Human Network Testing Telecom Network

VI — India's newest telco born from the merger of erstwhile leaders Vodafone and Idea, experienced significant network issues during its consolidation.

These lapses severely impacted the network experience and perception.

Significant investments and improvements were made to fix the issues and to ensure,

VI

has the best network experience THAN EVER BEFORE.

Network ratings were maintained above 99.60% in Jan'23. Best ever (within category) achieved during Monsoon months (Jun'22 to Sep'22).

3

But no one was ready to trust us.

Improved network performance did not translate to increase in perception and consideration.

VI!

While partnering with leading network-rating agencies would have been the ideal approach. Unfortunately for Vi, 3rd party network-rating agencies had been overused by the competition and were no longer considered credible.

The task:

In the absence of a strong industry–approved accreditation partner,
we need to find innovative ways to prove our network performance credentials.

Vi!

To upturn the situation,
Vi decided to take on one key markets at a time.

Mumbai was chosen as the ground zero for a turnaround, as it has:

- **Highest telecom user base in India**
- **High value customers**
- **Historically, strong market**

But Mumbai was a complex telecom market.

The city was a vast, ever-expanding cobweb of crowded slums and tall skyscrapers, dense neighborhoods, and industrial complexes. Packed trains and metros, Streets filled with a sea of vehicles and narrow roads bursting with people as well.
All this without harping too much about the monsoons.

It was humanly impossible for our network engineers to reach every part of Mumbai to keep the network working efficiently.
We needed a solution that would work for Mumbai.

Our idea

Partner with

Mumbai's best and biggest

HUMAN NETWORK TO TEST

Vi's NETWORK

Our partners,
The Dabbawala's are a century-old human network, with an error rate of just one in every six million deliveries. Having been awarded a six-sigma rating and recognized multiple times by global bodies including Harvard Business Review, Dabbawaalas were a beacon of efficiency.

At the same time, they also knew Mumbai from a humane perspective and depth that surpasses any AI or science-backed understanding.

Who better than this super-efficient human network to test and demonstrate our network experience in Mumbai?

VI!

The Dabbawalas partnered with us to help us:

Restore our network

Restore our reputation

The Dabbawalas partnered with us to:

1ˢᵗ phase
Restore our network

Vi gave handsets to the Dabbawalas to test and experience the network and highlight strong and weak spots in real time, while delivering their Dabbas. Our network engineers monitored their alerts in war-rooms and strengthen the network in problem areas to offer an unmatched network experience. This collaborative effort worked wonders and took our Network availability to 99.74% (the best it had ever been in Mumbai)

Restore our reputation

VI

The Dabbawalas partnered with us to:

1st phase
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2nd phase
Restore our reputation

Once network experience was restored, we went to town to amplify the improved network offerings, to reboot our perception. We launched a blitzkrieg of initiatives focused on Mumbai to get maximum awareness & impact. Our media choices were targeted a localized, city-level audience:

1. Film	2. Print and OOH	3. Social Media
4. Retail stores	5. Direct Marketing (Dabba DMs)	

VI!

1. Film

To popularize the test and maximize reach, we created a film which targeted and promoted for Mumbai across regional TV channels and shows, and across digital platforms.

when dabbawalas delivered lunch, and a stronger network.

(click to play)

2. Print and OOH

We ran a high impact print ad to take our idea to every doorstep, in the city section of one of Mumbai's biggest newspapers. A QR code on the ad further led people to our film.
Outdoor and ambient to amplify - High impact outdoor painted the city red with our story. Mumbai's ubiquitous local bus service – BEST, was also taken over.

