



5G!

# MTN 5G REFRESH

CAMPAIGN LAIF

Presented by: Playhouse Communication Ltd



# Context

## BACKGROUND

In June 2023, the competitive landscape shifted dramatically with Airtel's launch of its 5G network, just nine months after MTN boldly pioneered 5G technology in Nigeria. Recognizing the urgency to reaffirm our market leadership, we launched a robust and dynamic digital campaign designed to swiftly reclaim the narrative and solidify MTN's position as the premier choice for 5G connectivity.

Our campaign, characterized by its bold creativity and strategic execution, was a comprehensive digital blitz that flooded the online space. We reminded Nigerians not just that MTN was the first to introduce 5G, but that it was unequivocally the best. Through captivating social media activations, partnerships with influential figures, and immersive interactive content, we effectively redirected the conversation back to MTN's unmatched network performance, blazing speed, and steadfast reliability.

This innovative digital marketing campaign not only eclipsed Airtel's product launch but also reinforced MTN's identity as the industry leader in connectivity and technological advancement. Our efforts established a compelling narrative that underscored MTN's commitment to delivering superior experiences, ensuring that our brand remained synonymous with innovation in the minds of Nigerian consumers.

## Objective

1. **Drive Adoption:** Encourage data-savvy Nigerians to embrace MTN 5G, highlighting its transformative potential.
2. **Educate and Inspire:** Enlighten Nigerians about the exceptional power, speed, and reliability of MTN 5G, fostering a deeper understanding of its benefits.

## Target Audience

1. **Primary Target Audience:** Data savvy, technology-enabled people who understand the power of what 5G can do.
2. **Secondary Target Audience:** General populace so that when they have devices that are 5G-enabled, there will be little barrier to adoption.



# Creative Execution

**Wipe to  
experience  
a new  
universe**



**y'ello** Airtel,

We know it's no small feat to join the **5G** League.  
We've made everything easy for you,  
so welcome to the amazing world of **5G**.

To outdoing ourselves,

**MTN Nigeria**



*What are we doing today?*

**MTN**



# Strategies used in delivering the message

**Interactive Rich Media Advertising:** Our rich media ad campaign featured an engaging interactive element where users could wipe away Airtel's brand colours to reveal MTN's iconic yellow. This innovative approach visually and symbolically illustrated MTN's superiority in the 5G space. The ad directed viewers to the MTN 5G landing page, offering them detailed insights into the product and facilitating immediate purchase of the 5G router. This blend of creativity and functionality not only captivated the audience but also drove conversions.

**Social Media Innovation:** We crafted a compelling social media campaign that not only welcomed Airtel to the “exclusive 5G League” but also strategically showcased MTN's superiority. Our creative narrative resonated deeply across all platforms, using wit and bold visuals to emphasize MTN's unparalleled 5G capabilities. The campaign's clever messaging sparked organic amplification from popular blogs and influencers, creating a ripple effect that heightened brand visibility and engagement, establishing MTN as the undisputed leader in 5G connectivity.

**Compelling Digital Content:** We launched a powerful series of testimonial videos featuring businesses, entrepreneurs, and heavy-data users who shared their transformative experiences with MTN 5G. These authentic narratives demonstrated how MTN's superior speed and reliability empowered users to achieve remarkable results. By showcasing real-world success stories, we not only educated the audience about the benefits of MTN 5G but also fostered trust and credibility, solidifying MTN's position as the go-to choice for 5G technology.

**Targeted Paid Media Strategy:** We executed a precision-targeted paid media strategy using Search Engine Marketing (SEM) to convert potential customers actively searching for Airtel 5G into MTN 5G adopters. By focusing on individuals in 5G-enabled regions and existing MTN customers with compatible devices, we maximized our reach and impact. Furthermore, we strategically targeted customers of competitors who possessed 5G-enabled devices, enhancing our market share and solidifying MTN's position as the preferred choice.

