

NOVA Malaysia Marketing Campaign

Invisible Reliability, Visible Trust

Strategic Marketing Proposal • 3-Month Digital Campaign



Market landscape

NOVA vs Commodity Trap



Commodity Trap



"Fastest" claims



Complicated plan structures



Promotions first



Technical jargon



Short-term acquisition



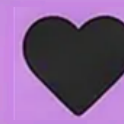
NOVA Standard



Reliable everyday performance



Clear, simple plans



Long-term loyalty first



Human language



Lasting customer trust

NOVA doesn't compete on speed. It competes on something harder to copy – consistent, everyday reliability.

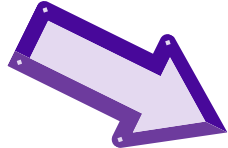
Core Consumer Insight: Invisible Connectivity

Users don't want more features.
They want fewer problems.



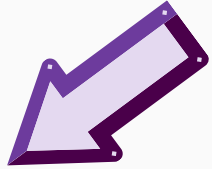
The "Invisible" Expectation

Users want connectivity to be silent. It should work so well that they forget it exists



The Reality: The Trust Gap

Consumers frequently feel confused by complex plans and are skeptical of "Unlimited" claims that feel like industry gaslighting



The Tension: Reputation Risk

While connectivity is invisible, failure is loud

The best telco experience is invisible

'People only notice connectivity when it fails'

Target Audience: Urban Pro-Strivers and Students



Primary Audience: Urban 23–35



Segment 1

The Pro-Striver

Young working professionals whose performance depends on stable connectivity

- Zoom calls and client presentations
- E-wallet transactions
- Navigation during work travel
- Professional communication

A telco that protects their professionalism and saves time

Segment 2

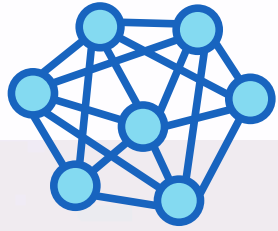
The Always-On Student

Urban students who depend on mobile data for study, entertainment, and social life

- Submitting assignments and accessing documents
- Group discussions and collaboration
- Streaming and social media
- Academic research and communication

A telco that removes friction and works when it matters most

Brand Challenges



1

The "Echo Chamber" Effect

Generic industry claims ("Faster," "Wider," "More Data") have become white noise

- **Solution: Outcome-Based Marketing. Transitioning from "Technical Specs" to "Real-Life Wins"**
- **Example: Instead of marketing "Gbps," we show a student successfully uploading a 2GB thesis at 11:59 PM. We don't sell the speed; we sell the "Deadline Met"**

2

The Loyalty Paradox

Heavy promotions drive short-term sign-ups but fail to build long-term credibility

- **Solution: Reliability as the Reward. Moving from "Free Gimmicks" to "Reputation Insurance"**
- **Example: Instead of free popcorn, we offer "Priority Slicing" during high-stakes moments. Users stay because they trust NOVA with their career-defining calls**

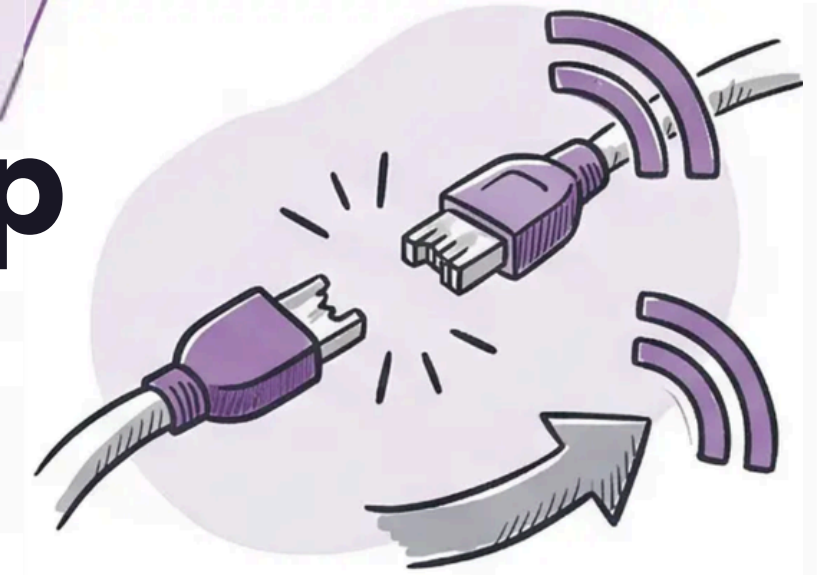
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Complexity Fatigue & The Trust Deficit