3. Social Media

We unbundled an entire biography of tests being made by Dabbawalas and created fun, engaging content featuring them testing and certifying our network. We even partnered with regional influencers to further create buzz.
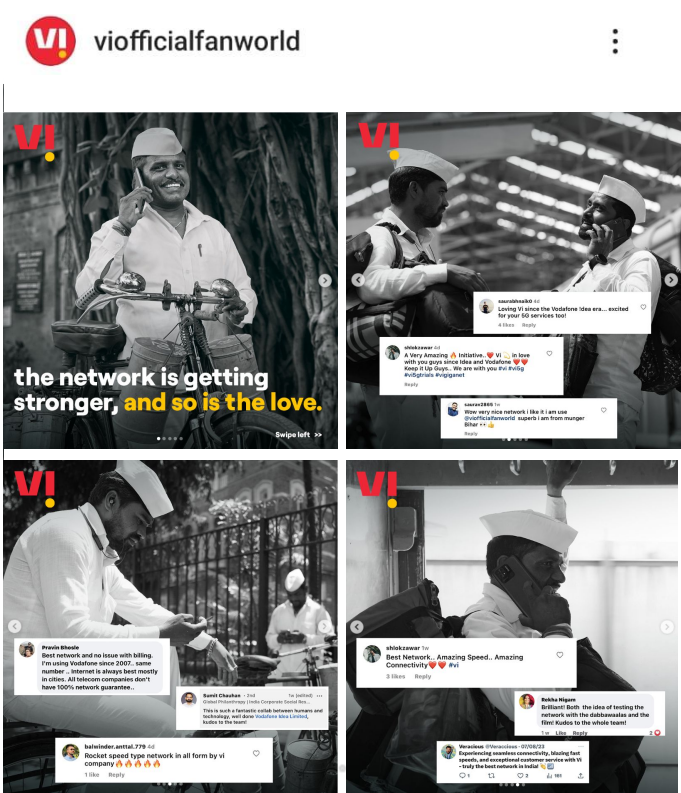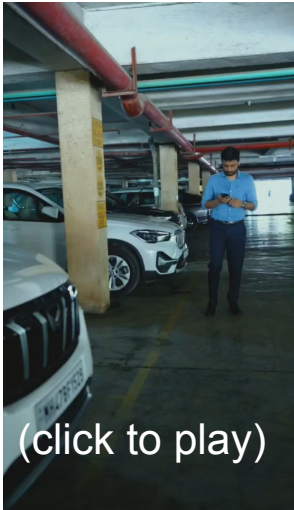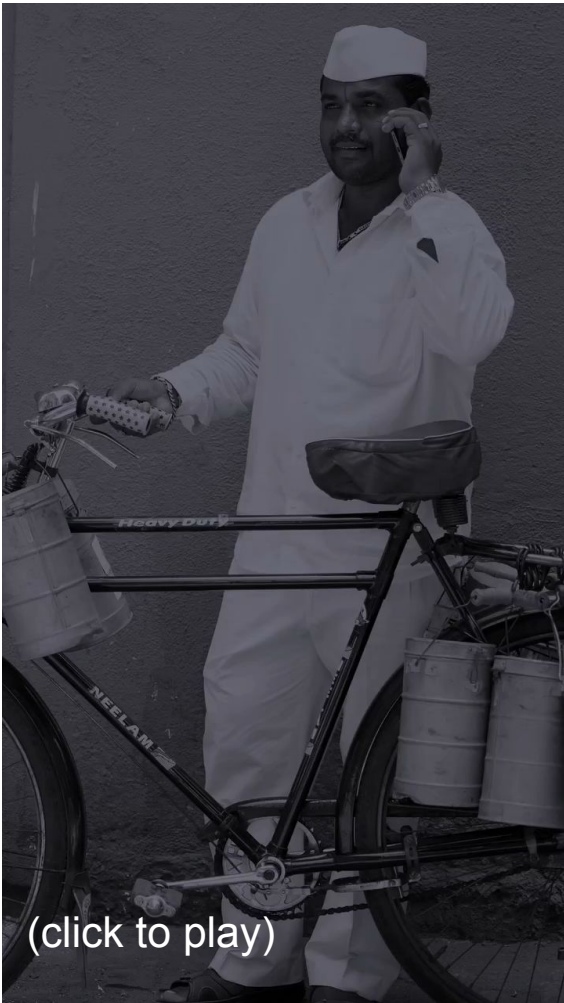
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(click to play)

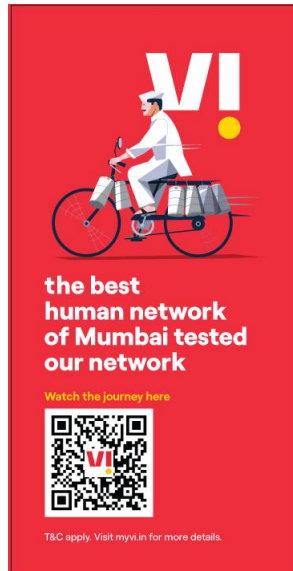(click to play)

(click to play)

4. Retail Stores

Company outlets and multi-brand retail - All retail touchpoints across Mumbai were taken over by our story.

