

SUMMARY: India is known to exist in many different centuries, all at once. There's a part that is still in the dark ages - remote rural areas, with no access to electricity, running water, roads, literacy or sanitation.

There's another kind that lives in smaller towns

has successfully managed to straddle all these spheres. But today, though everyone from a farmer to a civic worker to the affluent urban professional uses a mobile phone, a majority of them are still on voice mobility.

Data services, though the medium of the future,

IDEA CELLULAR: THE 'FOOL-PROOF' INTERNET SERVICE



and cities that is still traditional and conservative in outlook but fascinated by the trappings of modern life and willing to experiment.

And then, there are the city slickers in the metros who have transformed almost overnight into global citizens, with similar tastes and lifestyles as those in the modern world. The Telecom sector

are still not widely used because of the high price of Internet services and their relevance.

Hence, !DEA took it up as a mission to make 'mobile internet' accessible to as wide and as diverse an audience as possible. In the process, it also provided a great opportunity for the category as a whole to grow.

Since the early years of mobile telephony in the country, Airtel and Vodafone are two brands that have been large, influential players. But in a short span of 7 years, IDEA has emerged as one of the top three players in the mobile telecom segment. In the process, the brand is no longer seen as one targeting

next big idea is the 'Data' game. In 2013, 210 million Indians had access to the internet, while 188 million accessed the internet on their mobile. And more than 600 million are waiting to be connected in the next 4-5 years. This is equally true of both rural and urban India.

BACKGROUND: GOING BIG ON DATA



smaller towns, as it did in its early days, but is regarded as a big, pan-India entity that has been able to connect remarkably well with consumers through extremely insightful and relevant communication.

While a phenomenal 886 million Indians are on voice mobility today, it is widely regarded that the

Clearly, internet on mobile plays a central role in the transition to a digital lifestyle. And IDEA, like all other brands, was keen on transitioning to a balanced voice and data player in the future. But sadly, the adoption and growth rate of mobile internet was not exactly encouraging. The two major barriers were price and relevance.

The competition tried to overcome the price barrier by offering trial packs, video at Re. 1 (USD 0.016) or providing 3G services at 2G prices. But the impact of this move in increasing the number of subscribers proved to be very incremental. The proportion of internet users still stands at a mere 20% of all mobile users.

In the area of relevance too, the competition essentially targeted mobile data intenders with data themed communication. But as this segment was a niche one, the growth from it was also quite marginal. The large chunk of regular voice subscribers didn't really see any relevance of mobile internet in their lives and therefore, were not keen on adopting it.

Competitors such as Airtel and Vodafone have for long had an affinity with young, modern, urban audiences. And by extension, this is the same target segment that also has a need for mobile data services.

THE CHALLENGE 'TO RAISE THE VOICE'

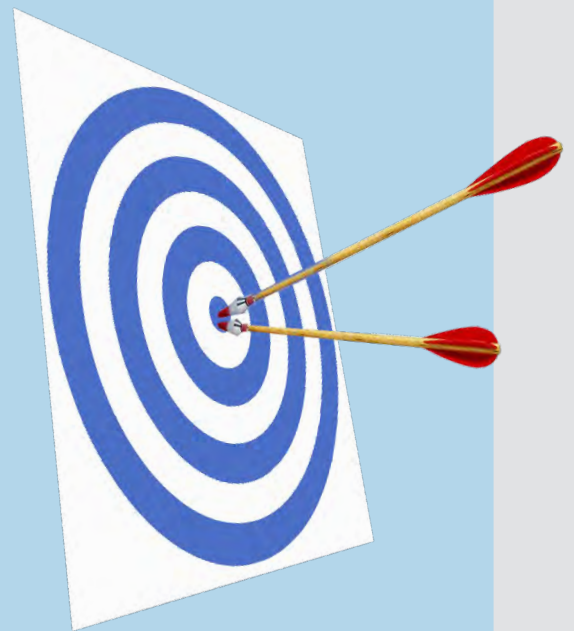
!DEA, by comparison, appeals to a much wider audience across metros as well as smaller towns. To a large extent, this segment is only exposed to voice telephony for the simple reason that they do not find a strong relevance for mobile data services. They feel that accessing the internet, whether on the move or not, doesn't really make a huge difference to them.

But as !DEA has always championed the simple yet innovative resolution of a social problem, with the brand promise - a simple telephony idea can solve a big problem, it considered the lack of mobile internet penetration as an impediment to a newly resurgent society that seeks to be empowered through knowledge.

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In one line, the challenge was 'To empower common people by providing them access to mobile internet'.

ONE, TWO, MANY OBJECTIVES



Key data service parameters considered were:

- More net addition of first time mobile data subscribers than competition
- Increase Data as % of revenue
- Increase Brand Mind Share scores amongst intenders
- Increase overall Brand Mind Share scores
- Increase Brand Mind Share scores amongst consumer segments for whom mobile internet is less relevant (older people, rural, lower SECs, etc.)



THE BIG IDEA



You cannot fool a person who has
access to mobile internet.