Users are exhausted by "Unlimited" lies and the "mental tax" of hidden contracts/FUPs

- **Solution: Radical Clarity. A "Zero-Asterisk" policy to restore trust through transparent communication**
- **Example: Replacing "Unlimited*" plans with a "Full Stop" Policy: 100GB at 5G Max Speed. No jargon, no hidden caps, no gaslighting**

The Core Challenges: Closing the Trust Gap



Three Core Problems

- The Invisibility Trap: Connectivity is a silent utility. The value is only perceived during network failure
- Perception Gap: Telcos are seen as interchangeable utilities, leading to high churn and zero brand loyalty
- Communication Gap: Widespread distrust of "Unlimited" claims and technical jargon used to hide limitations

NOVA's Strategic Advantage

Emphasizing network reliability and seamless user experience

Win by simplifying communication and making reliability meaningful in real-life moments

3-Month Campaign Strategic Objectives

Transforming NOVA from Utility to Trusted Partner



Improve Brand Perception

Position NOVA as reliable and trustworthy, moving beyond price competition

Increase Transparency Understanding

Build awareness of NOVA's simple, clear mobile offerings without confusing terms

Encourage Consideration & Retention

Target urban students and working professionals through authentic storytelling

Strategic Outcome: Move NOVA from a utility brand to a trusted daily-life partner

SMART Campaign Goals

Measurable 3-Month Targets

Increase positive sentiment toward NOVA by 20% from pre-campaign baseline
Measurement method: Social listening and sentiment analysis



Increase plan-page visits by 15% versus previous 3-month average
Measurement method: Campaign traffic analysis



Achieve 30% higher engagement on plan explanation content versus organic average. Measurement method: Video completion rates and time spent



Achieve 3,000 meaningful engagements across campaign-owned social content
Measurement method: Shares, saves, comments, story interactions



Generate 1,000 consideration actions – plan page visits, SIM interest clicks.
Measurement method: SIM registrations and sign-up actions



All metrics anchored to pre-campaign baselines – measuring real shift, not just activity

Digital Campaign Content Pillars

Four Strategic Content Approaches for NOVA's Digital Presence

1



Real-Life Reliability Moments

- Show NOVA supporting critical everyday situations – assignment submissions, calls, payments, navigation
- Emotional storytelling through lived experiences

Reel: "11:59 PM – assignment upload, zero lag"

Reel: "QR payment while cars honk behind you"

2



Radical Clarity Content

- Educational content explaining plans in simple, human language without technical jargon
- Transparency builds trust and understanding

Short video: "Fast internet vs stable internet – what you actually need"

Story: "Your NOVA plan, explained in 15 seconds"

3

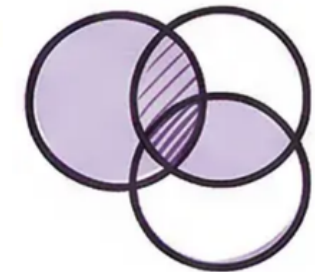


Gamified Proof

- Reliability Tracker achievements, user participation, shareable milestone moments
- Making invisible service visible and engaging

Story post: "This week: 12,000 smooth payment moments"
Badge: "Deadline Warrior – upload completed on time"

4



Transparency Updates

- Daily service updates and honest communication about network performance
- Letting users know when will the signal be the busiest
- Building ongoing trust through openness

Daily story: "Today with NOVA: signal stable across KL"
Poll: "What matters more – speed or consistency?"

Tone: Simple • Human • Non-technical • Honest • Calm, not salesy

Campaign Mechanism: NOVA Reliability Tracker

A Social & Microsite Campaign — Easy to Execute, Hard to Ignore

1



NOVA Posts Weekly Milestones

NOVA's social channels post weekly 'reliability milestone' content (e.g., '12,000 smooth payment moments this week')

2



Users Submit Smooth Moments

Users share screenshots/short videos of smooth NOVA moments via Instagram Stories or campaign microsite, tagging #NOVASmoothMoment

3



Digital Badges Awarded

Selected submissions earn shareable digital badges (campaign content assets, not app features) — e.g., 'Deadline Warrior', 'Payment Pro', 'Stream Champion'

4







Monthly Recognition

Top user stories featured on NOVA's official channels each month, creating community and social proof

Designed to run entirely on existing social platforms + a lightweight microsite. Fits within RM60,000 budget.