5. Direct Marketing – Dabba DMs

More than 40k dabbas were distributed with DMs which celebrated our association and built last mile awareness at a hyperlocal level about our improved network quality.

Results

The campaign also received a whopping 42.6 million views **across platforms.** A mammoth 5,900+ conversations and 206,300+ engagement **across platforms**

Pravin Bhosle
Best network and no issue with billing. I'm using Vodafone since 2007.. same number .. Internet is always best mostly in cities. All telecom companies don't have 100% network guarantee..

Sumit Chauhan · 2nd   1w (edited) ···
Global Philanthropy | India Corporate Social Res…
This is such a fantastic collab between humans and technology, well done Vodafone Idea Limited, kudos to the team!

balwinder.anttal.779 4d
Rocket speed type network in all form by vi company 🔥🔥🔥🔥🔥
1 like   Reply

saurabhnaik0 4d
Loving Vi since the Vodafone !dea era... excited for your 5G services too!
4 likes   Reply

shlokzawar 4d
A Very Amazing 🔥 Initiative.. ❤️ Vi 📣 in love with you guys since Idea and Vodafone ❤️❤️ Keep it Up Guys.. We are with you #vi #vi5g #vi5gtrials #vigiganet
Reply

saurav2865 1w
Wow very nice network i like it i am use @viofficialfanworld superb i am from munger Bihar 👀👍
Reply

The campaign also received a whopping 42.6 million views across platforms. A mammoth 5,900+ conversations and 206,300+ engagement across platforms

Experiencing seamless connectivity, blazing fast speeds, and exceptional customer service with Vi - truly the best network in India! 👋

Thakur VivEk SinGh
Best network

Ankit Tak
Excellent Service.. Always with Vi..

Like   Reply   2w

saurav2865 Wow very nice network i like it i am use @viofficialfanworld superb i am from munger Bihar 👀👍

Veracious
@Veraccious

Experiencing seamless connectivity, blazing fast speeds, and exceptional customer service with Vi - truly the best network in India! 👋

kishan_ptel94 All is well @viofficialfanworld network is the best

8w   Reply

Nitin Ambekar
@iNitinAmbekar

Amazing Network Vi

shlokzawar Best Network.. Amazing Speed.. Amazing Connectivity❤️❤️ #vi

Girish Ahire
Best Network

Nitin Ambekar
@nitinambekar83

Amazing Network Vi

@ViCustomerCare

VI!

