



Case Study

Agency: Ogilvy & Mather Johannesburg

Brand: Vodacom

Format: TVC, OOH, Radio, Activation, Digital, PR

Our project partners: Ogilvy & Mather, MEC, Cerebra Communications, The Creative Counsel, Open Field, DNA Brand Architects and Brand Union



Vodacom's 2016 Summer campaign dialed up happiness and fun in every way by encouraging South Africans to Play Every Day on SA's Best 4G Network* and win exciting prizes through an innovative game that lived inside the MyVodacom App.

The Play Every Day game gave Vodacom customers a free play every day and the chance to win their share in tons of awesome daily prizes. The insight being that, we work hard all year round and summer is our opportunity to reward ourselves and let out our playful sides.

Vodacom wanted to show South Africa that it's fun and easy to Play Every Day during summer, and that absolutely anyone can do it. Who better to embody this than a group of lovable, tech-savvy grannies on a classic South African summer road trip?

The Play Every Day campaign launched with a TV commercial that told the charming story of a gaggle of grannies on a road trip in order to surprise an old friend for her 70th birthday. Everything is going amazingly, until one of the grannies realises that she has forgotten the birthday gift at home. They are way too far along to turn back, but luckily one of the other grannies remembers the Play Every Day promotion. Vodacom comes to the rescue, as the grannies use their free play on the App and win a brand new tablet. The grannies finish the last leg of the journey and give the prize to their dear friend, wrapped in a beautiful red ribbon. Together, everyone enjoys a quintessentially South African summer party by the beach, with family and friends from all walks of life.

When the grannies weren't catching road trip rays in the TV



spot, they were owning the airwaves - driving their now iconic drop-top convertible while driving online engagement. Sharing their real life adventures on a live radio road show that synced to social media; and taking over the Vodacom Instagram channel and becoming known as Vodacom's 'Instagrannies'.

From zimmer-frame GPS navigation to wild water aerobics

and virtual skydiving, the Instagrannies not only showcased the App and its amazing prizes, but showed South Africa that everybody can play every day and win.

The Result:

The Vodacom Play Every Day campaign had an amazing impact in the market; resulting in over half a billion plays on the

MyVodacom App and over 5 million social engagements. The Play Every Day TV commercial was also voted SA's most liked commercial of Q4 2016 and most liked local commercial of the whole of 2016 by Millward Brown.

Here's to many more years of making proudly South African communication that delights and unites the country.

The future is exciting. Ready?