Channel Strategy Matrix

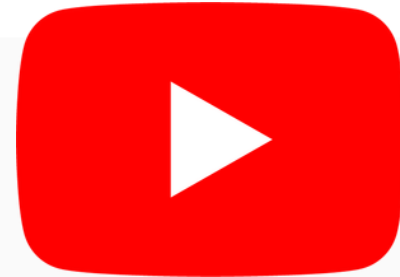
Platform Roles & Content Execution

Platform	Role in Funnel	Content Type	Specific Example
 YouTube	AWARENESS	<ul style="list-style-type: none">Hero film + educational long-form	"Fast is good. Reliable is better." — 90-sec brand film; plan explainer series
 YouTube Shorts	AWARENESS + ENGAGEMENT	<ul style="list-style-type: none">User-submitted clips of lag and disconnections	"Ping Spike Moments" — Gamers share frustration of sudden lag. Ending text: "Tired of ping spikes? Switch to stable connectivity. NOVA."
 TikTok / Instagram Reels	ENGAGEMENT + RELATABILITY	<ul style="list-style-type: none">Short-form, high-stakes everyday moments	"11:59 PM upload" reel; 'QR payment while cars hnk' reel; street interviews about signal problems
 Instagram Stories	TRUST + TRANSPARENCY	<ul style="list-style-type: none">Daily transparency updates, polls, reliability stats	"Today with NOVA: 12,000 smooth moments"; interactive polls; 15-sec plan explainers

Channel Strategy

YouTube – Main Campaign Video

“Speed vs Stability”



Content

A cinematic video highlighting the difference between fast internet and stable internet.

Scene 1 – Typical Telecom Experience

A gamer begins playing an online game. The internet initially appears fast.

However, during a crucial moment:

- ping spikes occur
- the player disconnects

The gamer becomes frustrated.

Scene 2 – NOVA Network Experience

Another gamer is shown playing the same game using NOVA. The connection remains:

- smooth
- stable

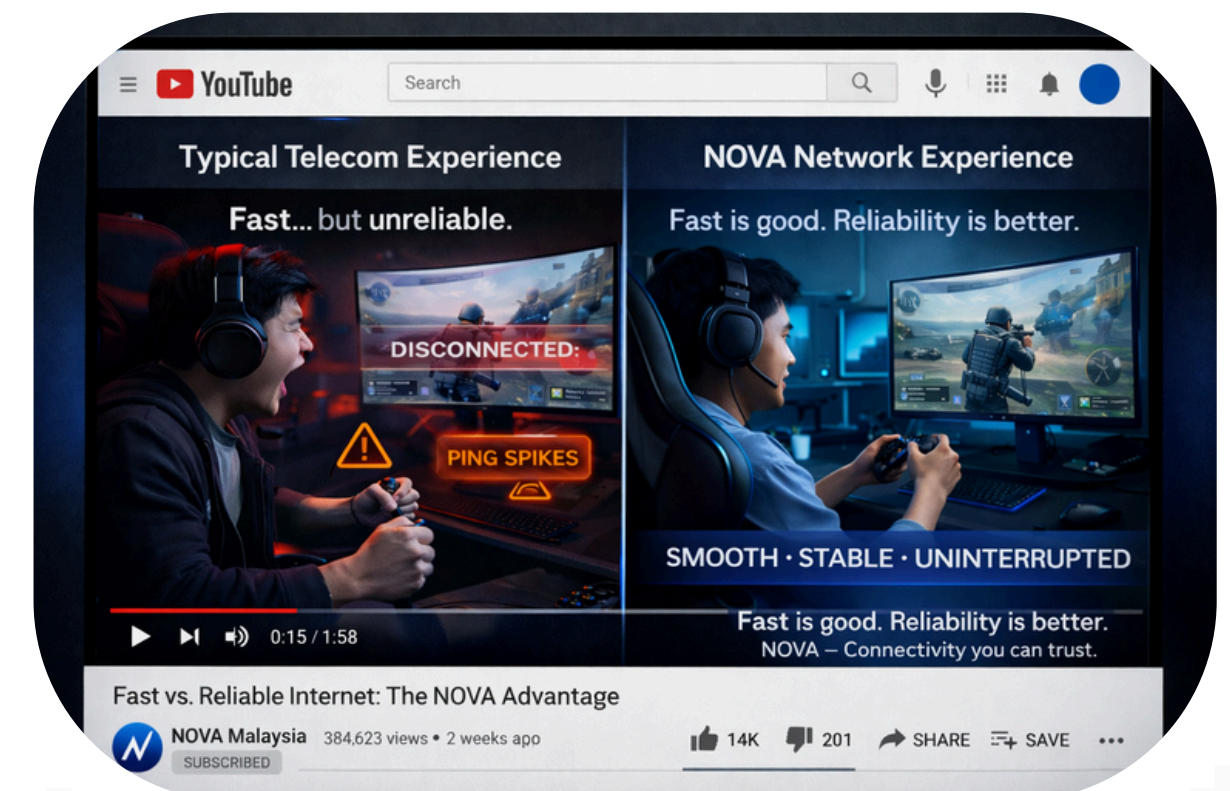
There are no ping spikes or sudden lag, and gameplay continues seamlessly.

