



×



SUCCESS STORY

3: Creative Freedom in a Competitive Market

From limited flexibility to full creative autonomy - dynamic ads, real-time data, and millions of monthly impressions.

Customer Case

The Creative Performance Platform



3

Intro: From Format Limitations to Full Creative Control

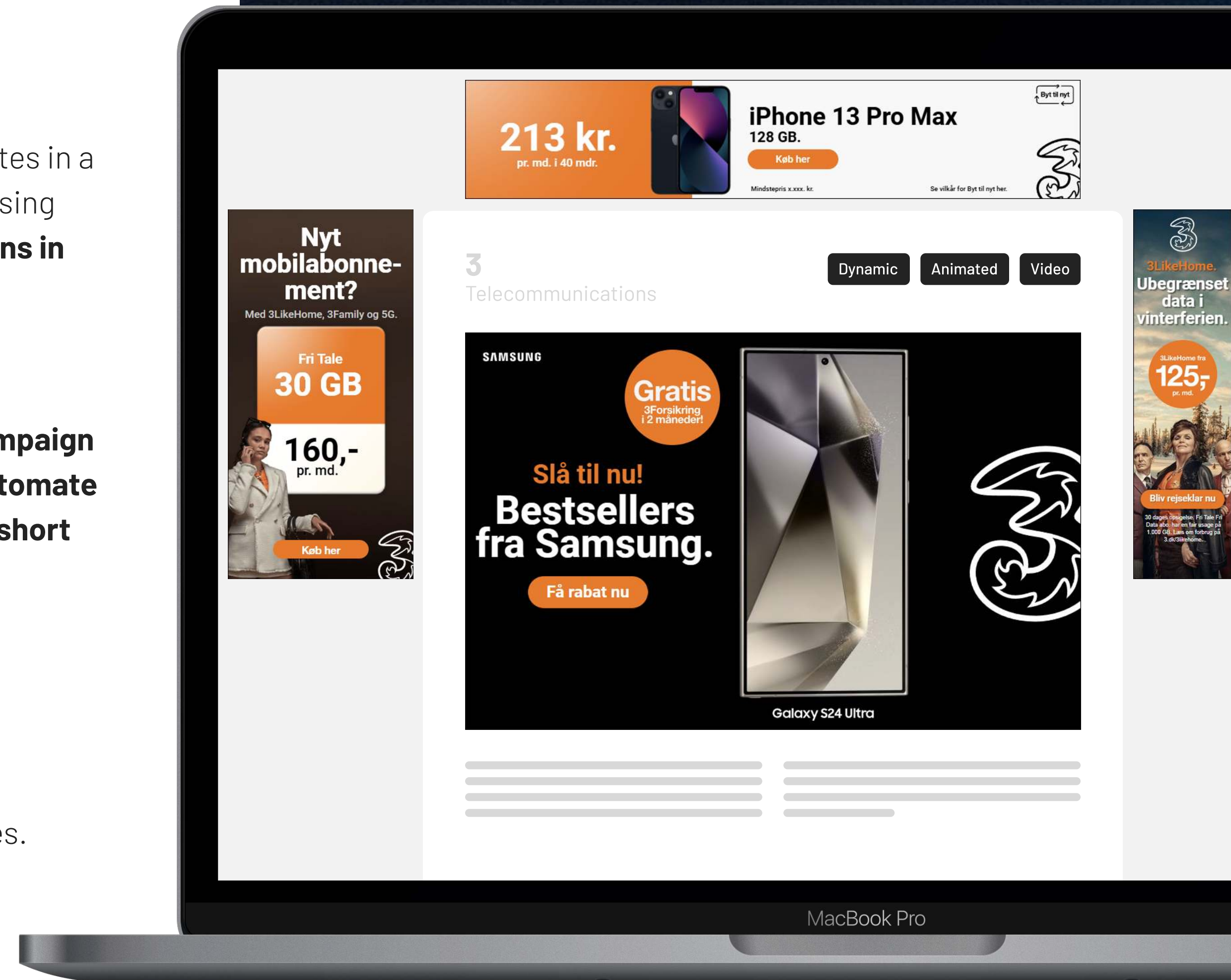
As one of the world's largest telecom brands with over **130 million** customers, 3 competes in a price-sensitive, fast-moving market where brand awareness is critical. Display advertising plays a major role in both campaign activation and always-on messaging—but **limitations in format and creative capability** held them back.

Goal: Flexibility & Smarter Ad Production

The goal was to bring dynamic elements and video into their display mix—**boosting campaign impact** and aligning messaging **across channels**. At the same time, they needed to **automate production** for a wide range of **products and variants**, while keeping **time-to-market short** and **production agile**.

Results: Automated and Video-Ready

- ✓ Gained **full creative freedom** across formats, including video banners.
- ✓ Improved production speed with **automated workflows**.
- ✓ Adopted Zuuvi's **DCO solution to dynamically produce ads** for large product volumes.

[See 3 Ad Examples](#)

The Creative Performance Platform



We have learned how easy it is to create DCO campaigns – and that process is making us rethink things within our company.



Lars Christensen

Graphic Design Manager, 3 Denmark

CASE VIDEO

ZUUVI

How 3 Uses DCO to Scale Dynamic Ads Across Product Campaigns



[Watch the Case Here](#)

The Creative Performance Platform



Thank you for reading

Need Inspiration? Get Inspired By Real-Life Ad Examples.

[Explore our Inspiration Universe](#)