GO AHEAD.

TAKE IT FOR GRANTED.

SOCIAL MEDIA CAMPAIGN FOR TELEKOM FIBRE

The best internet is the one you don't have to think about.

Milica Šaranović Pajović

Marketing & Communications Strategist

Data suggests: users aren't only looking for more Mbps.

STARTING MARKET INSIGHTS / EKIP-DAMAR, 2025.

65,5%

do not feel the need for faster internet

40,7%

experienced an internet disruption or service issue in the previous year

80,1%

do not regularly check their internet speed

SWITCHING PROVIDERS · ENTIRE TELECOM MARKET

19,6% lower price / promotion

14,9% dissatisfaction with quality

COMMUNICATION OPPORTUNITY

Don't communicate only technical specifications. Show that Telekom is a network you can rely on, internet you can trust. Internet you don't even have to think about.

Secondary analysis, not standalone research. N=1,005, age 15+. Different bases by question; price, quality and speed influence choice.
Sources: EKIP/DAMAR, 2025; EKIP, 2024 annual report (other operators also offer fibre).

We often don't notice the most important things.

BALANCE

Until you stumble.

BREATHING

Until it gets difficult.

INTERNET

Until a bad connection interrupts what you're doing.

When something fails, even the smallest disruption can take over all our attention.

THE BEST INTERNET IS THE ONE YOU DON'T HAVE TO THINK ABOUT.

One idea. Four connected communication directions.

SOCIAL-FIRST ECOSYSTEM / potential for evolution and diversification

01 HERO VIDEOS + ADAPTATIONS

Cinematic, emotional and humorous stories that build meaning.

Brand values · Emotional signaling · Brand ecosystem

YouTube · Instagram · Facebook · Broader online and offline potential

02 CO-CREATED POV

Situations audiences recognize and share. Creators bring their own style and community.

Community · Relatability · UGC

Instagram · TikTok · Facebook

03 CONTENT YOU WANT TO WATCH

Useful tutorials, gaming and live streams. Telekom enables the experience, but is not the main topic. + FOLLOW-UP

Concept within a concept | Message reinforcement | High engagement potential | Targeting specific audience segments

YouTube · Instagram · Facebook · LinkedIn (selected content) · Discord (selected content)

04 WHAT'S BEHIND IT

Telekom experts, the network, investment and real customer cases.

Professional network | Tech prestige positioning | Thought/Industry Leadership | PR potential

LinkedIn · Instagram · Integration with website and newsletter

One idea. Three objectives. Multiple relevant audiences.

We translate the brief's objectives into content relevant to different digital habits.

01

BRAND AWARENESS & POSITIONING

Broad Montenegro market / families

Hero stories and short adaptations build campaign recognition.

02

ENGAGEMENT & COMMUNITY

Heavy users / households

Tutorials and proof of real performance help users choose a service.

03

CONVERSION & INTEREST

Creators / gamers / remote workers / business owners

Collabs, interactions, faces behind the technology and relevant CTAs move people from interest to enquiries.

PRIMARY: MONTENEGRIN HOUSEHOLDS

SECONDARY: GAMING · CREATIVE INDUSTRIES · WORK FROM HOME · SMALL BUSINESSES

Fibre is not a unique offer in the market; we differentiate through customer value and quality of communication.

THE TRUTH WE FORGET

The best stories do not have to persuade us. They only need to remind us...

Of the happiness we have, the feelings we know, the little things we take for granted...

OF THE INVISIBLE SUPPORTS THAT LET US BE FULLY PRESENT IN THE BEST MOMENTS.

YOUTUBE

Longer formats that build the story most deeply. A platform with the greatest capacity for attention. Paid is especially suited to slightly longer formats.

INSTAGRAM & FACEBOOK

Shorter cuts, reveal of the idea and relatable moments. Adapt hero videos, characters and settings for paid and interactive formats.

BROADER DIGITAL & OFFLINE

Suitable for traditional advertising, corporate communications and brand-value positioning.

Hero films are not social-first on their own: they come alive on social through adaptations, interactions and more direct CTAs.

HERO FILM 01 / “Our Coffee”

30 SECONDS · EMOTIONAL BRAND VIDEO · YOUTUBE + REELS + TIKTOK



Neighbours. Same coffee.
Two women on neighbouring balconies. Laughter, conversation, cups.



Years pass.
Same frame. Seasons, moods and life stages change. Sometimes together sometimes apart, with children...



One balcony is empty.

Her friend moved away. One cup. The world feels smaller. Silence.



The phone rings.

Video call. Her friend answers from her new home: “You didn’t start without me, did you?”

