

Results analysis

Plan B. TV campaign



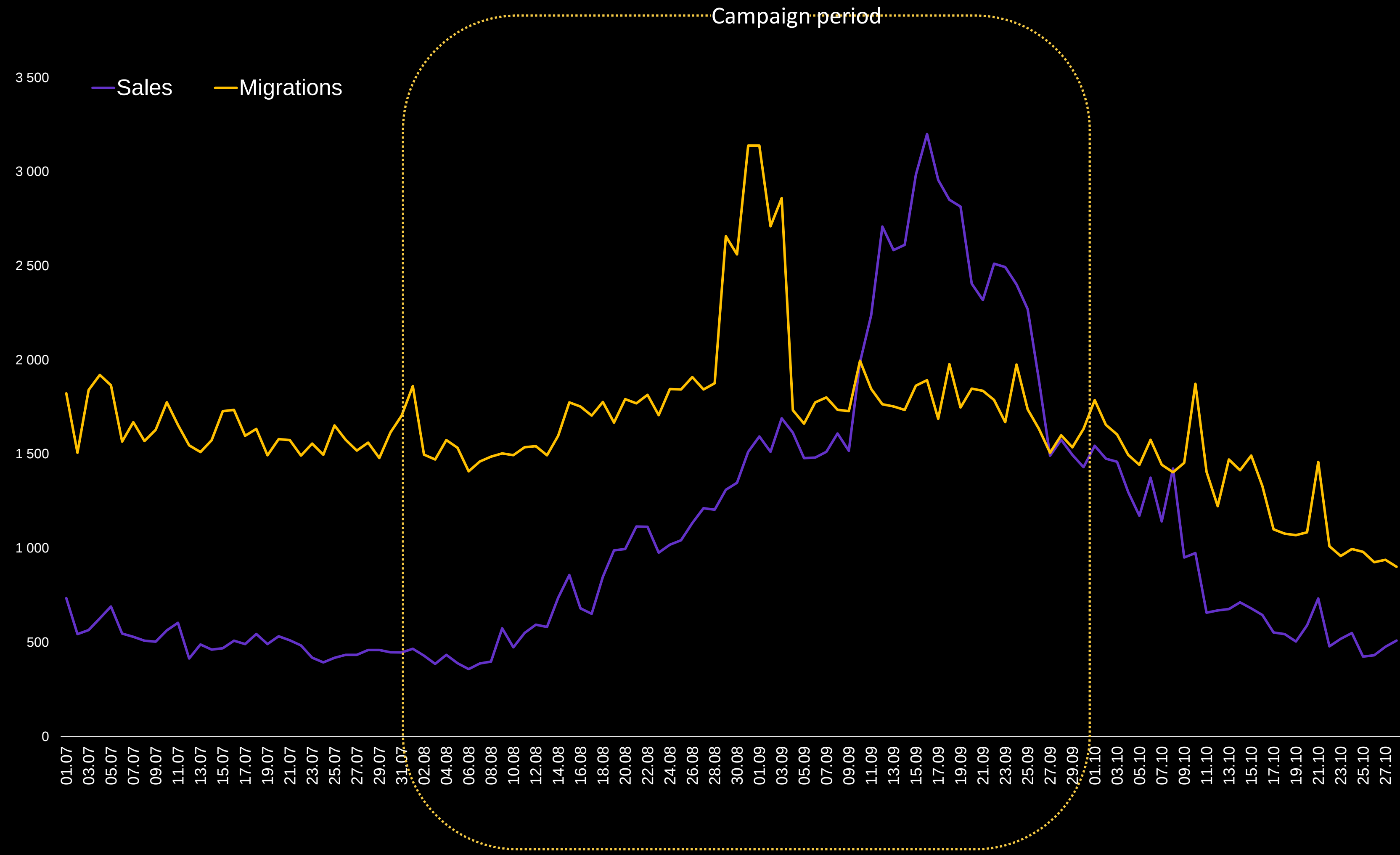
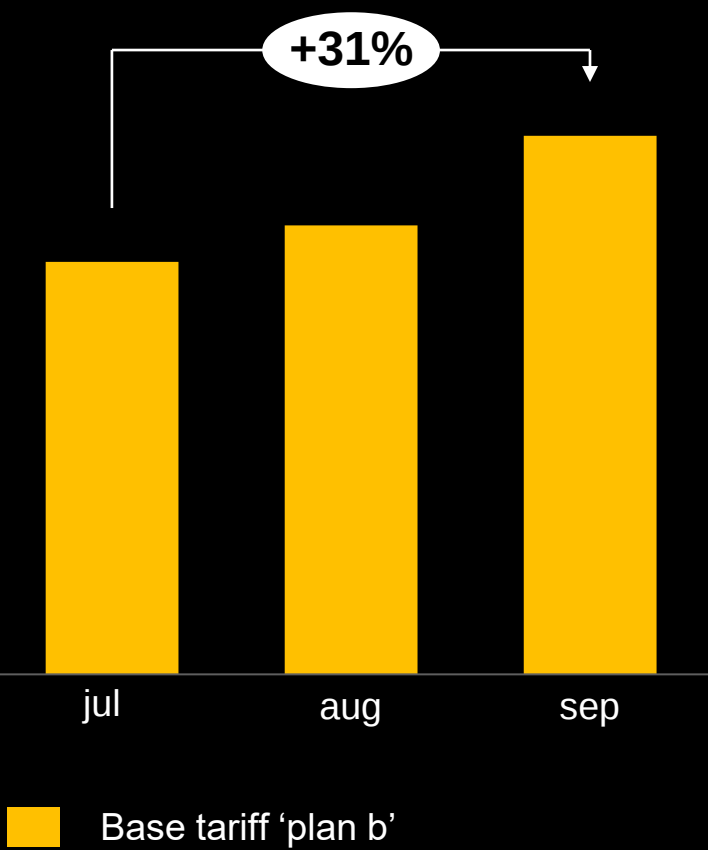
The communication worked effectively on the core youth audience.
Sales of the “Plan B.” tariff grew by +167% over the campaign period, and the tariff’s subscriber base grew by +31%