As a result, we saw a
drastic improvement in positive social sentiment for the brand.
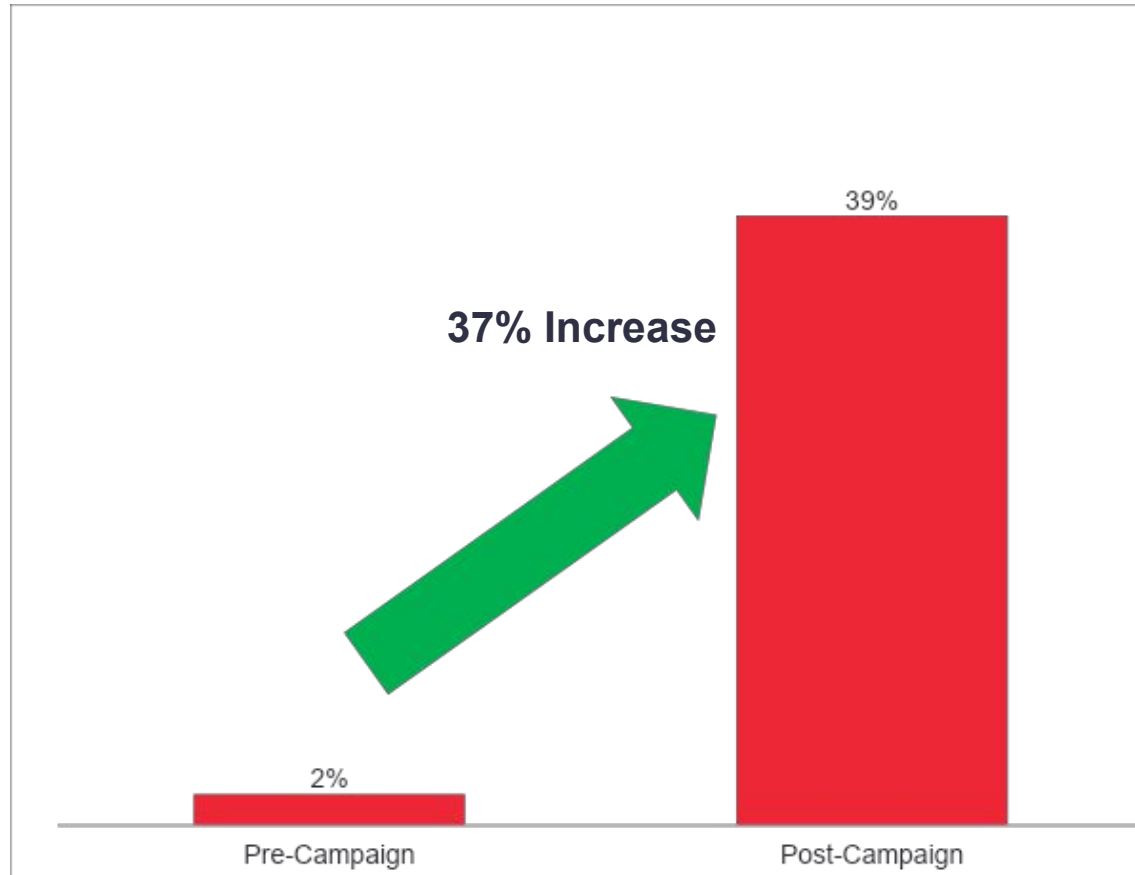
Vi also saw a **significant increase in search volumes** for keywords such as 'Vi GIGAnet' in Mumbai
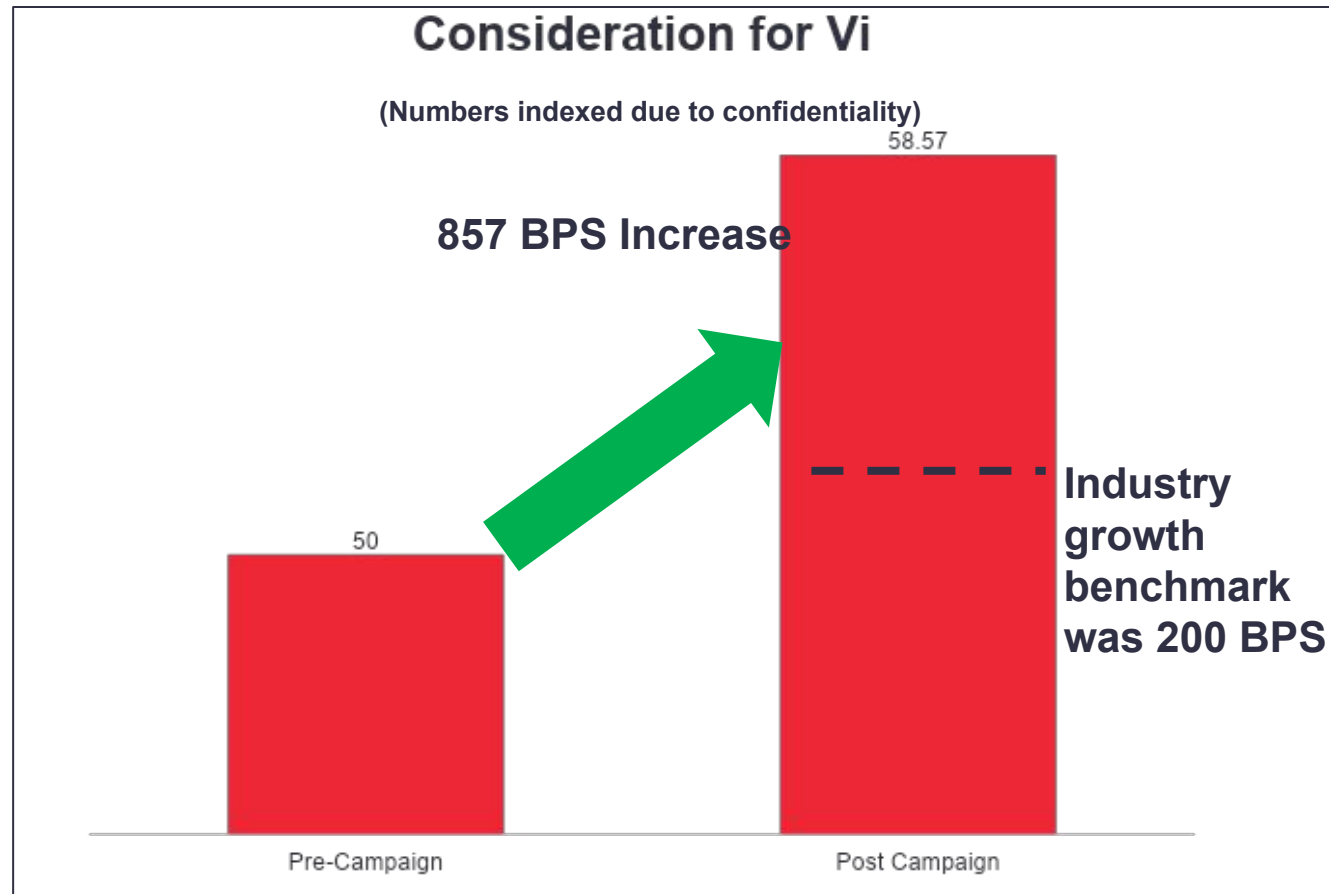

