



CASE STUDY



WOOSH COLOURED PAPER

Independent wireless network Woosh targeted disgruntled householders and let them know they could be paying half as much with their service under Woosh.

To convey this, a letter along with the envelope was physically ripped in half while the letter was printed on coloured paper using the brand colour which was a 'violent' green, capturing the aggressive negative sentiment around its competitors' high prices

620%
INCREASE IN
WOOSH CUSTOMERS
COMPARED TO
AN AVERAGE
9.30%
NATION
WIDE