Reason for Using YouTube

YouTube is chosen because:

- It is the largest long-form video platform
- It allows strong storytelling and visual demonstration
- It is highly effective for brand awareness campaigns

This platform allows NOVA to clearly demonstrate the difference between speed-focused marketing and real stability.



Channel Strategy

YouTube SHORTS – Ping Spike Moments

“Tired of ping spikes?”
“Switch to stable connectivity.”
NOVA



Content

Short clips submitted by gamers and internet users showing their real experiences with ping spikes or unstable connections.

Examples include:

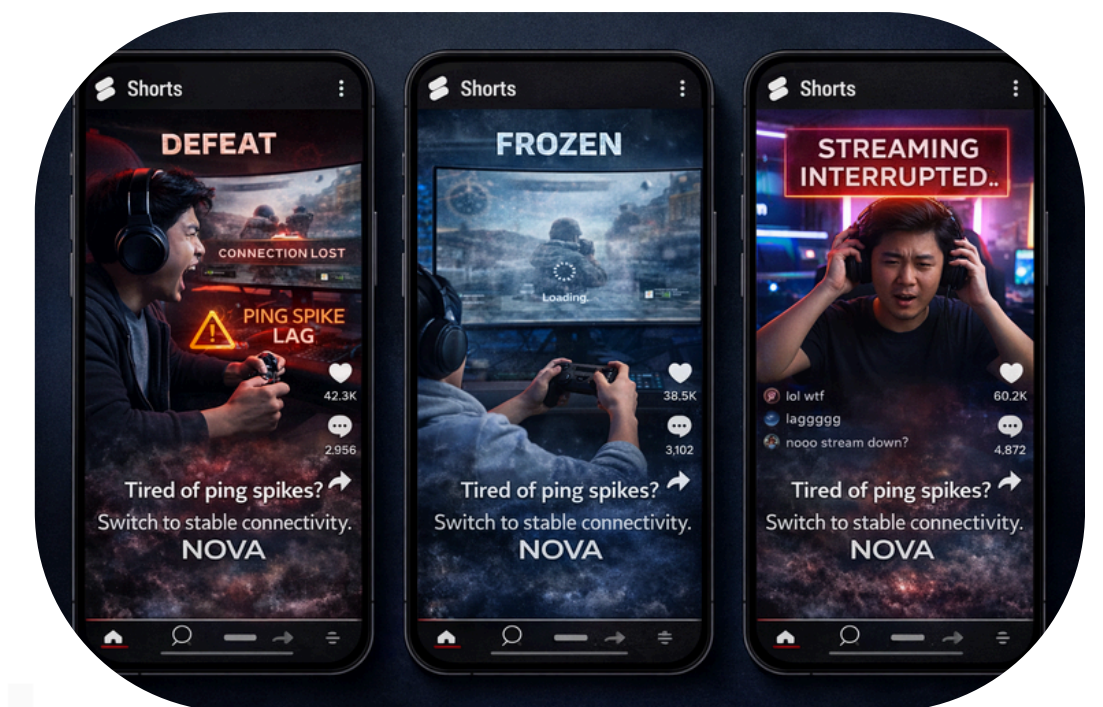
- losing an online match due to sudden lag
- game freezing during a critical moment
- streaming interruption