We delved deep into the psyche of Indian society and discovered a slightly unpleasant side that could perhaps be resolved by the brand. India is a land renowned for various things. But along with the more famous, celebrated and unique facets are some that are not so flattering. They represent the unsavoury, seamier side of the country. Like the lying politicians, the unscrupulous taxi drivers and the corrupt bureaucrats, to name a few.

THE STRATEGY THAT LED TO THE BIG IDEA

From small white lies to mega scams, being economical with the truth is a way of taking advantage of those who are less informed. Colloquially, these acts of indiscretions go by the equally colourful phrase '*Ullu Banana*' or 'Make a fool of someone'.

Now, contrary to most societies around the world where the Owl is associated with wisdom, in India, the term for an Owl - *Ullu*, is colloquially used in a deprecating manner and refers to a 'Fool'. Our cultural insight was that if society in general was suffering as a result of being ill-informed, the only way to counter that was to make information available at everyone's fingertips. With data services

accessible through mobile internet.

Having instant access to the relevant information would be a sure way to empower common citizens so that they don't fall prey to the unscrupulous set. And ensure that they are not made to look like an 'Ullu' or fool.

The creative expression of the Big Idea was captured in the clarion call:

'No Ullu Banaoing' or 'Don't be made a fool of'.



BE IT, DO IT, SAY IT - BRINGING THE IDEA TO LIFE

We put together an integrated plan to enchant, evangelize and enrol common people into this !DEA's mission and make them mobile internet enabled.

CATCH

For a larger appeal, it was crucial to use mass media effectively. We dominated share-of-voice charts using a combination of TV commercials + multiscreens + print + radio + out of home.

Apart from the blockbuster launch film, in order to capture the range of situations in which one could be taken advantage of, we created short films, each portraying a different situation where people save

themselves from being made a fool of, with the help of mobile internet.

The communication also emphasized that this instant access to information was available on every mobile, countering the perception that data services was largely an urban phenomenon, accessible only on high-end smartphones.

A topical film was created on the occasion of Indian Independence Day, with a choir singing a specially



written anthem 'Hum nahin banege ullu aaj se' (we won't be fooled from today) pledging to fight against those who disseminated falsehood and misinformation.

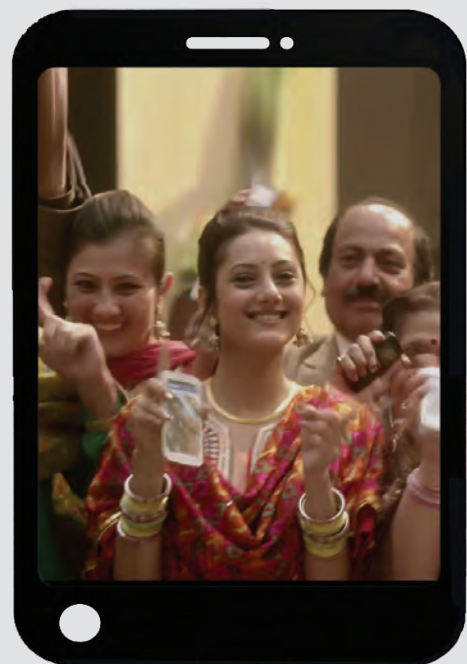
CONNECT

Leveraged social power of people by engaging !DEA's customers and fans as they are the brand advocates. The mission spread to a larger swarm with spots placed on YouTube and various social networking sites inviting like-minded people to collaborate and generate positive conversations.

A hashtag **#UlluMatBano** further fuelled the conversations through discussions, celebrity quotes and other vocal expressions. We enhanced it through mobile messaging.

Created a highly popular 90sec '**No Ullu Banaoing**' song and made it freely downloadable for people to join the conversation.

Another big manifestation of our mission was a strategic activation '**Internet Literacy through mobile**' done face to face by dedicated Idea evangelists travelling all across India.



CLOSE

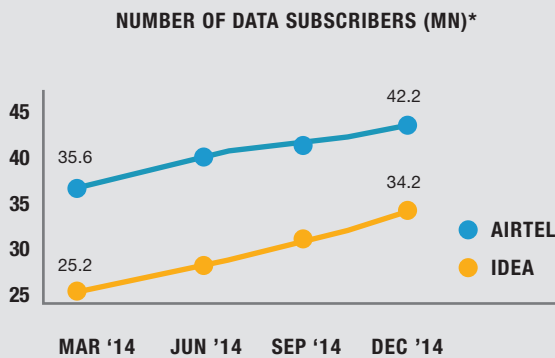
All the company owned 'My !DEA' and franchise stores were synergized with theme décor engaging the customers with holistic experience.