Search Volumes in Mumbai

(Numbers indexed due to confidentiality)

60% Increase

159.49

100

Pre-Campaign

Post Campaign

VI
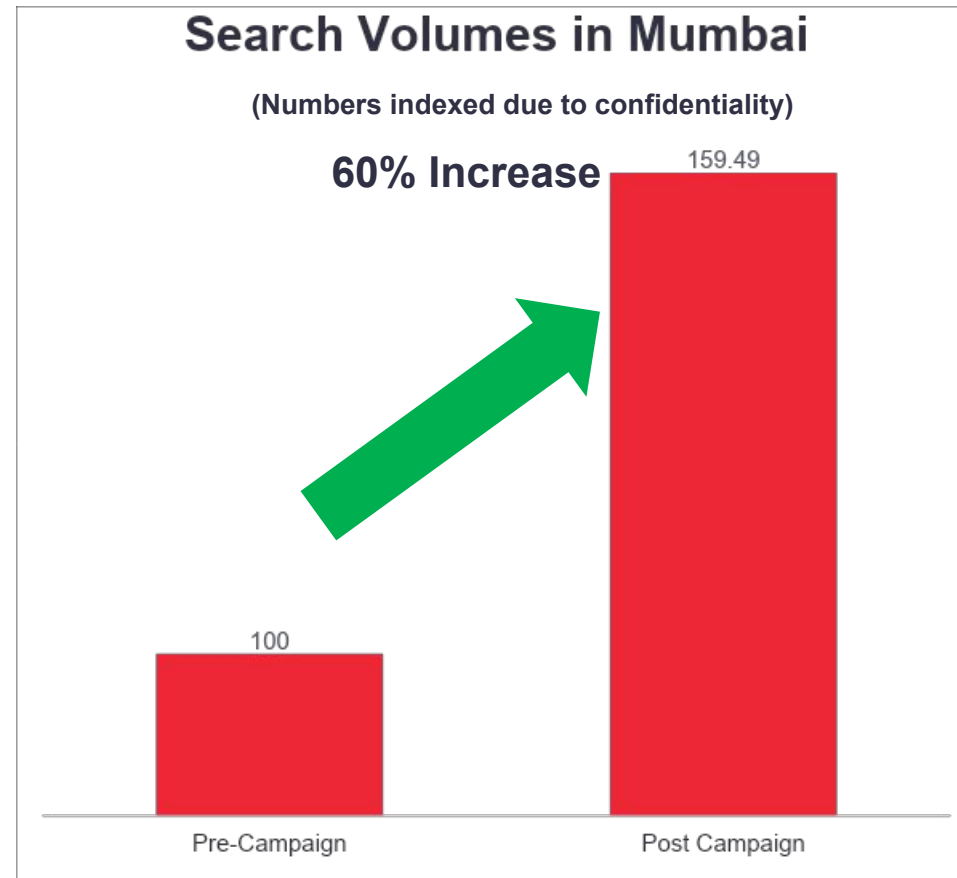
500 BPS INCREASE IN NETWORK PERCEPTION – 'Provides a fast and reliable network'.