Sales target delivery,
“Plan B.” tariff

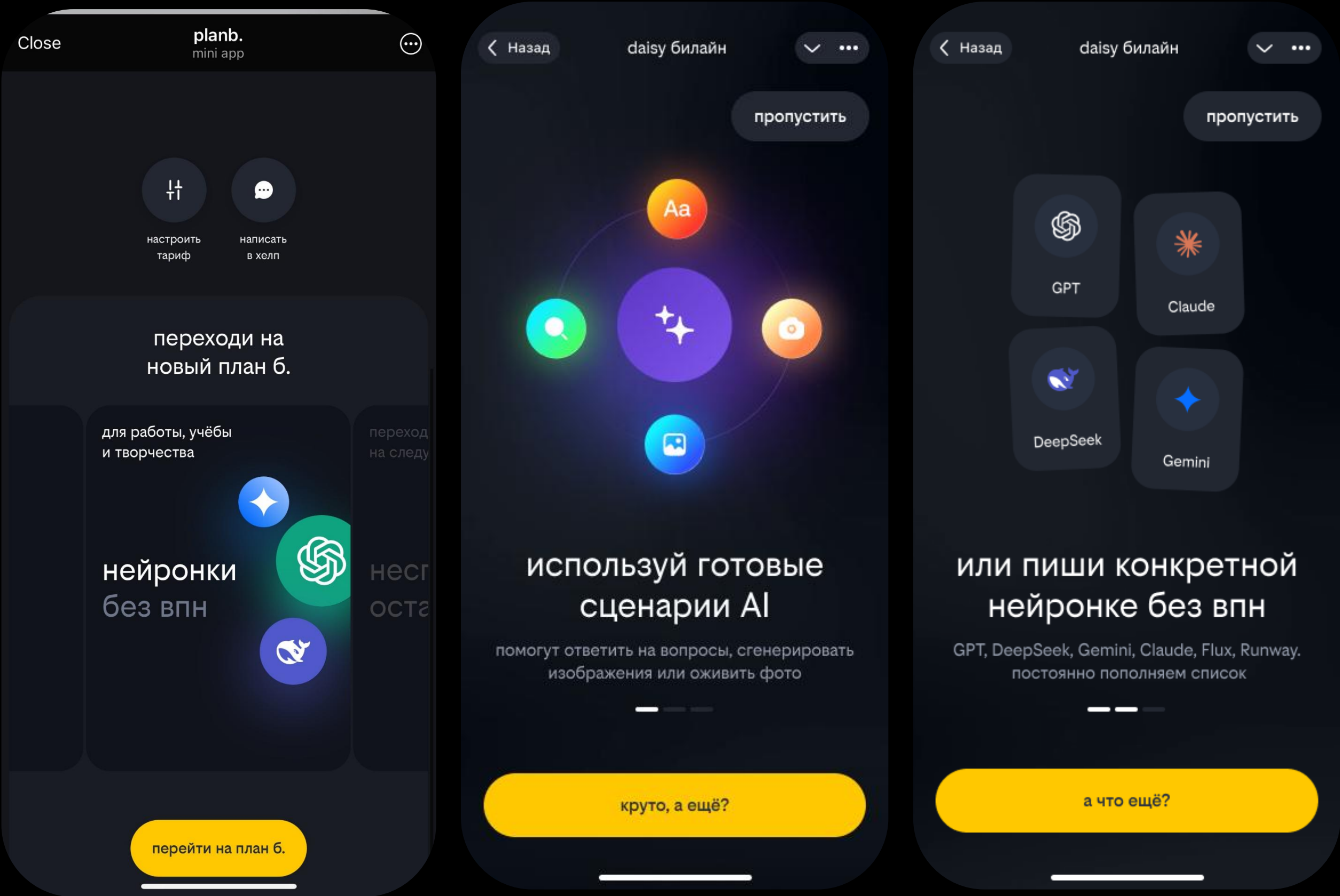
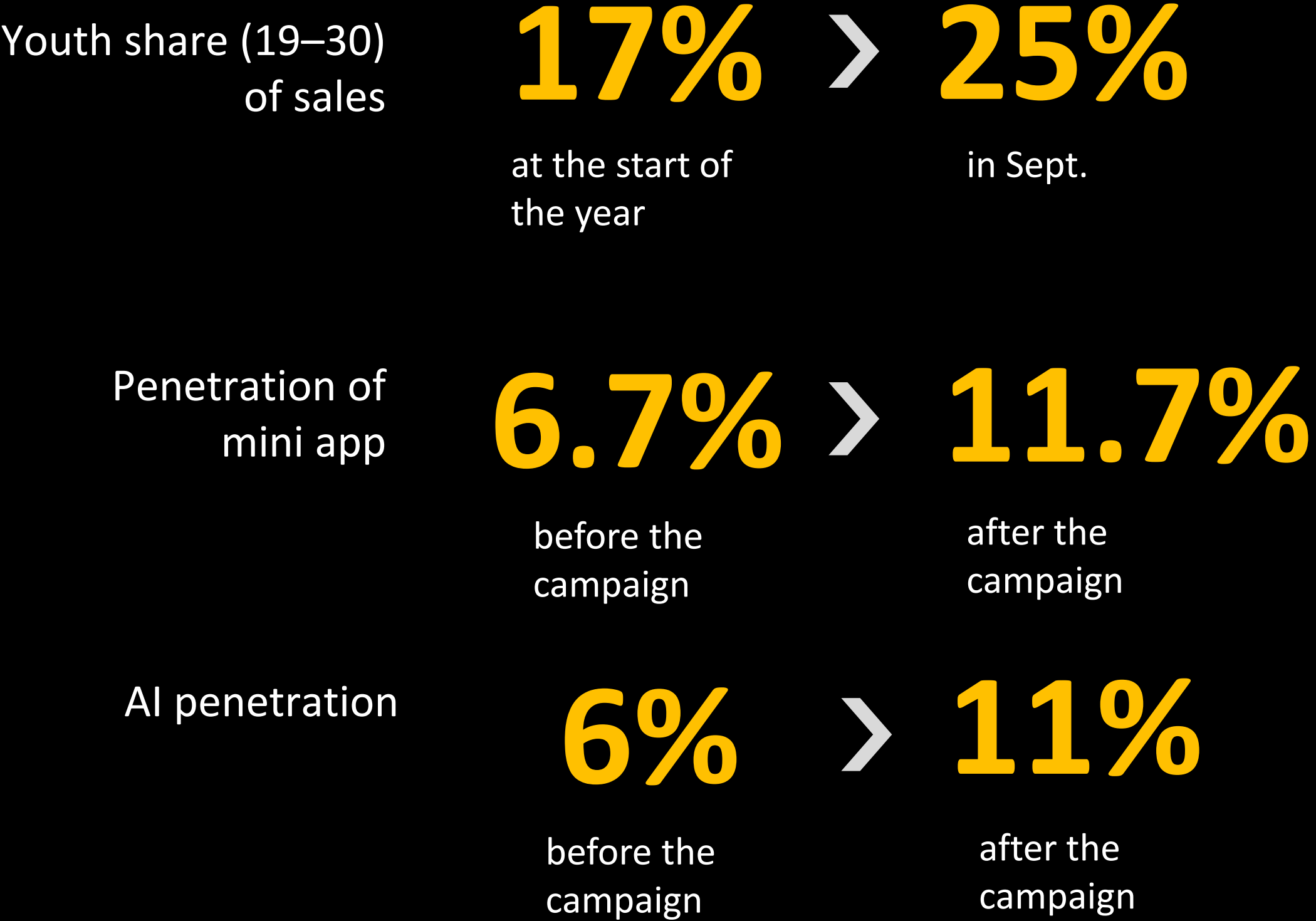
167%

campaign: 1.08–30.09.25

Base growth



The communication worked on the core audience.
The target youth share of sales was hit
in September — 3 months ahead of plan. The audience acquired is digital –
penetration of key Plan B. features is growing



During the campaign, the share of tariff sales through online channels grew several times over

