



Cytamobile Vodafone, the biggest telephone company in Cyprus, has used outdoor advertising extensively in an effort to promote the so easy pay as you go free airtime service, for any new connection.

This is a series of campaigns of the so easy service. With the motto “Every Moment Counts” Cytamobile Vodafone is attracting new clients using outdoor advertising.

Our research, showed that the Vodafone’s campaign achieved satisfactory advertising awareness for its young audience target group and a high degree of media attribution to the billboard format employed. Both large format outdoor boards were used together with bus shelters.