Crossed the industry benchmark of 150 BPS average perception growth caused by advertising campaigns across brands in the telecom category.
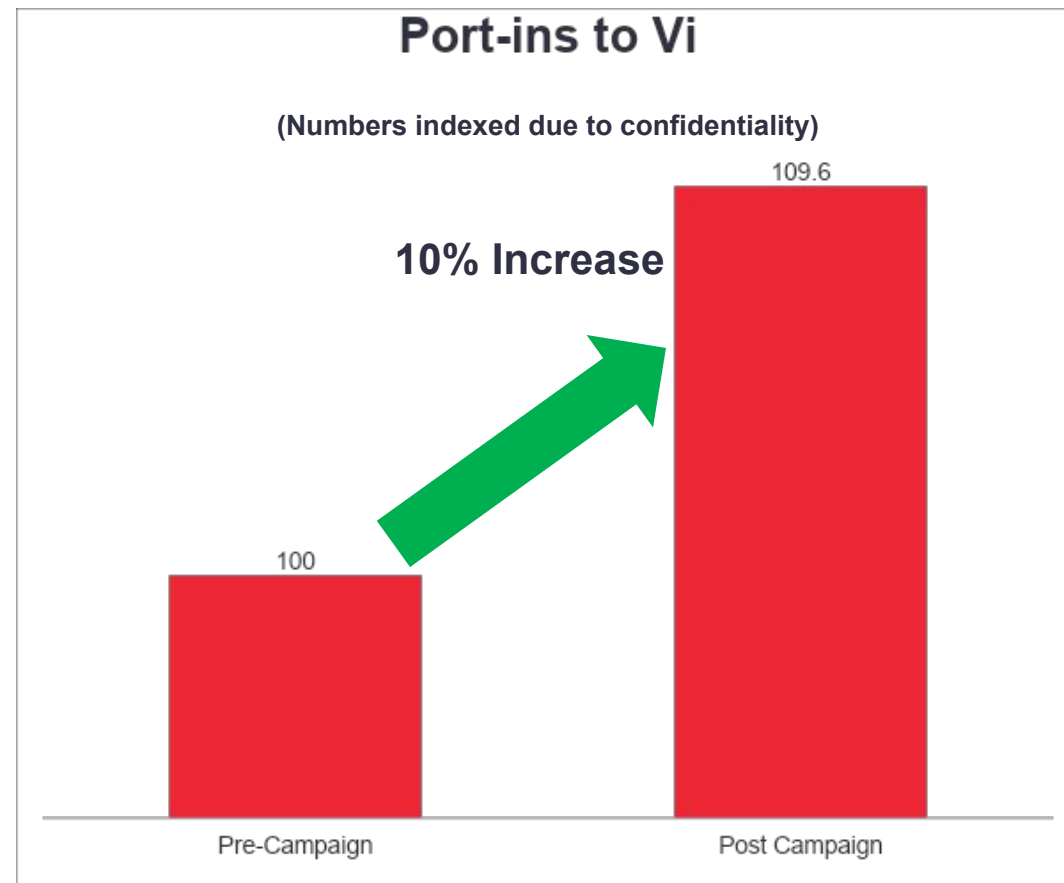

Vi Network Perception
– Provides a fast and reliable network

(Numbers indexed due to confidentiality)

