

MTN vs Airtel Valentine Campaign - Client Brief

Background:

In the competitive telecom industry, MTN aims to foster an innovative brand image while building friendly connections with other networks. A light-hearted Valentine's Day initiative presents an opportunity to engage with Airtel in a playful and strategic manner, creating positive brand associations and enhancing MTN's appeal through humor and relatability.

Objective:

To create a memorable Valentine's Day campaign that playfully acknowledges Airtel, sparking positive engagement and conversation across social media. The campaign should drive awareness of MTN's brand values, showcasing MTN as approachable, confident, and willing to engage in friendly banter with its competitors.

Target Audience:

Primary: social media-savvy young adults and professionals who enjoy light-hearted, humorous brand interactions.

Secondary: Broader online audiences who resonate with witty, creative content.

Key Deliverables:

1. A creative Valentine's Day message that addresses Airtel in a friendly and humorous tone.
2. A short, shareable video (or visual assets) that personifies MTN and Airtel as characters in a playful interaction.