afaqs! DIGIES DIGITAL AWARDS & CONFERENCE

airtel

Best Use Of Humor In Video

The use of humour in a brand video to engage with customers or prospects

Why did the chicken cross the road?

This Is Not Funny, But You Know What Is...

Listening To Your Grandparents Speak Like YOU

We took the internet's most loved people and had them deliver the message on **Grandparents Day**

THE INTERNET WAY.

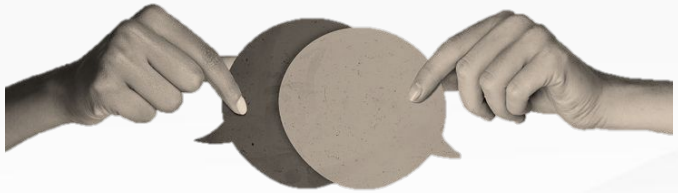


Neena Gupta



Ashish Vidyarthi

Traditional Faces
2 Actors



Internet Trends
Viral Trends + Gen-Z Slangs

Topical Moments
Grand Parents Day

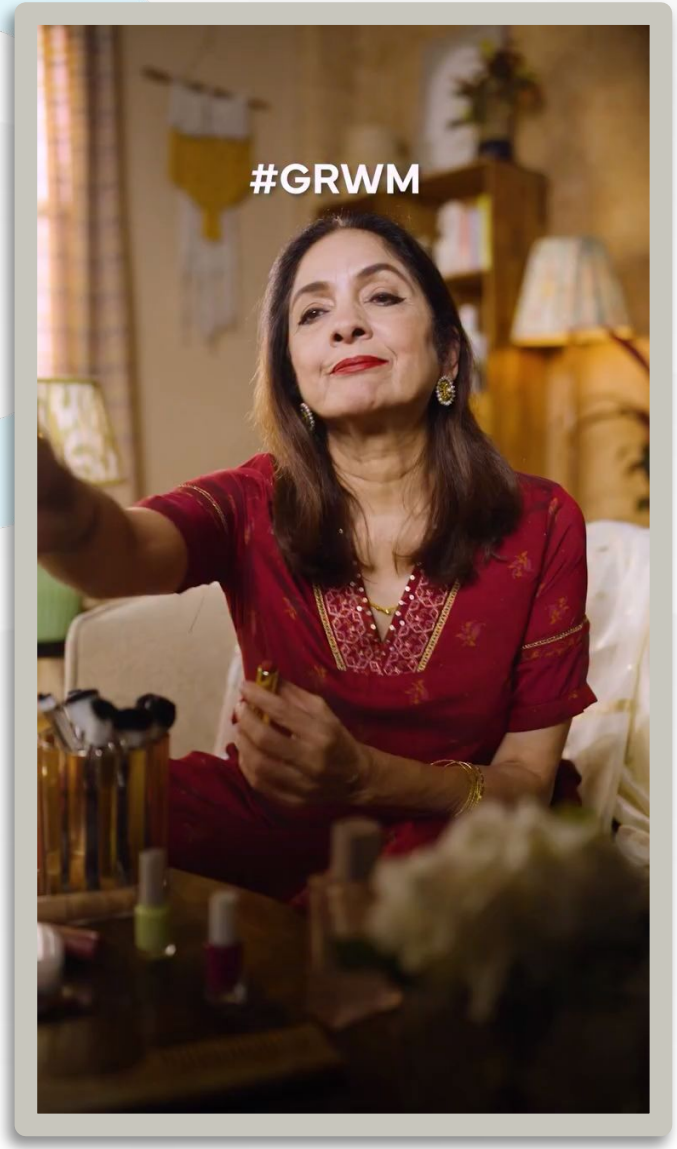
Resulting in

Giggles & One Simple Message

Airtel The Safe Network,
Protecting You And Your Grandparents From Scams.

Key Objective

To use boomer humour on Grandparents day, a topical that goes unnoticed, and leverage it to establish Airtel as The Safe Network, protecting you and your grandparents from scams.



