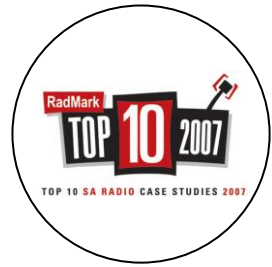


Client : **Telkom**
Campaign : **'Do Broadband'**
Stations : **Various**



The Telkom 'Do Broadband' campaign shows how understanding your demographics is key to bridging the regional divide. As part of a national campaign that included television, print, outdoor and the internet, radio was the key link in this multi-million Rand campaign.

Why they did it

The aim of the campaign was to launch Telkom's Do Broadband product and in the process attract a younger audience given that broadband is a modern product that will play a vital role in the future growth of Telkom. It was therefore important to speak to a younger audience that would obviously grow with the product.

The Big Idea

The ad played around with the name of the product. To make it work, the different services offered by the product were incorporated into it. The emphasis on "Do" was important because this was a launch ad and it needed to be repeated so that people became familiar with this new product. This was used in various executions. For example the James Bond execution, which used the movie's well known theme tune. For the gaming theme, the sound of cars racing against each other was used while a Mozart track was re-done with professional opera singers.

The Results

This campaign takes the Telkom brand into new territory. What was generally seen as a boring brand, is now perceived as youthful and exciting.

The most important information communicated was that "Do Broadband" does not just offer internet access but that consumers get a whole lot of added-value services, such as movies, music and gaming. This radio campaign was vital in getting the name out there and getting people to visit the website. From a launch perspective, the campaign has really worked and the take-up figures are looking good.

"Radio stations know who they are targeting and are using that information to appeal to and understand their listeners in order to give them what they want"