SLOGAN **“Some things should never be taken for granted. Good internet? Go ahead. Take it for granted. Telekom Fibre.”**

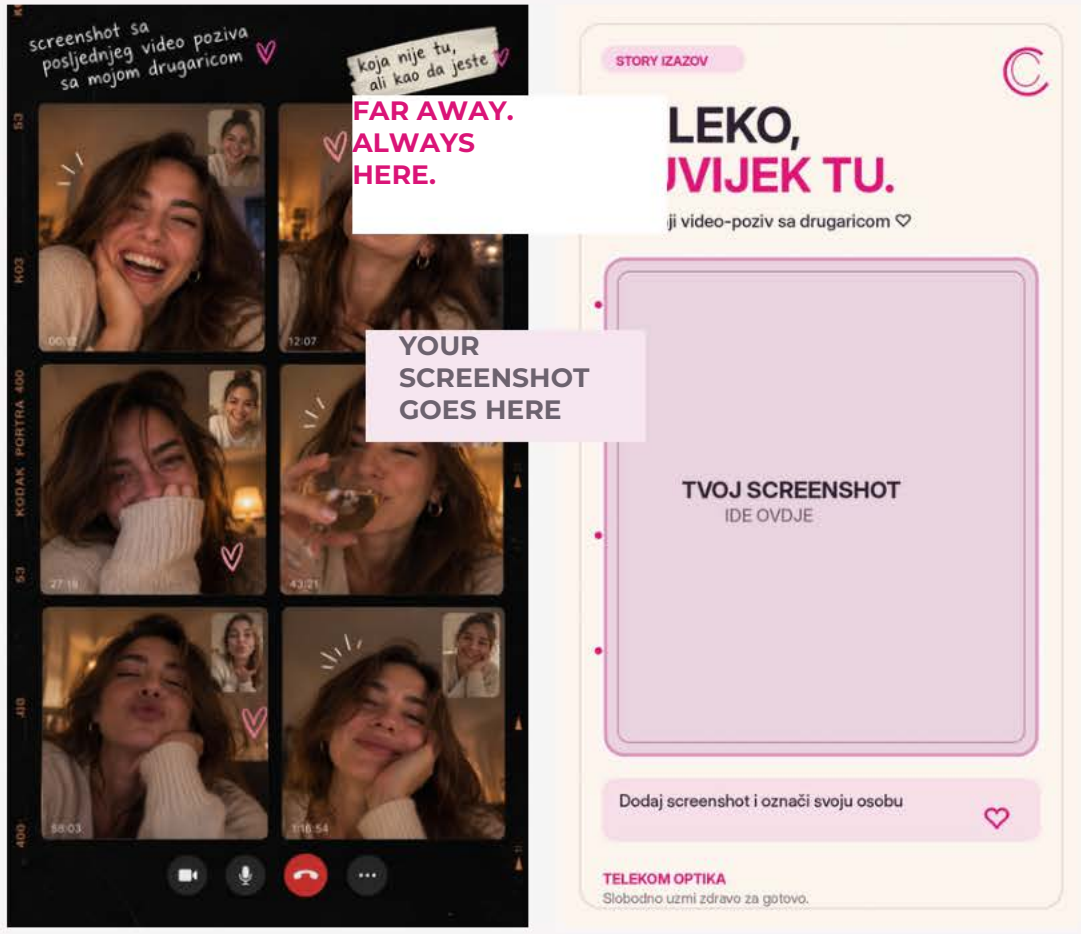
CAPTION They know when it’s coffee time. And who it’s with. Even when they no longer live next door. Sometimes they lose their train of thought because they interrupt each other. Never because of bad internet. Telekom Fibre - Go ahead. Take it for granted. Tag your long-distance BFF.

GO AHEAD.
TAKE IT FOR GRANTED.

TELEKOM FIBRE

“Our Coffee”: Interactive social media adaptations - example

REPURPOSING / one story becomes content for sharing, interaction and interest in fibre.



STORY FRAME (Example - frames are swappable)

Copy for our first share: Everyone who is far away but still feels close. A good connection knows no distance.

CTA: Tag your person

The campaign was originally developed in Montenegrin and has been translated into English for this portfolio.

PAID / “Our Coffee” - example

We keep the original emotion, but add a clear fibre benefit and a concrete sales step.

PAID VIDEO / 9-12 SECONDS
Voiceover and caption:
You can rely on a good friend.
You can rely on good internet too.

Copy: You can’t always be there to hug her. But you can be there when she needs you most. With Telekom Fibre you get a fast, reliable connection and enough capacity for high-quality video calls in any situation. In emotional moments, you should only be thinking about the person on the other side of the screen. Not the internet. Telekom Fibre. Go ahead. Take it for granted.

TELEKOM FIBRE · GO AHEAD. TAKE IT FOR GRANTED.

CTA: CHECK AVAILABILITY (fibre at your address)

A/B: “Choose a package and order online.”

Destinations: telekom.me/privatni-korisnici/optika · /kucni-internet (packages and “Order”).



HERO FILM 02 / “Dad, play our song”

30 SECONDS · HUMOROUS FAMILY VIDEO · YOUTUBE + REELS + TIKTOK



Summer at home.

Dad and kids in a backyard pool. Noise, laughter.



Water in his ear.

Dad comes up. Sound suddenly becomes muffled - his POV.



“Dad, play our song!”

Kids ask for the song. Dad just tilts his head and hops around.



