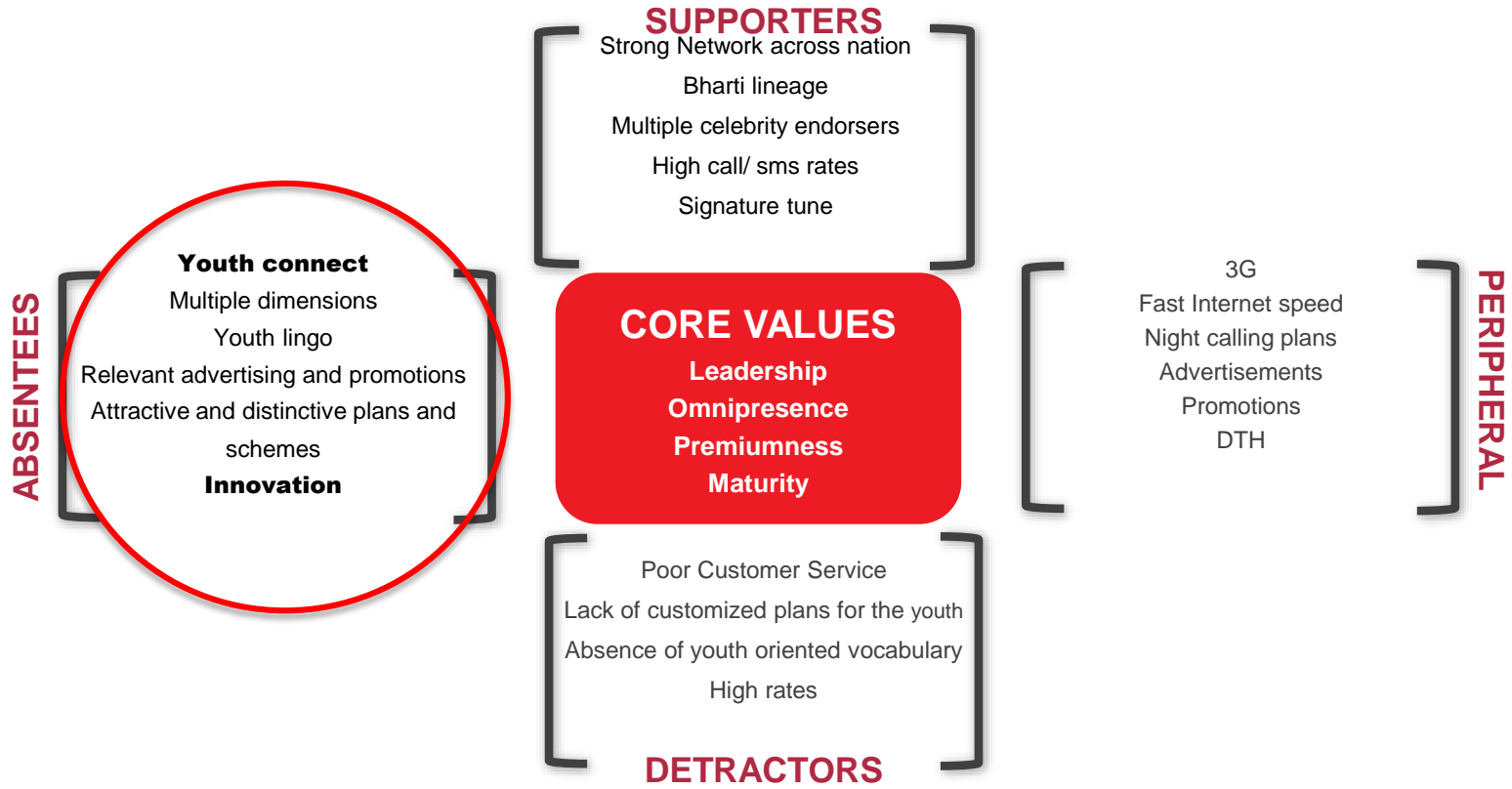




NEEDLE 2015



Core Values: Airtel India



Note: Quantum's Brand Equity model is a proprietary tool. Unauthorized use or replication of the model will result in legal action.



THE SITUATION IN 2011

1. Our markets – characterized by disproportionate presence of younger consumers
2. From voice alone to '*voice & data*'

What did we need to do?

1. Increase preference among younger, urban consumers
2. Visibly manifest the brand's transformation



WE STARTED
WITH THE LOGO

A large, stylized logo for Airtel. It features a vertical red bar on the left, followed by the word "Airtel" in a bold, sans-serif font. The "Air" is in black, the "t" has a red dot, and the "el" is white and set against a red rectangular background.

Airtel

A small version of the Airtel logo, consisting of a red circular icon with a white swoosh and the word "airtel" in a lowercase, sans-serif font.

airtel



airtel



THE COMMUNICATION CHALLENGE

**Find an insight that can help
us appeal to 18 year olds**

**WITHOUT
alienating 45 year olds**

THE SEARCH FOR AN INSIGHT

Once upon
a time there were
friends....and
there were *best*
friends



Types of friends

Facebook friends, SMS friends, twitter friends, blog friends, MMS friends... *(connected by technology)*

Joke friends, cricket friends, filmy friends, activist friends, Rafi friends, ManU friends, porn friends, geek friends... *(based on common interests)*

Connected friend, Jugadoo friends, 3 am friend, organizer friend, exam time friend, ever ready friend....*(based on the need they fulfill)*

The insight

In today's connected world, friendship is made up of *many kinds* of friends



THE
CREATIVE
IDEA

**har friend zaroori
hai, yaar**



HFZ Facebook App



Hfz anthems
remixes were
also available
to play,
download and
set as
hellotunes



WHAT MADE IT
HAPPEN?

3 THINGS

1. Clarity
2. Right skills & enough effort
3. Conviction

THANK YOU