THE RESULTS

The mission impacted both mind and market measures like never before

NET ADDITION OF DATA SUBSCRIBERS

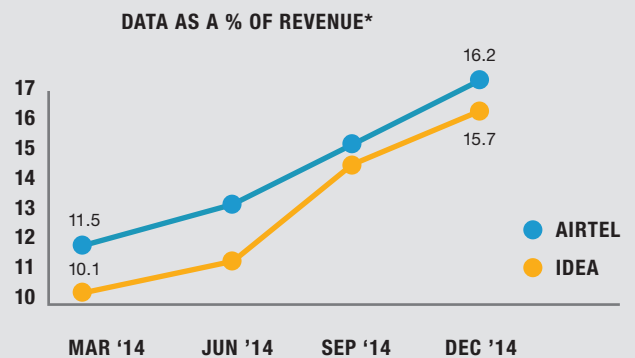
The rate of growth of data subscribers for !DEA was nearly **twice the rate of growth of Airtel** data subscribers



!DEA DATA SUBSCRIBER BASE GREW BY 36% & AIRTEL'S BY 18.5%

DATA AS A % OF REVENUE

The contribution of data revenues to overall revenue for **!DEA grew by 55%** while that of Airtel's grew by 41%

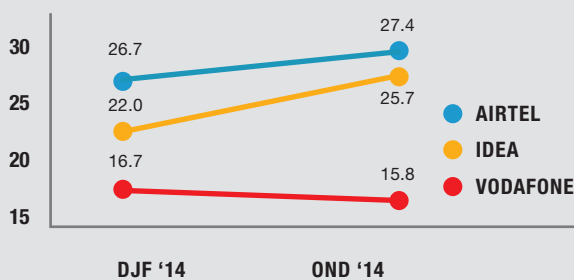


*Source: Idea Cellular & Airtel quarterly results

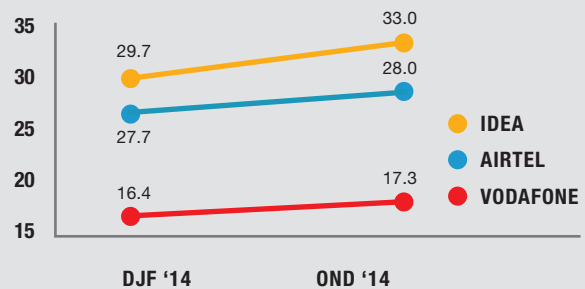
INCREASE BRAND MIND SHARE SCORE AMONGST INTENDERS

- In urban markets, !DEA grew its score by 17% compared to Airtel's 3%
- In rural markets, !DEA grew its scores by 15% compared to Airtel's 1%

URBAN INTENDERS - BRAND TRACK INDEX SCORES



RURAL INTENDERS - BRAND TRACK INDEX SCORES

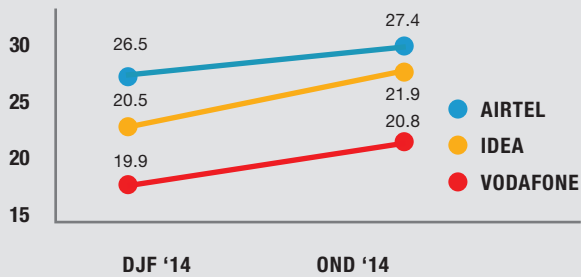


Source: TNS Brand Track Study

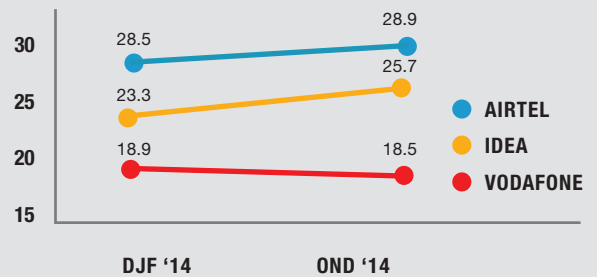
INCREASE OVERALL BRAND MIND SHARE SCORES

!IDEA overtook Vodafone to become No.2 player in urban markets. In rural markets **!IDEA closed in on market leader Airtel** by 40% (from 5.2 pts to 3.2 pts)

URBAN INTENDERS - BRAND TRACK INDEX SCORES



RURAL INTENDERS - BRAND TRACK INDEX SCORES



Source: TNS Brand Track Study

INCREASE 'BRAND MIND SHARE' SCORES AMONGST CONSUMER SEGMENTS FOR WHOM MOBILE INTERNET IS LESS RELEVANT (OLDER PEOPLE, RURAL, LOWER SECS ETC.)

!IDEA scores were the highest amongst the SEC CD segment and the rural markets (market segments which have low mobile data penetration)

BRAND TRACK INDEX SCORES

DJF '14

DEC '14

GROWTH

URBAN - ALL INDIA

19.9

21.9

1.8

URBAN SEC AB 16-29 YEARS

19.3

20.9

1.6

URBAN SEC AB 30-45 YEARS

18.9

19.8

0.9

URBAN SEC CD 16-29 YEARS

20.7

23.1

2.4

URBAN SEC CD 30-45 YEARS

19.9

22.4

2.5

RURAL - ALL INDIA

23.3

25.7

2.4

SEC CD AND RURAL MARKETS SHOWED THE HIGHEST BRAND IMPACT

Source: TNS Brand Track Study