Plop. Song. Dance.

Water finally comes out. “Let’s play our song!” Family carries on playing.

SLOGAN **Some things deserve all your attention. Internet shouldn’t be one of them. Telekom Fibre. Go ahead. Take it for granted!**

CAPTION When Dad gets water in his ear, even the fastest internet can’t help. But when he can finally hear “DAD, PLAY OUR SONG!”, the only thing he should worry about is keeping up with the moves. In a house where everyone has their own song, Telekom Fibre provides the speed and capacity for multiple online activities at once. Telekom Fibre. Go ahead. Take it for granted. What’s “your song” at home?

“Dad, play our song”: Interactive social media adaptations - example

The comic moment becomes platform-native interaction and an opportunity to talk about the home network.



Paid content has a direct button; organic content primarily drives reaction and conversation.

SHAKE TO REVEAL STORY
(if unavailable on profile, tap to reveal)

Copy: Plop - and you get internet that keeps the whole family entertained!

CTA: Choose a package / Order online.

PAID / “Dad, play our song” - and everyone at home has their own.

From a family joke to a concrete reason for fibre: demanding online activities happening at the same time.

Can be used as a carousel set, individual visuals, A/B testing with the same copy/link, or separate ad sets within one campaign for faster optimization.

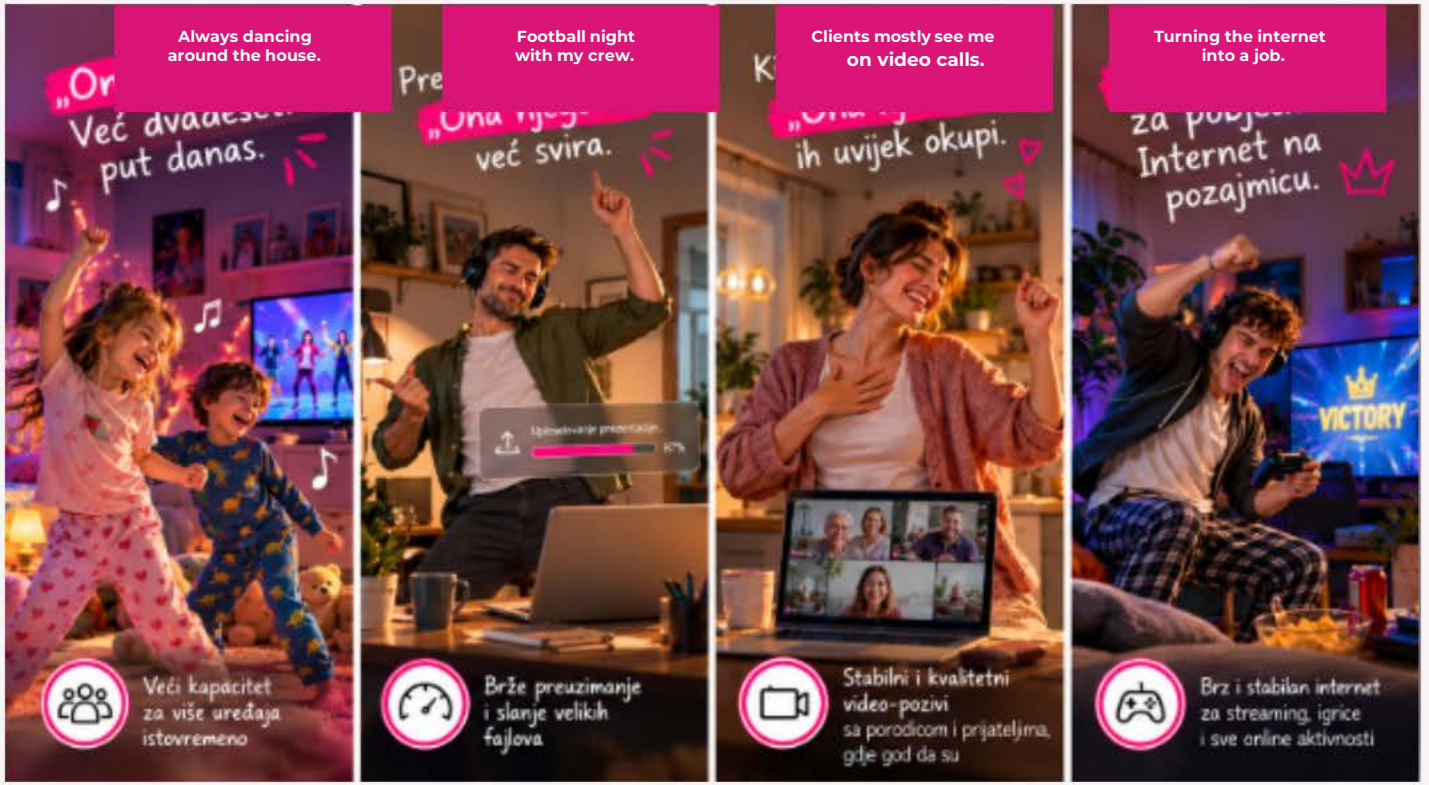
Caption: Everyone has “their own”. And everyone hates it when it suddenly cuts out.

