

# Case study ZTE

## CLIENT

ZTE UK is a subsidiary of ZTE Corporation, the world's fourth-largest mobile phone manufacturer. ZTE aims to become a top-3 handset provider in both the high-end and low-end handset markets in the UK and Europe.

## TASK

To increase its UK market share, ZTE was launching the ZTE Grand X, an affordable high-entertainment smartphone that gives a high-quality gaming experience rivalling that of a console. ZTE was looking for an agency to deliver a compelling above-the-line campaign to a tight timeline.

## ACTION

Targeting primarily at the youth market – ZTE had already commissioned rapper Professor Green as brand ambassador – our concept needed to convey that this was a must-have, affordable handset with maximum street cred.

As well as coming up with a range of strong visual campaign concepts, our creatives also suggested evolving the product brand by modifying the graphics for the 'X' to make it look less corporate and bring it more in line with our creative.

ZTE loved our modern take on the genie in the lamp, featuring a virtual hand reaching out to an amazing

world of entertainment. This striking image was used on a variety of assets for maximum exposure during the 2012 Olympic and Paralympic Games, including animations on Underground digital escalator panels and on an experiential stand at London's Westfield Stratford shopping centre to drive footfall to phone stores.

## RESULT

We delivered a complete set of marketing materials, including:

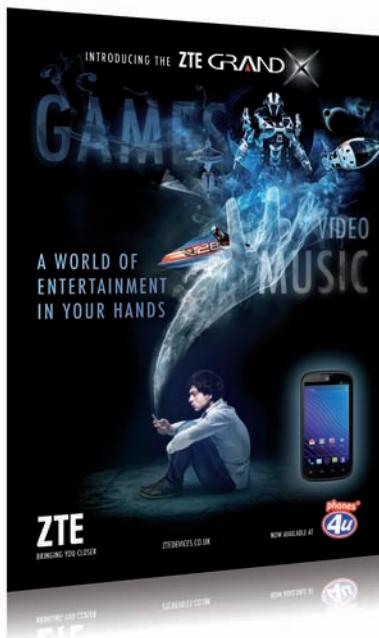
- Master images for an experiential stand and HD animation
- Animation for digital escalator panels

- Static and digital bike marketing artwork
- Mobile phone and Oyster card artwork
- Microsite and social media graphics
- An email template
- A pocket guide and A5 phone leaflets

Working with five other top agencies to deliver on a £5 million launch, our creative led the way in giving ZTE a huge entrance into the UK market and set the standard for future campaigns.

## FIND OUT MORE

If you'd like to find out what we can do for you, call us on **0118 958 9815** or visit our website at [www.oculus.co.uk](http://www.oculus.co.uk)





*“ZTE is all about being different and we wanted some stand-out creative for our key smartphone launch of the year: the Grand X. Oculus certainly delivered and the campaign was well received internally and by the public alike. We look forward to working with Oculus on further launches.”*

ZTE

ZTE GRAND X