Reason for Using YouTube Shorts

YouTube Shorts is selected because:

- Short-form videos spread quickly through the algorithm-driven feed
- Gaming communities frequently consume short highlight clips
- It encourages user-generated content participation

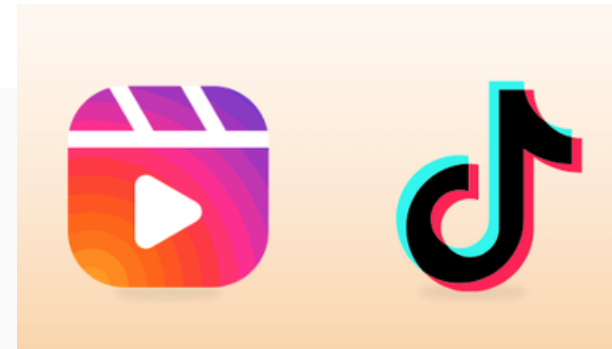
This format helps create viral engagement while highlighting real connectivity problems users face.



Channel Strategy

Instagram Reels & TikTok – Educational Q&A Series

“Understanding Your Connection”



Content

This series focuses on educating the public about internet connectivity while reinforcing NOVA’s transparency.

Short Q&A interviews will be conducted in public areas such as:

- university campuses
- shopping malls
- public transportation stations

Participants will be asked simple questions related to network usage and signal conditions.

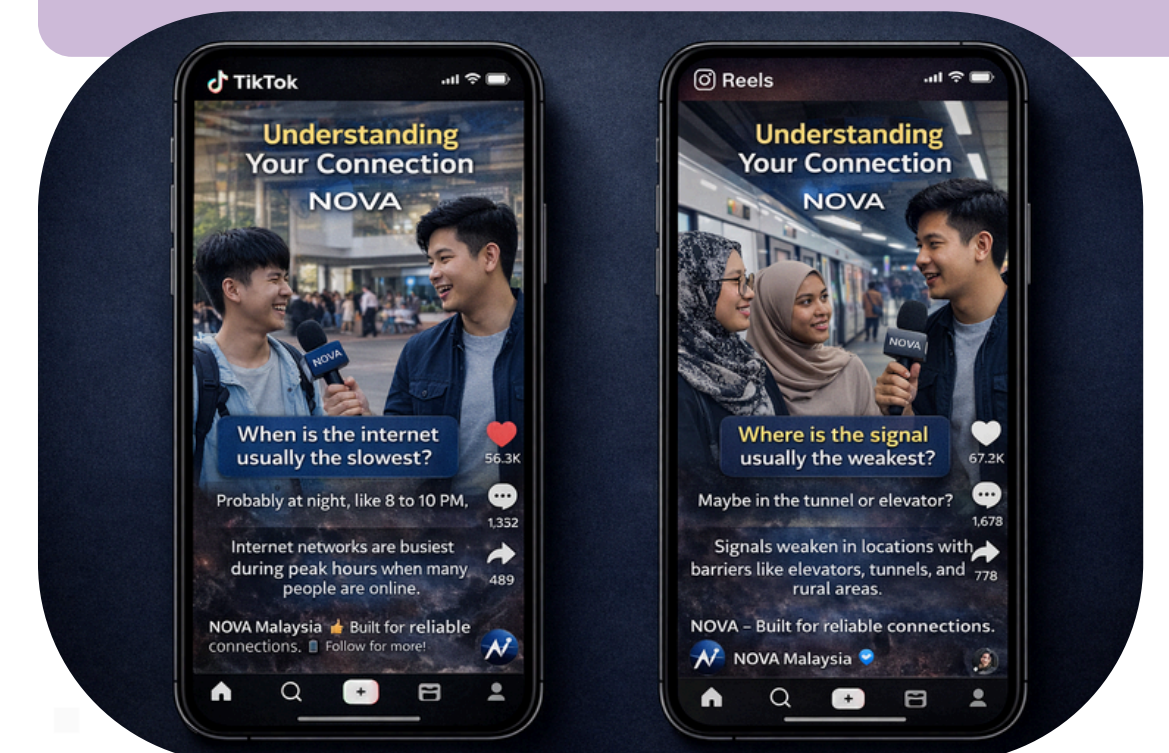
Reason for Using Instagram Reels & TikTok