Click Here

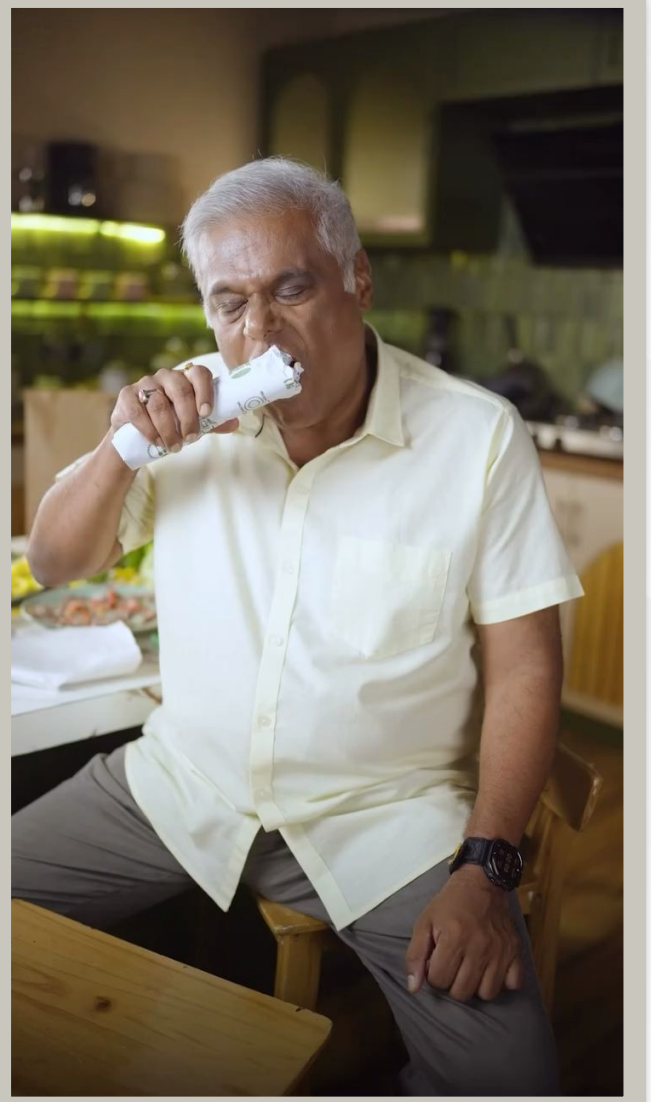


Click Here

Get Ready with Neena G

We used two viral Reels formats to make the safety message **FUNNY AND EFFECTIVE**.

Neena Gupta led a “Get Ready With Me” trend with Gen-Z slang, and a second “something’s falling” style gag. Both landing one light, clear point: *Airtel’s safe network protects you and your grandparents from spam and scams.*