With Telekom Fibre speed and capacity, video calls, uploads, streaming and online gaming can happen at the same time without anyone needing to “free up the internet” for someone else.

Let everyone think about “their own”. They don’t need to think about the internet.

Telekom Fibre. Go ahead. Take it for granted.

CTA: Choose a package / Order online



02 CO-CREATED POV

Interruptions ruin the “sure thing”

We borrow the creator’s point of view on the world - and their audience.

1. AUTHENTIC FORMAT

We retain the storytelling format natural to creators. We don’t make a typical ad.

2. A REAL INTERRUPTION BREAKS THE FLOW

3. AUDIENCE REACTION

Comments open up new stories; potential to use UGC.

TIKTOK
Format that feels native to TikTok.

INSTAGRAM & FACEBOOK

Reach a community already built around the creator. Communicate an idea that is recognizable and relatable. Top-of-funnel content.

GRWM: “30 minutes until I leave. Literally NOTHING can go wrong.”
Co-created Reel/content starts as a real makeup tutorial - then a tiny thing steals all the attention.

00–07 s

Real GRWM
Makeup artist shares a useful long-lasting makeup tip.

07–19 s

Eyelash

Gets in her eye. Tears, tries to remove it, focus disappears. Keeps returning to it. Shots support the “tension”.

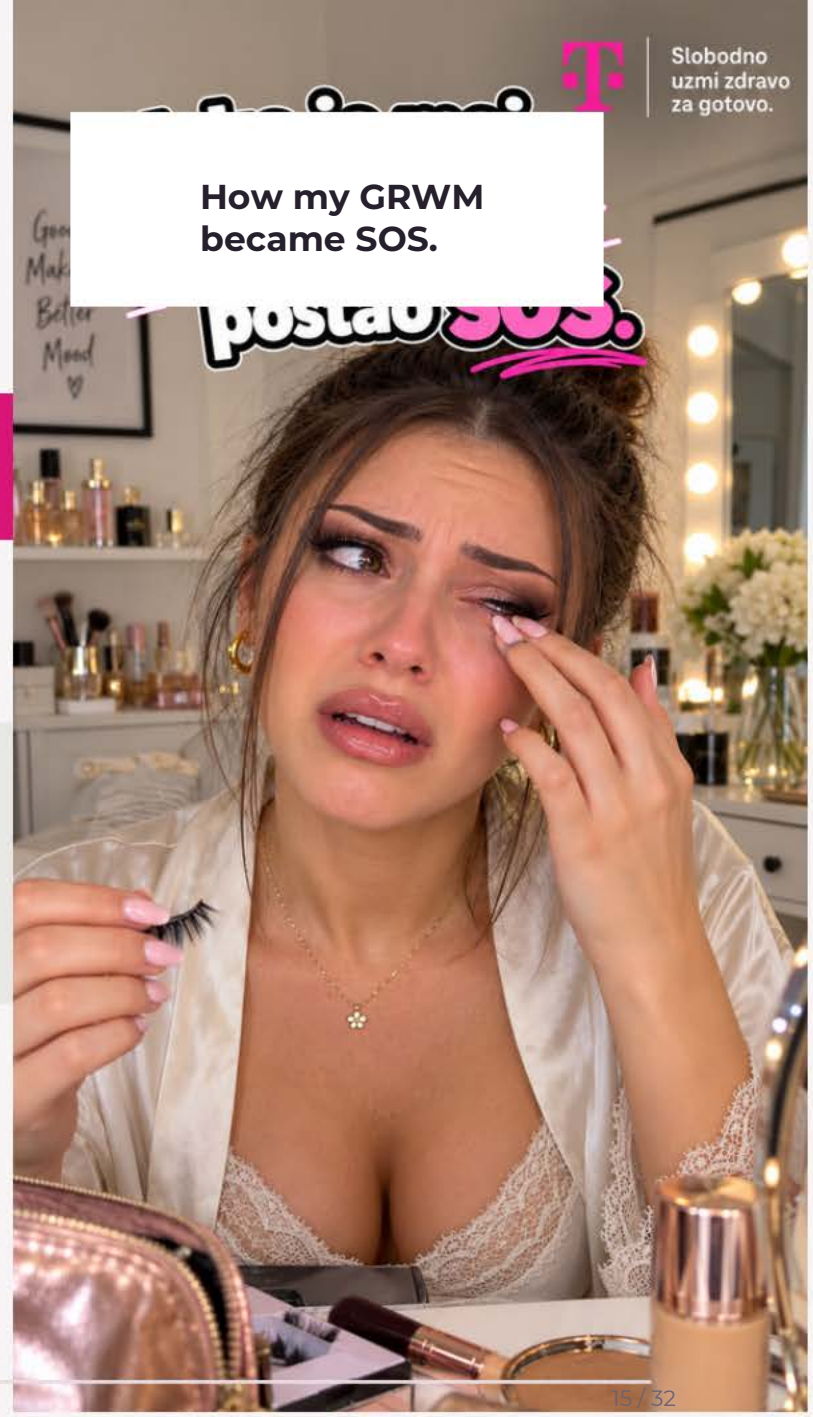
19–30 s

Return

She fixes the problem and finishes the look. No scripted sponsor monologue - just one line connecting the situation to the idea: sometimes the things you take for granted ruin the plan when they stop working.