500 BPS Increase

55

Industry growth benchmark was 150 BPS

50

Pre-Campaign

Post Campaign
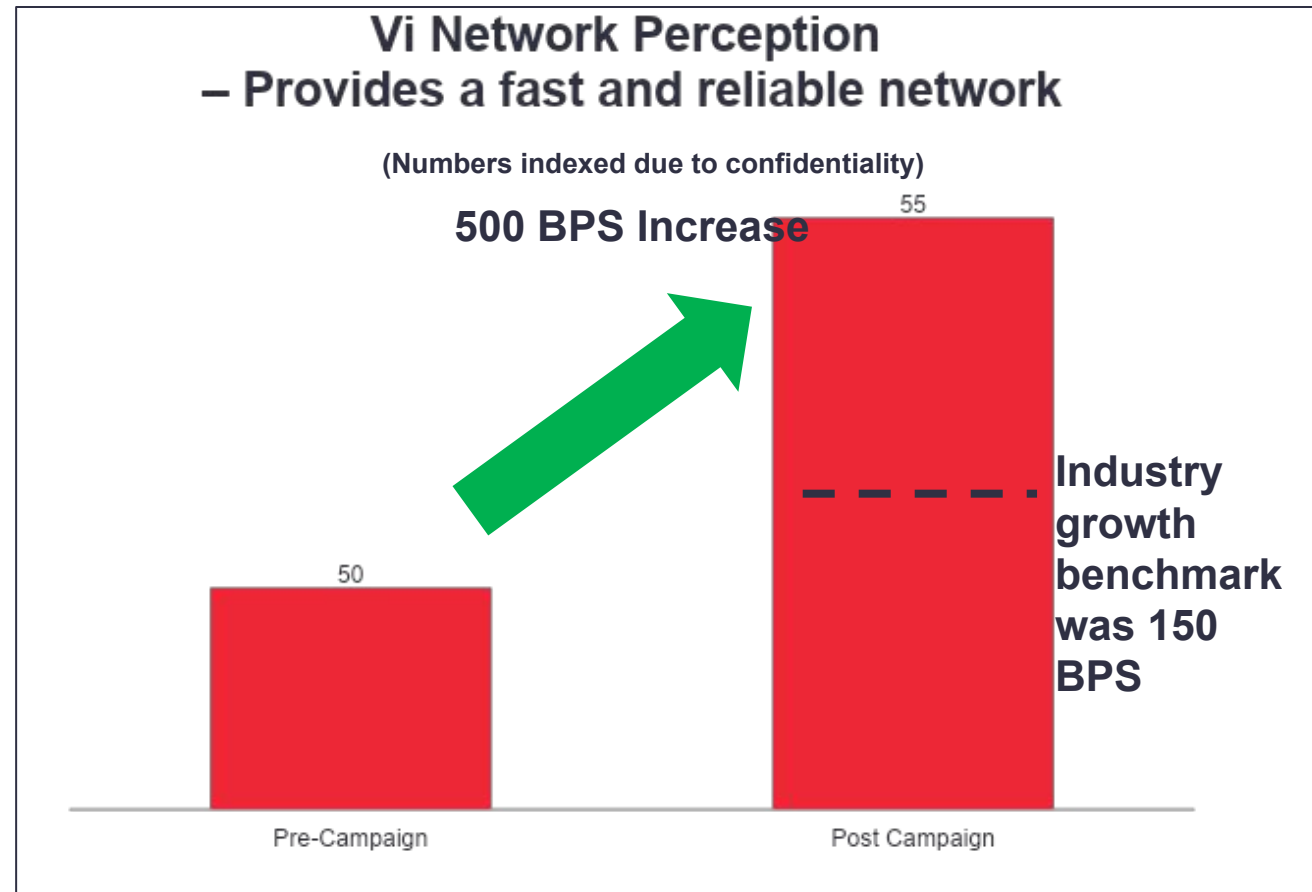
857 BPS INCREASE IN CONSIDERATION

Crossed the industry benchmark of 200 BPS average perception growth caused by advertising campaigns across brands in the telecom category.

Consideration for Vi

(Numbers indexed due to confidentiality)

58.57

857 BPS Increase

50

Industry growth benchmark was 200 BPS

Pre-Campaign

Post Campaign

VI

And an increase in New user acquisitions.

Port-ins to Vi

(Numbers indexed due to confidentiality)

109.6

10% Increase

100

Pre-Campaign   Post Campaign

The campaign's appreciation wasn't just restricted to Vi's customers … it also became a favorite within the marketing community!

Tarun Kumar · 2nd
Sr. Creative Director | Art Direction and Films
2w

Very Smart.

Like · ❤ 1 | Reply

Devanshi Verma · 2nd
Associate Group Head at The Glitch || Ex-Bom…
2w

Really nice one!