Click Here

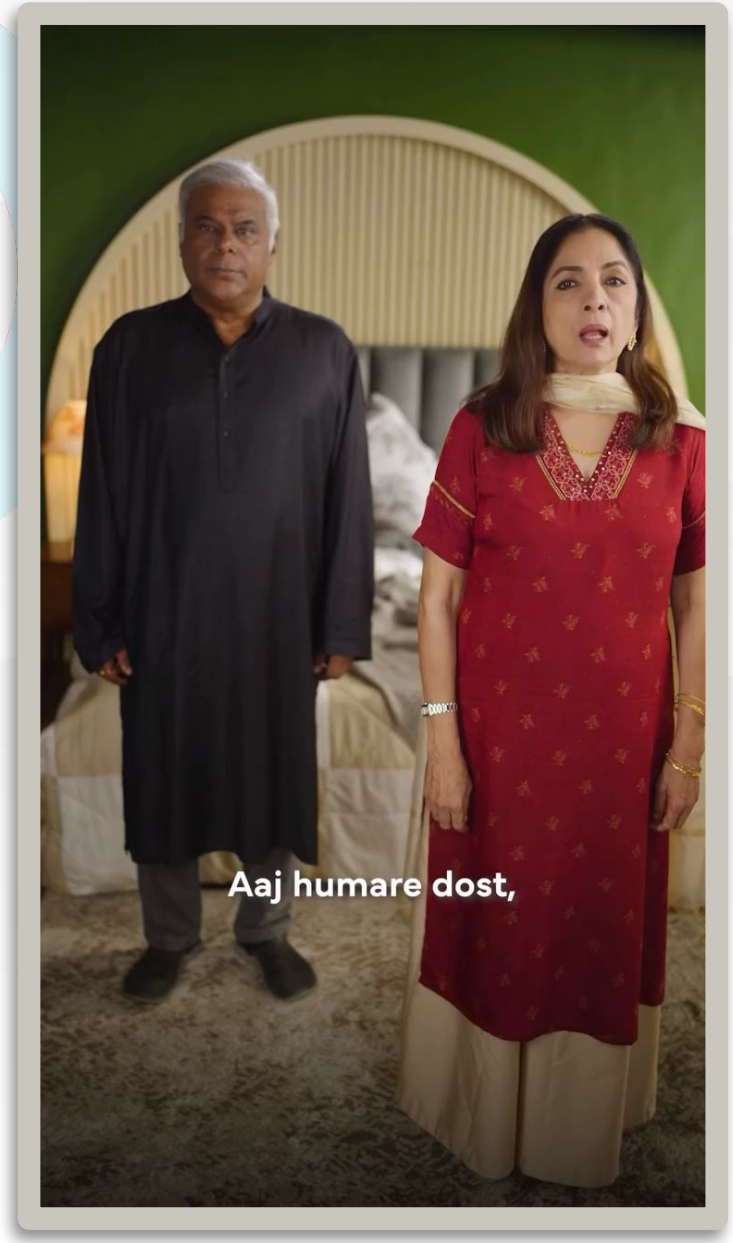


Click Here

Grandpa-Guard With Ashish Vidyarthi

Two light, trend-style reels with Ashish Vidyarthi in everyday moments. He playfully tells internet kids: if you're careful about small things, be just as careful about scams that put your grandparents at risk.

It ends with A gentle reminder to **Stay Alert With Airtel's Safe Network Keeps**



Click Here

The ‘You Better Listen’ Reel

A trend-led reel where a “serious friend” (Neena Gupta) steps in with classic internet-hack energy — the setup is “my friend’s (Ashish Vidyarthi) about to drop something important, so listen up.”

They rattle off quick, no-nonsense tips in that deadpan, slightly intimidating style, then flip the moment into a safety reminder:

When It Comes To Spam And Scams, You Need Protection Too, And Airtel’s Safe Network Has You (And Your Grandparents) Covered

Here’s What Landed

We scaled it | We spent smartly | People watched | People reacted.

Grandparents Day Reached Millions

FAST.

38.24M

Reach

48.10M

Impressions

We reached a huge unique audience and delivered strong repeat visibility, with an **average frequency of 1.26**, keeping the *message present* without overdoing it.

Smart Spend. One Big Haha. Millions Reached.