Primary CTA: “What tiny Thing throws you off fastest?”

Telekom Fibre as a clearly identified partner.



CAMPAIGN / TELEKOM FIBRE

Runner: “I planned everything down to the last second. Almost.”

Our clearest visual metaphor - a tiny problem becomes bigger than the main goal.

00–05 s

Plan

Goal, preparation, pace. The audience follows the runner’s challenge.

05–12 s

Disruption

A pebble gets into his shoe.
Everything becomes uncomfortable.

12–20 s

All focus

The sound of footsteps dominates. The record is no longer his first thought.

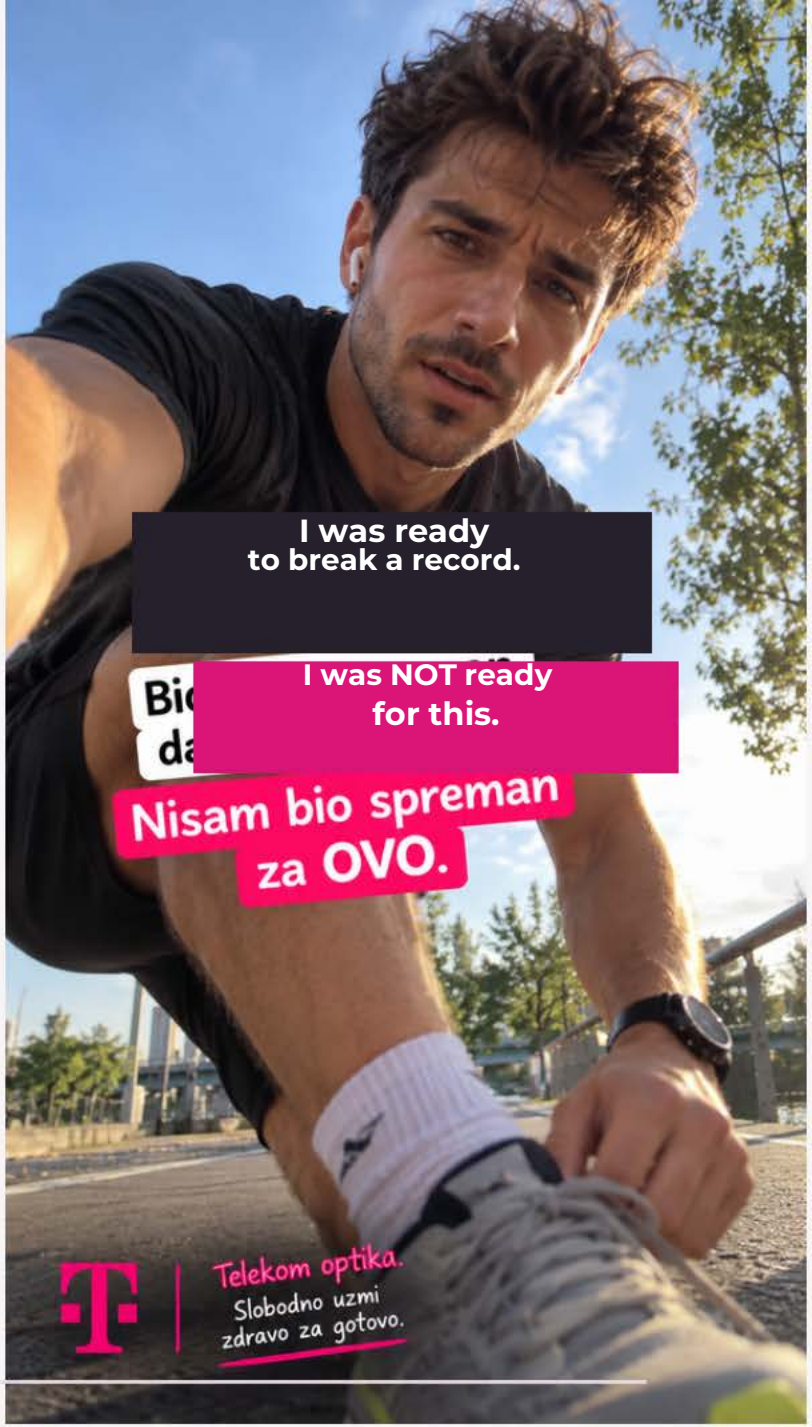
20–26 s

“Because of THIS?!”

He stops, removes a tiny pebble and stares at it in disbelief.

CTA: “What ruins your focus during training?”

We don’t force internet into the frame; this format builds insight and shareability.