To amplify the campaign's impact, we executed a Twitter hashtag takeover on the launch day, creating a surge of conversation around MTN 5G. This real-time engagement kept MTN at the forefront of consumer discussions and reinforced our brand's relevance and leadership in the 5G arena.



# Business Impact

The MTN 5G brand refresh campaign delivered exceptional business results, significantly enhancing our market position and reinforcing our commitment to innovation. Key achievements include:

- **Remarkable Growth in Data Purchases:** The campaign directly contributed to a substantial increase in data purchases, soaring from **763.94 million** in 2022 to an impressive **1.068 billion** in 2023, as detailed in the MTN Nigeria Communications Plc Financial Report. This remarkable growth underscores the campaign's effectiveness in driving consumer engagement and adoption of MTN's 5G services.
- **Surge in 5G Device Adoption:** Since the second half of 2023, the number of 5G devices on the MTN network has surged by over **42%**. This increase reflects the campaign's success in not only promoting 5G awareness but also incentivizing customers to upgrade their devices, thus enhancing their overall experience and connection quality.
- **High Engagement Among 5G Users:** Our efforts resulted in an impressive **99%** of 5G users being active data subscribers. This statistic highlights the effectiveness of our campaign in converting interest into active usage, reinforcing MTN's position as the leading provider of 5G technology in Nigeria.

These outcomes demonstrate that the MTN 5G brand refresh campaign not only elevated brand awareness but also significantly impacted the business's bottom line, establishing MTN as the frontrunner in the 5G market while driving customer satisfaction and loyalty.

# Brand Performance and Measurable Results

The MTN 5G campaign emerged as a disruptive force in the digital landscape, achieving unprecedented traction and engagement among Nigerian consumers. Notably, the campaign was widely perceived as overshadowing Airtel's digital launch, demonstrating MTN's ability to dominate the conversation and capture public attention. This insight, supported by data from the MTN Brand Health Tracker, illustrates the campaign's success in creating a significant impact in a highly competitive environment.

- **Elevated Brand Recognition:** Through strategic messaging and innovative digital tactics, the campaign successfully established MTN 5G as the most viable option in the market for 5G technology. This heightened brand recognition reflects the effectiveness of our efforts to position MTN as the clear leader in connectivity, ensuring that consumers associate the brand with superior quality and reliability in the 5G space.
- **Enhanced Brand Desire and Adoption:** The campaign significantly influenced key brand attributes, fostering a strong desire for MTN 5G among consumers. As identified in the MTN Brand Health Tracker, these attributes directly contributed to increased adoption rates, solidifying MTN's status as the preferred choice for 5G connectivity.

The results of this campaign not only highlight MTN's prowess in the telecommunications sector but also reinforce the brand's commitment to innovation, customer satisfaction, and market leadership in the era of 5G technology.



Reach

35.1m



Impression

65.8M



Clicks

940.3K



AVG CTR

14.4k



Views

13.8m

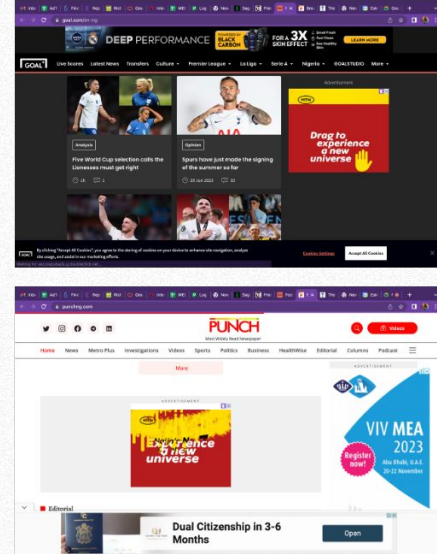
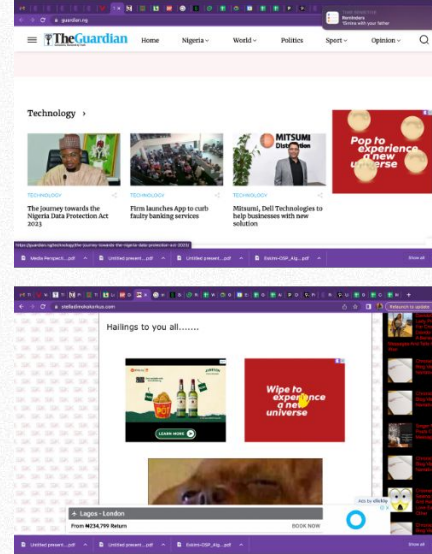


