

CHALLENGE

The Danish internet provider Stofa had a problem with low customer satisfaction. People were complaining about poor internet, but actually the problem was not bad internet, but bad WiFi. Poor placement of routers was the real enemy. Stofa wanted to fix this problem by launching a new app: The WiFi-Scanner. The task was to activate Stofa clients and make as many as possible download the WiFi-Scanner app.

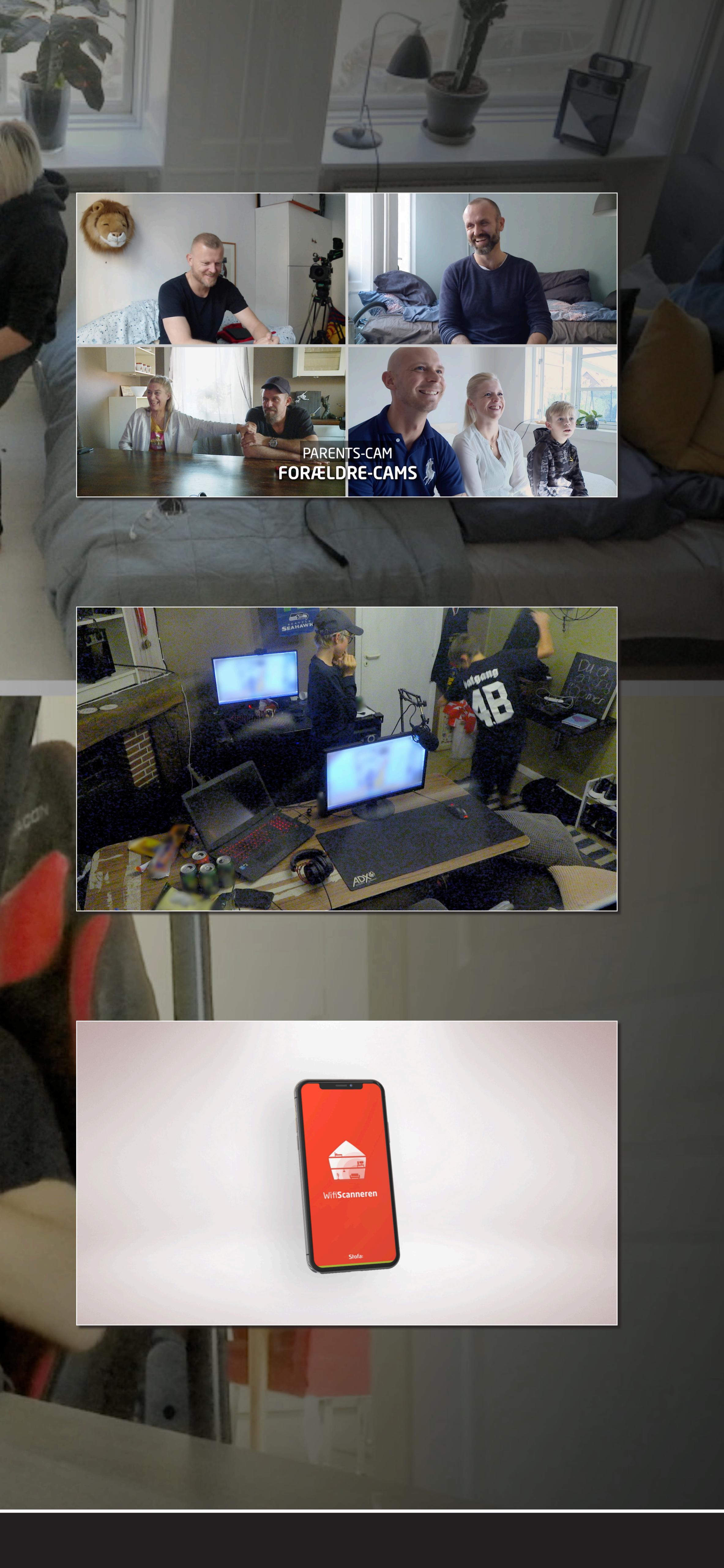
smade Stofn cu-- clients s... scan their homes 83.600 times for a better WiFi- connection.

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SOLUTION

We invited 6 parents to experience the consequences of bad WiFi through their teenage gamer kids. We then installed hidden cameras in the gamers' rooms without their knowledge. Each time the gamers reached an important moment in the game, we tampered with the WiFi connection and waited for their reaction. The kids went crazy and proved to the parents just how important a stable WiFi-connection can be for gamers and for the sake of peace in the home.





RESULTS

· 124.000 app downloads (48.000 Stofa clients) 23% engagement rate (29 times higher than Facebook benchmark) Picked up by Denmark's #1 Fortnite youtuber • #1 on Danish App Store (+120.000 downloads. 38% Stofa clients) • Online orders up by +44% compared to last year