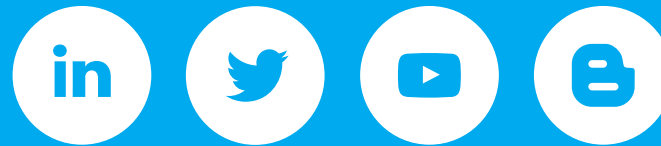
Value added?

- End-to-end flow in **one RCS window** - *no need to redirect* users to browser/URL to watch campaign video
- Opportunity to give customers a **choice of brand campaigns** – adding greater *relevance* for customers and *impact* for brands



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AI Powered Decisions



luca-d3.com

Telefonica DATA UNIT