AVG VTR

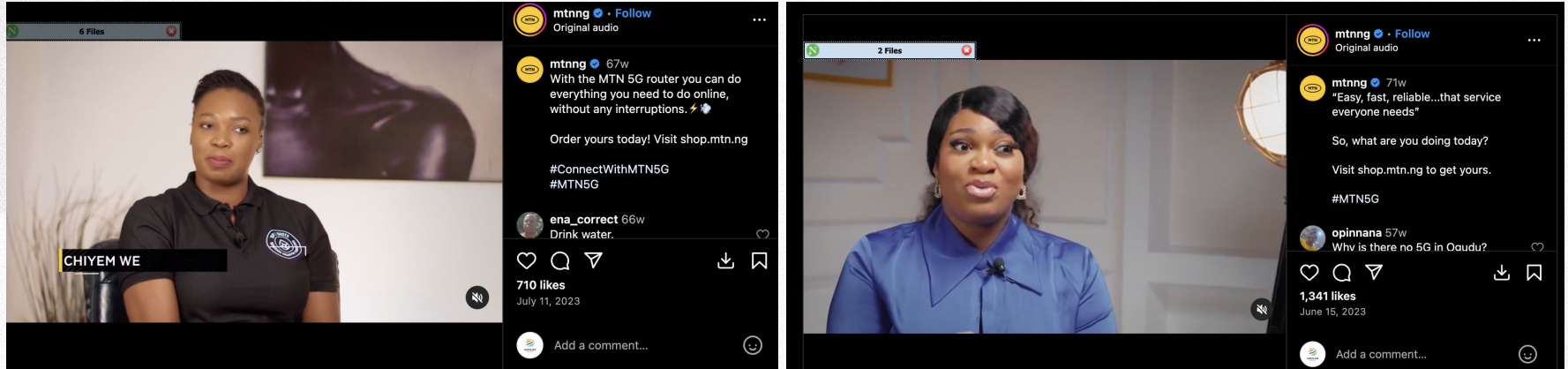
23.9%



# Evidence of Execution



# Evidence of Execution



<https://www.instagram.com/p/Ctq77znsUjs/>

[https://www.instagram.com/reel/CuklXcFvhAi/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFiZA==](https://www.instagram.com/reel/CuklXcFvhAi/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==)

[https://www.instagram.com/reel/Ctget\\_XraRz/?utm\\_source=ig\\_web\\_copy\\_link&igsh=MzRlODBiNWFiZA==](https://www.instagram.com/reel/Ctget_XraRz/?utm_source=ig_web_copy_link&igsh=MzRlODBiNWFiZA==)

<https://www.instagram.com/reel/C1B1C9ICNdk/?igsh=YWEzMjVzZXhnZ2Y2>



# Links to popular blogs that talked about the campaign

<https://marketingedge.com.ng/marketing-advertising-53/#:~:text=It%20could%20be%20recalled%20that.To%20outdoing%20ourselves%2C%20MTN%20Nigeria.>

<https://techreviewafrica.com/news/701/mtn-welcomes-airtel-into-nigerias-5g-network-league>

<https://marketingedge.com.ng/mtns-welcome-message-to-airtels-5g-sparks-reactions/>

<https://www.legit.ng/business-economy/industry/1540258-5g-mtn-airtel-engage-playful-banter-hilarious-adverts-battle-subscribers/>

<https://brandcrunch.com.ng/2023/06/20/smell-the-coffee-airtel-arouses-your-imagination-in-5g-coopetition-with-mtn/>