These platforms are chosen because:

They are extremely popular among young digital audiences

- Short educational videos perform well in algorithm-driven feeds
- Q&A style content feels authentic and informative

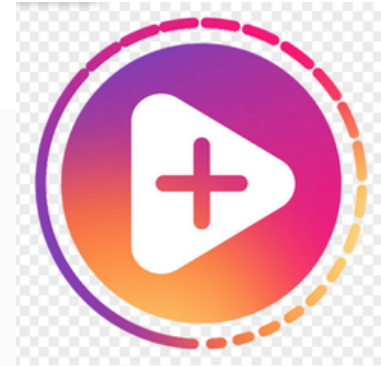
This format supports NOVA’s transparency positioning, helping users better understand how internet connectivity works.



Channel Strategy

Instagram Stories – Transparency Updates

“Today with NOVA”



Content

Instagram Stories will be used to display daily network performance updates.

Example:

“Today with NOVA

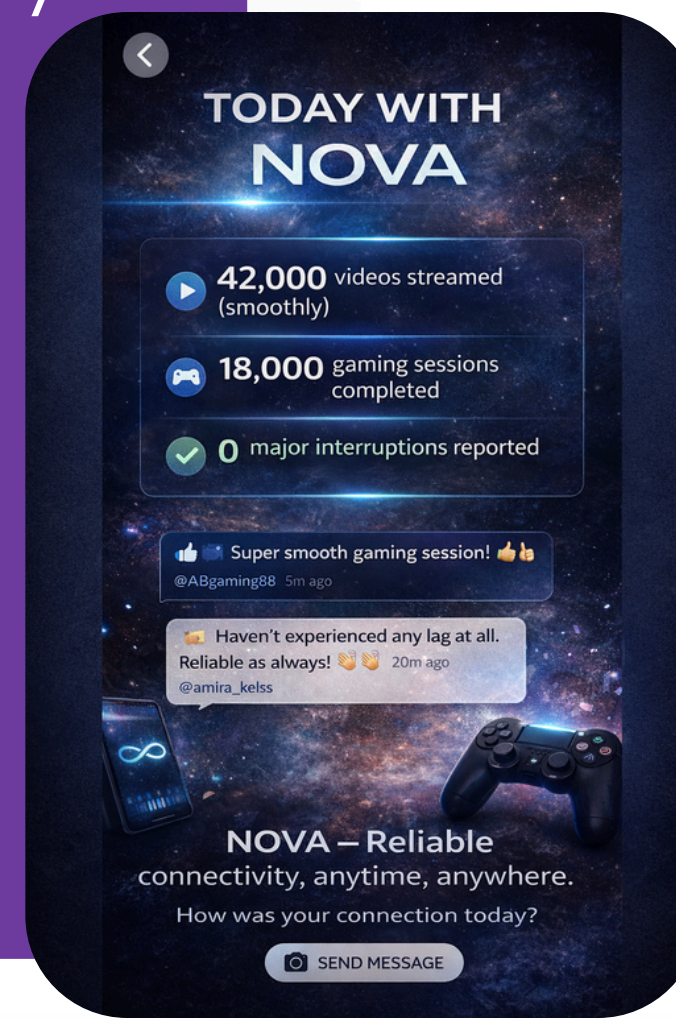
42,000 videos streamed (smoothly)

18,000 gaming sessions completed

0 major interruptions reported”

Additional updates may include:

- daily connectivity statistics
- reliability highlights
- user experience feedback