03 CONTENT YOU WANT TO WATCH

A BRAND THAT LETS YOU ENJOY THE CONTENT YOU LOVE. WITHOUT INTERRUPTIONS.

Good internet is invisible as long as it lets you do what you love. Our sponsorship should not steal attention from good content we sponsor online either.

PRINCIPLE: Content is worth watching even without the sponsor logo.

TIKTOK / YOUTUBE / INSTAGRAM / LINKEDIN & DISCORD (for selected content)

This is content creators would naturally share on platforms native to their topic and audience. It has the highest engagement potential because it is the kind of content their audience already interacts with. It is connected to Telekom through the campaign idea and brand values, as well as a subtle but recognizable campaign visual identity.

Example content in category 03.

Besides strong engagement potential, this approach enables audience segmentation and targeting of groups who need fibre for specific activities or interests.

FOR GAMERS

“Chat chooses my tactics. I try to win.”

A live stream where the audience votes on equipment, strategy or challenges, and the gamer tries to win despite the chat’s decisions.

“My head hurts because I can’t work out how to combine these tokens for this challenge. At least I know my internet never lags, so I can keep going until I figure it out…”

Organic CTA: I’m still waiting to read the craziest idea (comment in chat)

FOR WORK FROM HOME - ENTREPRENEURS

“How I found my first client from home - and what I’d do differently today.”

A real example: how she approached clients, what she sent, what didn’t work and which steps she would recommend to beginners.

“Literally the only things you need are good internet - I use Telekom Fibre - and not giving up on finding your space. These steps help…”

Organic CTA: Save the video and start earning from home

Example content in category 03.

Besides strong engagement potential, this approach enables audience segmentation and targeting of groups who need fibre for specific activities or interests.

FOR DEVELOPERS

“I’m building an app in 24 hours. Will it actually work?”

A developer builds a small but functional product in front of the audience: from idea and code to testing and publishing. They show real mistakes and solutions.

“It’s great that AI can now find the comma you forgot - we used to spend hours looking. You just need good internet when you’re downloading development packages, working with remote services and sending projects to the cloud. Telekom Fibre has worked really well for me.”

Organic CTA: What would you do differently? Give me advice in the comments.

FOR CONTENT CREATORS & SMM

“3 editing tricks that will get you 3x more views”

The creator shows before-and-after examples: a better hook, removing dead space and working with sound. The audience gets practical tricks they can save.

“Rendering is much faster with this preset, and because I’m on Telekom Fibre the file uploads quickly too. I get almost twice as many videos done for clients in the same time.”

Organic CTA: Send me a DM (or comment “take it for granted”) to get the instruction file - with some subtle T-Com promo and a functional link.

03 CONTENT YOU WANT TO WATCH - FOLLOW-UP - example

REPURPOSING SERIES

While you were watching this... fibre was doing this. Real data. Concrete benefits. AFTER the original content (which we did not interrupt with an ad).

FOR GAMERS

We show the three most interesting moments from the livestream, chat reactions and the final result, with animated numbers on screen.

Game ping XX ms / Jitter XX ms / Stream bitrate XX Mbps XX marks actual measured data, not promised performance.

Final copy: “You watch the game. We’ll show what the connection you didn’t have to think about was doing. Telekom Fibre. Go ahead. Take it for granted.”

Sales CTA: Choose Telekom Fibre for your gaming setup (link to check fibre availability at your location).

FOR WORK FROM HOME - ENTREPRENEURS

Short shots: consultations, online meeting, cloud document sync, work on a presentation, with animated numbers on screen.

Active video calls X / Data transferred XX GB / Latency under load XX ms XX marks actual measured data, not promised performance.

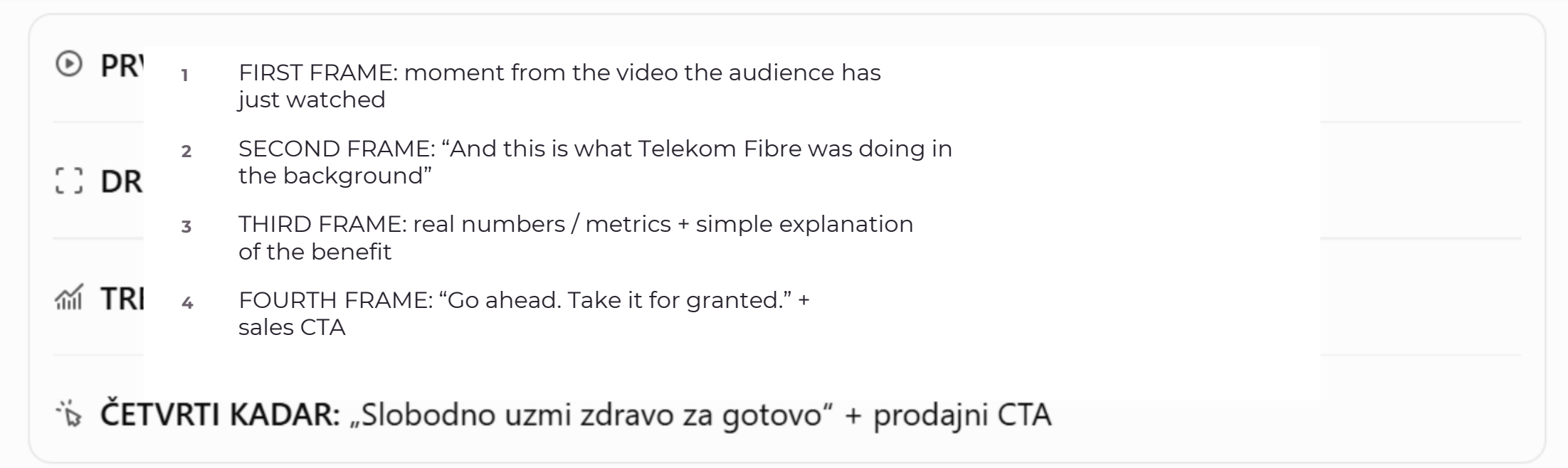
Final copy: “While she was talking about how she found her first clients, her home office was running at full speed. When you work from home, you already have enough things to think about. Internet shouldn’t be another one.”