Like · ❤ 2 | Reply · 2 replies

Sohil Gandhi · 2nd
Group Account Director at McCann Health
1w

Nice. Who said Dabbawalla used for many brand activation cannot be reused? If you have a strong story it can be done

Like · 👍❤ 3 | Reply

love Dabbawallah… Brilliant

Nick Gliddon
Business Director, Vodafone UK

Chirag Tana · 2nd
Business Head & Executive Producer at RedR…
2w

Really nice...kudos to the team

Like · ❤ 2 | Reply

Kalyan Karmakar · 2nd
Food writer & marketing insights specialist at …
1w

Loved the take on cellular and mobile network and the celebration of Mumbai

I really like that human network testing idea…

Reed Collin
APAC creative head, Ogilvy

The campaign's appreciation wasn't just restricted to Vi's customers … it also became a favorite within the marketing community!

Aarti Sharma • 3rd+ · 2mo
Region Director - The Coca-Cola Company
This is going to be iconic. Power to all at VI!!!
Like · 👍 1 | Reply

Soumitra Agarwal • 3rd+ · 2mo
Managing Partner at NGS Global | Building Exceptional Leadership Teams
Out-of-the-box! Great initiative....

Devanshi Verma • 2nd · 2mo
Associate Group Head at The Glitch || Ex-Bombay Shaving Compa...
Really nice one!

Ram Iyer (He/Him) • 3rd+ · 2mo
Global leader driving eCommerce growth with digital transformation ex...
Great 💡 to leverage human network to fortify 📶

Kalyan Karmakar • 2nd · 2mo
Food writer & marketing insights specialist at Finely Chopped Co...
Loved the take on cellular and mobile network and the celebration of Mumbai

Sohil Gandhi • 2nd · 2mo
Group Account Director at McCann Health
Nice. Who said Dabbawalla used for many brand activation cannot be reused? If you have a strong story it can be done

Prashant Gambhir • 3rd+
National Experience Head - Airtel IQ (Airtel Digital Ltd)
Awesome 👍

mukesh begu • 2nd · 2mo
managing director at Red Dot Entertainment
this is simply brilliant thought .... out of the box thought ... loved the film and narration

Mohan Reddy • 3rd+ · 2mo
Business Coach/Consultant - S & M Professional - Strategy & Execution ...
Wow...This is really what is meant by out of the 'BOX' thinking, I guess...literally 😊

Ashish Mithal • 3rd+
Google Product Partnerships APAC
Love it! Wonderful user first initiative!

Ritesh Chopra • 3rd+ · 1mo
Director Sales & Field Marketing, India and SAARC Countries at Gen
Great Initiative.... #leadershipmindset

Chirag Tana • 2nd
Business Head & Executive Producer at RedReel Productions
Really nice...kudos to the team

Even Contagious, the world's leading intelligence platform on creative and effectiveness campaigns, featured our campaign as a case study on strategy.

Insight & Strategy: Human Network Testing Network /

Vi

How a telco recruited Mumbai's iconic network of food delivery drivers to torture-test its coverage

Contagious Insight /

Prove it / By putting its network coverage to the test via Mumbai's century-old network of dabbawalas, Vi delivers the ultimate social proof. Network reliability is one of those things that is as boring to market as it is essential – we demand it as customers, but it's not inherently interesting. There are lots of ways to demonstrate connectivity; you can make emotional arguments (see EE's Stay Connected at Night campaign in the UK in March), do cause-driven work (like Telenor's Naming the Invisible by Digital Birth Registration initiative) or try and make people laugh (see Voo's rage activated banners that promote its internet service). Vi goes down the rational product benefit route, but the execution is novel and unexpected. Bringing in the analogue (food deliverymen on bikes) to demonstrate the power of the digital (data coverage) creates a pleasing contradiction in 'a category saturated with technical data and jargon', as Ogilvy India put it in the press release.

Do as the locals do / This campaign is an excellent example of leveraging a specific local insight to reach the target audience. First, Mumbai residents are well aware of the city's patchy coverage. Second, the dabbawalas are part of the fabric of the city's culture and have been for over a century. Everyone knows that their knowledge of the city's every nook and cranny is unparalleled, which makes them the perfect people to test Vi's coverage for weaknesses. There's also the fact that no other group of people could cover quite so much ground in so little time – partnering with the dabbawalas gives Vi unrivalled access to the city. By partnering with such a

The campaign was also awarded a Cannes Lions.