

Client Brief: MTN 5G Brand Refresh

Background:

Given Airtel's recent 5G launch, repositioning MTN as the market leader and the best option for 5G is essential.

As the pioneer in the country's 5G landscape, MTN seeks to uphold its market leadership, increase consumer adoption, and deepen brand loyalty by highlighting its unmatched network performance, speed, and reliability nationwide.

Objective:

1. **Refresh Brand Message:** Reinforce our message of “No Be Juju Na MTN 5G.”
2. **Drive Adoption:** Increase consumer interest and adoption of MTN's 5G network among data-savvy, technology-enabled users.
3. **Reinforce Brand Superiority:** Position MTN's 5G service as the most reliable and powerful in the market, overshadowing competitors' recent 5G launch.
4. **Increase Awareness and Accessibility:** Educate a broader audience about MTN's 5G capabilities, ensuring they are well-informed and inclined to adopt 5G when compatible devices become accessible.

Target Audience:

1. **Primary:** technology-driven individuals and heavy data users who understand the capabilities of 5G technology.
2. **Secondary:** The general Nigerian population, preparing them for a seamless transition to MTN 5G as they acquire compatible devices.

Key Deliverables:

- **Creative Digital Content:** Develop a visually compelling, interactive digital campaign to showcase MTN's leadership in the 5G market.
- **Engagement Strategy:** Utilize influencer partnerships, social media activations, and high-impact media to maintain top-of-mind awareness and counter-competitive messaging.
- **Conversion Tactics:** Implement a robust paid media strategy to capture and convert consumer interest into MTN 5G adoption.

Evaluation Metrics:

Success will be measured through:

- increased 5G device adoption on the MTN network
- higher data subscription rates among 5G users,
- elevated brand preference scores and significant online engagement, demonstrating MTN's market-leading position in the Nigerian 5G landscape.