Sales CTA: Find a package for your home office.

03 CONTENT YOU WANT TO WATCH - FOLLOW-UP

How do all repurposed pieces look like part of the same campaign?

Consistent visual format, instantly recognizable regardless of creator. Unified branding elements. Sales CTA and shared slogan.



Choose creators for the job - not popularity.

The same follower count does not mean the same value for GRWM, gaming, programming and business.

01	**GRWM / BROAD AUDIENCE**	Montenegro audience share · median Reel views · shares/reach · saves · brand safety
02	**GAMING / LIVE**	Average concurrent viewers · watch time · chat activity · genuine credibility in the game
03	**PROGRAMMING / BUSINESS**	Expertise · professional audience composition · quality of questions · saves · relevant enquiries

FOR ALL: audience quality · previous sponsorships · paid-adaptation rights · reputation · price · fibre availability.

04 WHAT'S BEHIND IT

WE DON'T TAKE IT FOR GRANTED.

SO THAT YOU CAN.

Behind the network we use every day are people, infrastructure, expertise, effort and work. These are stories about the effort that allows us to rely on a good internet connection.

*This segment has added value: avoid claiming Telekom Fibre NEVER fails. Emphasize the serious work behind it and why we believe customers can rely on Telekom - not that Telekom is infallible.

LINKEDIN

A native platform for professional formats. Supports more serious content such as whitepapers, case studies and long-form interviews. If Telekom has a solid employee network on LinkedIn, it can quickly strengthen the position of "expert faces behind the scenes" and enable clearer lead-generation tracking - especially useful for B2B efforts.

INSTAGRAM & FACEBOOK

A selection of the most interesting LinkedIn content adapted into shorter Reels, carousels and Stories linking back to Telekom's website.

BROADER DIGITAL

Use content on and from the website, plus newsletter and blog material.

Serious infrastructure and human capability across formats

One expert story is used at different depth across LinkedIn, the website, newsletter and Meta channels.

01 / EXPERTS BEHIND YOUR PEACE OF MIND

Interview with experts

How faults are identified and resolved. What the challenges of fibre infrastructure are.

02 / EDUCATION

Blog, case study, whitepaper

Explain the benefits of fibre through measurable, approved examples and relevant topics.

03 / SOCIAL ADAPTATIONS

Reel, carousel, Story

30 seconds with an engineer, infographic, carousel with interview excerpts, thought-leadership content.

04 / CONVERSION

LinkedIn Document Ad + Lead Gen Form

Expert guide → relevant business enquiry → CRM / sales team.

LinkedIn as a B2B opportunity is a secondary benefit; the main campaign still promotes home fibre.

Three overlapping launch phases.

PHASE 01 - top of funnel
(awareness)

ESTABLISH THE IDEA
Hero videos + short adaptations. Priority is unique reach, retention and shares.

PHASE 02 - middle of funnel
(consideration)

EXPAND THROUGH COMMUNITY
POV creators, useful content, live and LinkedIn “Behind the scenes”. Hero content continues to run.

PHASE 03 - bottom of funnel
(conversion)

PROVE & CONVERT
Real tests, paid cutdowns, direct sales CTA and qualified enquiries.

- We decide when to activate the next phase based on a combination of reach, attention, shares and message comprehension - not one number.
- The campaign measures success at every level through different KPIs (not only progression through the funnel - awareness, brand-value dissemination, etc. are valid objectives in themselves).

Every piece of content has its own definition of success.

We choose metrics according to the role of the content, not one universal table of views.

KPI

HERO FILMS

Primary goal: reach

Frequency · 3s/6s hold · completed views · shares · sentiment · ad recall

KPI

CO-CREATED POV

Primary goal: engagement

Comments per reach · retention · relevant responses · UGC

KPI

CONTENT YOU WANT TO WATCH

Primary goal: engagement

Average watch time · completion · questions · comments · shares · DM

FOLLOW-UP

Primary goal: consideration

Clicks · landing page views · CTR · CPC · website events · CRM (if integrated)

Organic, Collab and paid results are reported separately - they are not directly comparable. Hero films should also be distributed through paid campaigns for reach, but they do not have the conversion/consideration/sales function of the adaptations.

