MVNOs Successful Marketing Strategies

Description: Following the MVNO report published in 2007 looking at the future of MVNOs, this new report looks beyond Europe and covers the 'Successful Marketing Strategies Of MVNOs' across all regions.

The aim of the research was to establish the 'Successful Marketing Strategies of MVNOs'. Each in-depth profile is built upon topics such as overview of basic service offers, price positioning vis-à-vis MNOs, disruptive business strategy, building flexibility around the basic service offer, enriching customer experience and self care apps.

The research discovers a range of different approaches and trends that are now driving the market, for example, companies active in the insurance and financial services looking to enhance their services to their customer base and develop new distribution channels by offering mobile services.

Geographical Coverage
20 MVNOs (see list below) operating in fourteen markets of Europe, North America, Latin America, Asia Pacific and the Middle East.

Scope for each of the 20 profiles
To identify successful marketing strategies of MVNOs through the creation of research profiles that are built upon below topics:

1. Summary and level of success as an MVNO and in the country of operation
2. Overview of basic offers
3. Price positioning vis-à-vis MNOs
4. Disruptive business strategy
5. Building flexibility around the basic service offer
6. Enriching customer experience
7. Self-care app

Plus provision of some key shots of the providers' website.

Conclusion

The report is accompanied by an Excel tracker that looks at MVNOs price positioning vis-à-vis MNOs and provides a summary of core services offered by the MVNOs in question.

MVNO coverage - 20 profiles in total

Europe:
Telenet - Belgium
Sosh - France
Ay Yildiz – Germany
Cyta - Greece
Dekatel – Netherlands
Poste Mobile - Italy
Jazztel - Spain
Tuenti Movil - Spain
giffgaff - UK
Lebara Mobile – UK
Lycamobile – UK
Tesco Mobile - UK
Truphone – UK
Virgin Mobile – UK

Middle East
Friendi Mobile - Oman
Americas
Porto Seguro Conecta – Brazil
Uff Movil - Colombia
Boost Mobile - USA

Asia-Pacific
Amaysim – Australia
Tune Talk – Malaysia

Deliverables: Profiles & Executive Summary in PowerPoint; Pricing in Excel

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