

MEDIA ALERT

amaysim cements its position as the telco that LOVES its customers with *Little Sim, Big Love* rebrand



[The amaysim SIM is a little love machine, powered by customer love](#)

Check out the *Little Sim, Big Love* creative [here](#)

UNDER EMBARGO: Monday, 2 November 2020

Australia's fourth largest telco, amaysim, with over 1.19M happy customers, has today debuted its new brand platform '*Little Sim, Big Love*' to celebrate 10 years of award-winning customer service.

After a decade of disrupting the industry, the least complained about telco in Australia¹ will reignite its bold spirit with a long-term brand promise. The new platform will show 'crazy customer love' by giving customers the things that matter most; great value, more data for their buck, no clingy lock-in contracts, Optus 4G network, no tricky catches, and surprising delights when they least expect it.

amaysim's Chief Marketing Officer Renee Garner says. *"Our exciting Little Sim, Big Love positioning doubles down on what we already do extremely well, amazing value delivered with amaysim values, especially our proud value of empathy. It's about striving to really 'get' our customers and doing what it takes to keep the spark alive - the little things, the big things, the courageous things and the 'what's right' things. It's how we roll today, and it will fuel our growth into the future."*

"Ten years ago, we introduced an antidote into the world of telcos – a customer-oriented simple mobile plan that does exactly what the customer needs, without any catches. Simplicity alone is now table stakes, and whilst it remains vital in proposition design and experience, what the world needs more of right now is kindness, empathy and love, and our superstar team already bring that for each other and our customers each and every day."

"We are the only telco that makes sure existing customers are always on the same or better plan as new customers. I've been asked if it's too ballsy to make a promise around crazy love, but then I think of the decisions we make that put our customers first, and I think... bring it on baby! Our team loves the ambition this platform sets for us, and we get to sprinkle it with a

whole lot of flirt and playfulness, and a deeply human touch. Who says you can't fall in love with a telco?" Garner said.

amaysim consistently has the highest net promoter score (NPS) of the big four mobile service providers (Telstra, Optus, Vodafone and amaysim), ranked 55 on a scale from -100 to 100, further cementing its award-winning customer service status.

Most recently, amaysim has been acknowledged in the 'Canstar 10 Year Awards' for being the most recognised phone provider over the last 10 years in its annual customer satisfaction ratings, while consistently scoring five-star reviews from customers in regard to both service and value for money.ⁱⁱ

"We treat our current customers better than any other telco. We send them birthday love, make tea cosies for them, craft rock t-shirts heroing them, name meeting rooms after them, and tattoo (temporary) their names on our arms. We love them. We crazy love them and we have a lot of fun showing them the love. Fun makes hard work easy, after all. It's hard to believe all of this love comes from this little sim?!" Said Garner.

Little Sim, Big Love is the first piece of work from 72andSunny, amaysim's new creative agency, after been awarded the business in August, following a competitive pitch. *Little Sim, Big Love* will bolster a complete platform refresh across customer experience, product and service, internal culture and communications.

"Working with the amaysim team on their next chapter of growth has been truly collaborative. We set out to transform the brand across the whole spectrum, with a shared creative ambition to do something different and I believe we've achieved that with Little Sim, Big Love." said Luke Martin, Head of Product, 72andSunny Sydney.

Take a look at the new *Little Sim, Big Love* creative [here](#).

For further information, visit amaysim.com.au

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About amaysim

At amaysim, 10 years of being the least complained about telco comes with certain responsibilities. With award-winning customer service, amaysim goes above and beyond to show 'Crazy Customer Love' by providing great value, frictionless connection and what you need most: no lock-in contracts, more data for your buck, unrestricted 4G Plus network and surprising bonuses. In other words, the amaysim SIM is a little love machine, powered by customer love.

We're the fourth largest mobile service provider, servicing over 1.19 million subscribers. We exist to courageously champion our customers, giving them amazingly simple connectivity, smart tools, DIY account

management, and transparent products with a whole lotta heart. For more info about amaysim visit amaysim.com.au.

ⁱ Telecommunications Complaints in Content report April – June 2020

ⁱⁱ <https://www.canstarblue.com.au/canstar-blue-10-years-awards/>