WHAT'S BEHIND IT - KPI

LinkedIn and product adaptations provide a clearer signal than audience engagement alone.

B2C / FIBRE

Reel / Story → package → online order

Link CTR · clicks · landing page views · availability checks · package selection · started and submitted applications

UTM · GA4 · PIXEL / CAPI*

LINKEDIN / B2B

Document Ad → Lead Gen Form → qualified enquiry

Document views/downloads · form opens · completion rate · lead quality · conversations / CRM outcomes

LEAD QUALITY > LEAD VOLUME

Conversion tracking requires correct event setup, user consent and access to analytics / CRM.

From reaction to community

01 / ENGAGEMENT · UGC · EDUCATION - primary KPI follows the action the CTA actually asks for

CONTENT	CTA	GOAL	PRIMARY KPI	ADDITIONAL KPI
Hero - neighbours	Tag your friend	Engagement	**Comments with tags**	Shares, engagement rate
Hero - dad	What is “your song” at home?	Engagement	**Relevant comments**	Shares, video views
GRWM - creator	What little thing ruined your plan?	Engagement	**Relevant comments**	Shares, avg. watch time
Runner	What ruined your plan?	Engagement	**Relevant comments**	Shares, completion rate
Story - friends	Post a Story and tag your person	UGC	**Recorded tagged posts**	Public mentions and reposts
Frames Story - dad	Reveal what is behind the frame	Interaction	**Story reach**	Clicks on separate Link sticker*
Creator tutorial	Save these 3 tricks	Education / engagement	**Number of saves**	Shares, avg. watch time
Gaming live	Chat chooses tactics	Community	**Participants in voting and chat**	Avg. viewers, watch time

* We do not present the number of Frames sticker reveals as a guaranteed available metric. Clicks are measured if a separate Link sticker is added.

From interest to request

02 / CONSIDERATION · LEAD GENERATION · CONVERSION - separating visit, enquiry and sale

CONTENT	CTA	GOAL	PRIMARY KPI	ADDITIONAL KPI
Paid hero adaptations	Check fibre availability	Consideration	**Started availability checks***	Landing page views, CTR, clicks
Paid “Everyone has their own”	Choose a package	Consideration	**Package page views***	Clicks, CTR, started applications*
Creator product recap	Choose fibre for your setup	Consideration	**Offer page visits***	CTR, package views*, started applications*
LinkedIn expert guide	Download the guide	Lead generation	**Submitted Lead Gen forms****	Form opens, completion rate
LinkedIn B2B offer	Request a business quote	Conversion - enquiry	**Submitted forms / business enquiries**	Qualified leads, CPL, CRM outcomes
Online ordering	Order online	Conversion - application	**Submitted online applications***	Completion rate, abandonment, CRM sales

* Website actions require GA4/Pixel/CAPI events and correct attribution. ** For the guide, we assume a Document Ad connected to a Lead Gen form. A submitted application is not the same as a completed sale.

Measure. Interpret. Adapt.

We do not list a hundred hypothetical situations - we introduce a clear decision framework for the campaign.

1	**High reach · weak retention**	→	Test the first 2-3 seconds, hook and duration.
2	**Good views · little sharing**	→	Strengthen the relatable moment or reason to share.
3	**Many saves · few clicks**	→	Add a separate product cut and a more concrete CTA.
4	**Clicks rise · requests do not**	→	Review mobile UX, the offer and ordering steps.
5	**Many LinkedIn leads · poor fit**	→	Tighten the ICP, audience and form questions.

Target values are set against Telekom's historical benchmarks - we do not invent them without data.

GO AHEAD.

TAKE IT FOR GRANTED.

TELEKOM FIBRE.

The best internet is the one you don’t have to think about.

Four connected directions. One human truth. Content that provides value and leads to the product.

Milica Šaranović Pajović

Sources and notes.

RESEARCH & MARKET

EKIP / DAMAR, 2025 market research; EKIP 2024 annual report. Percentages on slide 2 use different bases and refer to the stated questions.

TELEKOM FIBRE / SALES - LINKS

telekom.me/privatni-korisnici/optika
telekom.me/privatni-korisnici/kucni-internet

Availability and package conditions are checked for each address.

MEASUREMENT - WHAT DO WE CONNECT TECHNICALLY?

UTM tags + GA4 events + Meta Pixel / Conversions API*. Events: availability check, package selection, application start and submission.

CREATOR SHORTLIST

@mina_make.up · @anna_soldo_ · Igi Bro · Jasna Pejović

Preliminary suggestions, not confirmed partners; audience, contracts and reputation to be checked.

VISUALS ILLUSTRATE THE CONCEPT; THEY ARE NOT A PROPOSED CAMPAIGN ART DIRECTION