The Ad Spends

₹3,28,187

Number of Assets

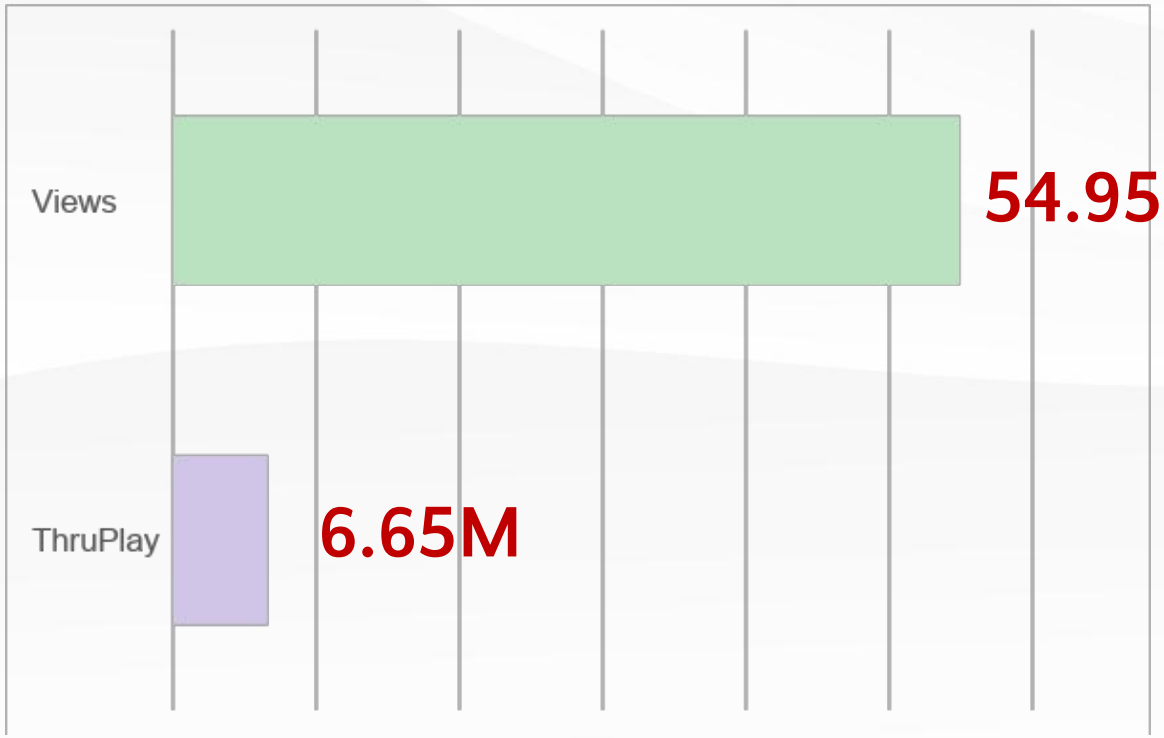
5 IG Reels

Cost per Reel	Cost per Reach	Cost per Mille
₹ 65,637	**₹0.02**	**Less than ₹7**

The costs stayed efficient at every level,
per reel, per person reached, and per thousand impressions
We scaled impact without waste.

People Didn't Just ~~See It~~

They Watched It.





The reels didn't just show up, they made people stop and watch.

The story held attention beyond the scroll.

The Campaign Didn’t Just Reach People

It Got A Reaction.

188.5K+

Total Likes

1K+

Total Comments

4.5K+

Total Shares

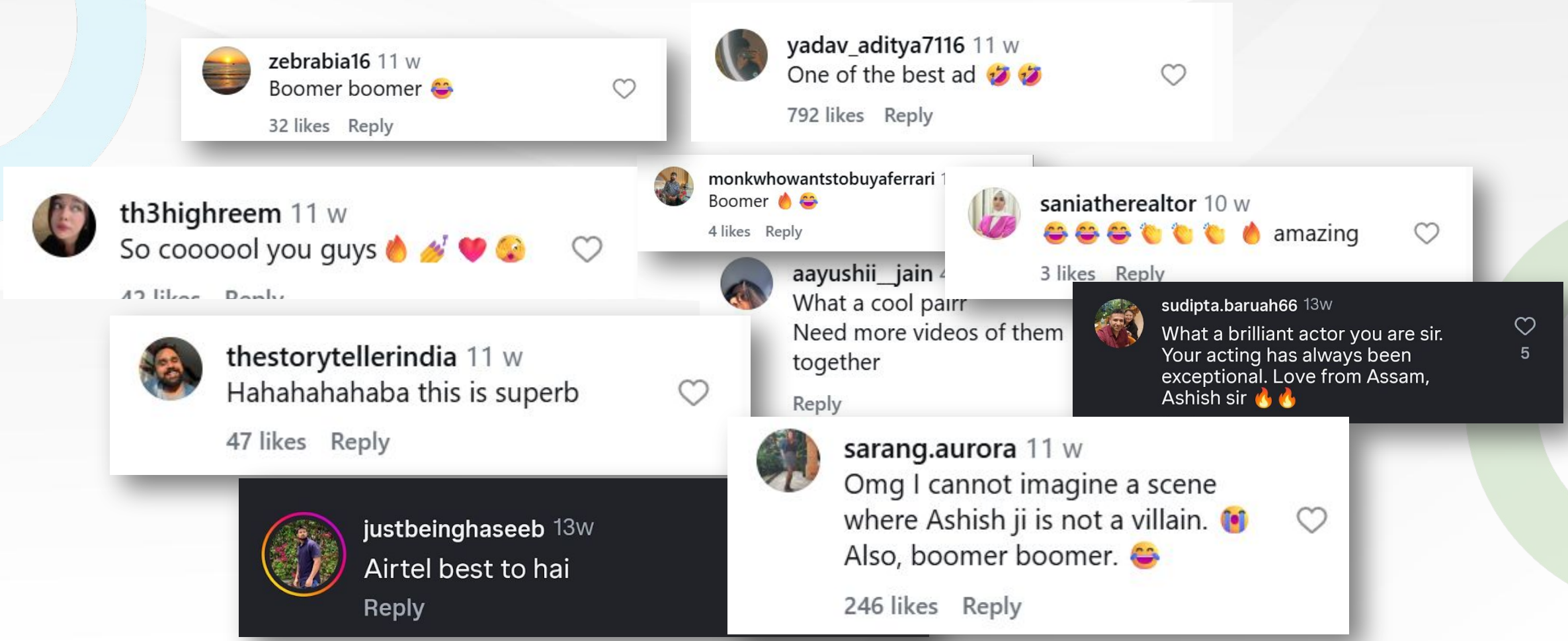
Beyond viewing, the campaign triggered real response.

People didn’t just watch; they carried the story forward.

We took the most-loved celebrities who'd never collaborated on screen and made it happen.

But Did It Make The Internet Giggle?

Yes, It Did And People Loved It!



Thank You