Reason for Using Instagram Stories

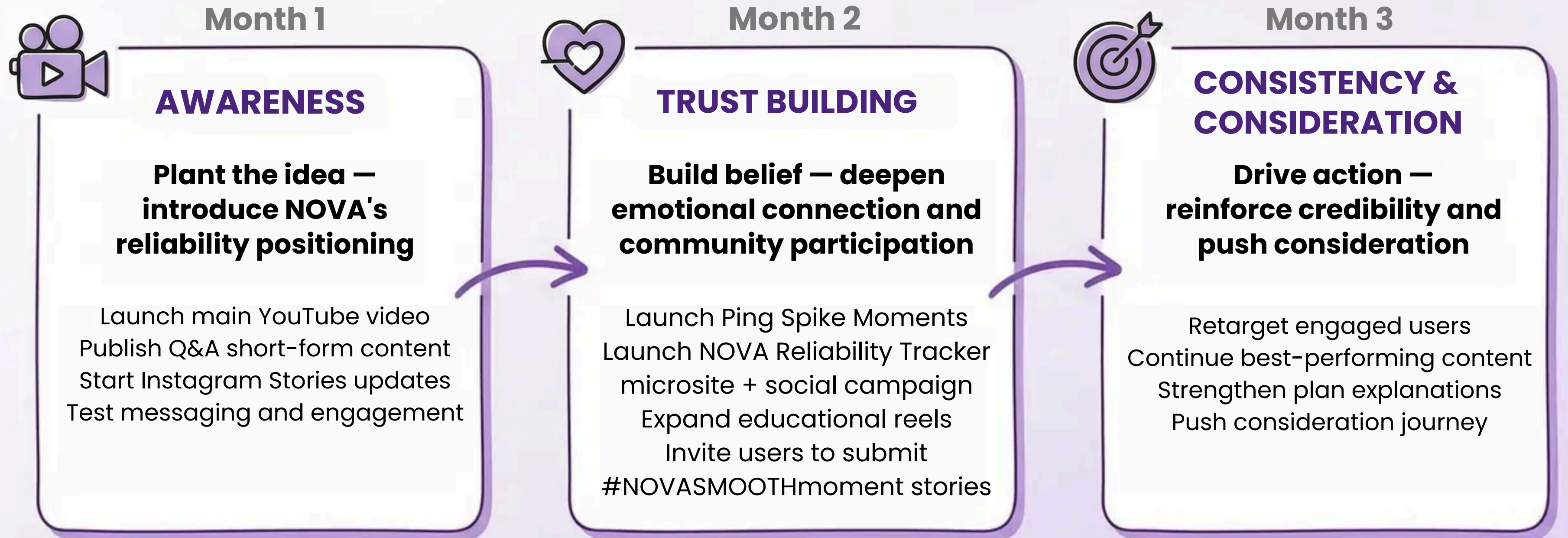
Instagram Stories are effective because:

- They allow frequent real-time updates
- Stories appear prominently at the top of the app
- Temporary content feels authentic and transparent

This format reinforces NOVA's commitment to openness and reliability.

3-Month Digital Campaign Timeline

Test → Learn → Scale Approach



RM60,000 Budget Allocation Breakdown

Strategic distribution across four key investment areas

RM15,000

Content Production

Essential for storytelling credibility — repeated, quality content builds trust over time.

- Main campaign video
- Short-form videos
- Motion graphics
- Educational content
- Scripting and design

RM15,000

Influencer / Community Support

Nano/micro-creators deliver authenticity and peer trust — not celebrity reach.

- 2 micro-creators
- 4 nano-creators
- Community giveaway
- Items
- Content coordination

RM20,000

Paid Digital Media

Amplify only best-performing formats after testing — maximising every ringgit.

- TikTok Ads
- Instagram Ads
- YouTube Shorts Ads
- Retargeting
- Campaigns

RM10,000

Analytics & Contingency

Trust and clarity need ongoing measurement — reach alone is not enough.

- Campaign analytics
- Tools
- Social listening tools
- Dashboard reporting
- Contingency reserve

Budget Rationale: Each allocation is intentional — content earns trust, creators add authenticity, media amplifies proof, and data guides every decision.



Measurement Approach & Success Metrics

Comprehensive KPIs to evaluate campaign success

Brand Trust & Perception

- Positive sentiment score tracking
- Reliability-focused comment analysis
- Brand perception survey responses
- Trust indicator metrics

Engagement Quality

- Video completion rates across platforms
- Content shares and saves
- Meaningful comment interactions
- Story engagement metrics

Success Evaluation Framework

If users better understand NOVA, trust its communication more, and show stronger consideration signals, then the campaign has successfully repositioned NOVA beyond price and speed.

Plan Understanding

- Click-through rates to plan pages
- Time spent on explanation content
- Educational video completion rates
- Clarity assessment scores

Consideration Signals

- Plan page visit frequency
- Sign-up interest actions
- Return visitor patterns
- Trial registration activities

Campaign Efficiency

- Cost per meaningful engagement
- Platform performance comparison
- Content format effectiveness
- ROI measurement tracking



Thank you

