



OUR BRAND IN A TWEET

Vodacom is a leading African mobile communications company providing a wide range of communication services, including mobile voice, messaging, Data and converged services to over 61 million customers.

OUR KEY OFFERING

SA's First and Best 4G Network* with communications services.

OUR CORE CUSTOMERS

Prepaid, Contract and Top Up customers.

OUR PREFERRED MARKETING MEDIUMS

TV, radio, out of home and digital.

OUR BRAND STEWARD

Veli Mabena, Executive Head of Department, Brand and Communications.

WHO OWNS US

Vodafone Investments: 65%

OUR BIGGEST BRAG IN THE PAST 12 MONTHS

Our Play Every Day Summer 2016 campaign had an amazing impact in the market, resulting in over half a billion plays on the My Vodacom App and over 5 million social engagements. The Play Every Day TV commercial was also voted SA's most liked commercial of Q4 and most liked local commercial of 2016 by Millward Brown. In 2017, the Sunday Times Top Brand Awards awarded Vodacom with three of the Grand Prix awards in the business sector, coming first as SA's favourite brand, as well as winning the Green award for the brand perceived to be the most ecologically friendly, and the Community Upliftment award.

OUR KEY AGENCY PARTNERS

Ogilvy & Mather, MEC, Cerebra Communications, The Creative Counsel and Brand Union.

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A brand with a purpose

The way that technology helps us connect is evolving, and it makes the future very exciting, yet unknown.

Vodacom invites its customers wherever they are and in whatever pace they prefer, to fully benefit from the new and exciting technologies. The business is wholeheartedly committed to connecting everybody to live a better today and build a better tomorrow.

South Africa is at a critical juncture and what it needs is a big push and a hands-on approach in terms of addressing the country's triple challenges of poverty, inequality and unemployment. As a brand led by purpose, Vodacom continues to understand the practical meaning and importance of this.

Brand purpose is a strategic concept which provides a meaningful reason for a brand to exist beyond its bottom line. Key to Vodacom's success, and the reason it won top honours at the 2017 Sunday Times Top Brands Awards as SA's overall favourite brand, is due to its commitment to provide a better future.

This purpose-led brand ethos also saw SA's Best Network win the Green award for the brand perceived to be the most ecologically friendly, and the Community Upliftment award.

At the cornerstone of a better future, is social transformation. As an active corporate citizen, Vodacom is one of the pioneers of such transformation through ICT. In the past 18 years, the company has spent over a billion rand to transform the lives of people through the Vodacom Foundation. Vodacom is a Level 2 B-BBEE contributor and, as such, for the 2015/2016 financial year, has invested R28 billion with B-BBEE suppliers of which R2.8 billion was spent on black-owned small, medium and micro enterprises (SMME), R7.2 billion to greater 51% black-owned suppliers and R5 billion to greater 30% black-owned women suppliers.

Vodacom invested R841 million on developing SMME ICT businesses and a further R218 million on community investment. Internally, it invested R165 million in the continuous skills development of its employees, of which R114 million was invested in its black employees, with R59 million spent on black female employees.

For over 16 years, Vodacom has contributed to societal development. It has partnered with reputable organisations since 1999 to donate over R800 million towards various programmes. This purpose-led brand is committed to using the resources at its disposal to improve access to education, health and safety.

Vodacom has provided 1615 schools with Internet and equipment, with the vision of 'making the impossible, possible'. In collaboration with the Sabi Sand Pfunanani Trust, Vodacom has also assisted in donating sanitary products. This has helped the '7 million girls that miss a week of school a month' to achieve better school results.

From a safety aspect, Vodacom is fighting violence against women, with a dedicated 24-hour call centre, providing support and counselling to victims. Memeza, a community based crime prevention initiative, has also been introduced. This panic button has succeeded in empowering women by giving them a voice in times of emergency. An additional R1 billion has been spent on transforming lives with a hand-up, instead of a hand-out.

Brand purpose is a strategic concept which provides a more meaningful reason for a brand to exist beyond its bottom line.



Brands driven by a greater purpose, will ensure a brighter future where the fruits of our country are shared by all.

Vodacom has partnered with the Smile Foundation, a non-governmental organisation with a health care dream for children living with facial conditions. With help from the country's Academic Hospitals, the Foundation works to put the smile back onto children's faces with corrective facial reconstructive surgery and treatments. A custom-built mobile application has also succeeded in improving access to essential medicines and health care.

Looking forward, Vodacom has set goals and targets which will continue to stimulate action over the next 15 years in areas of importance for the future of the country. While Vodacom is pleased with its progress, it believes 'more must and will be done'. Brands driven by a greater purpose will ensure a brighter future where the fruits of our country are shared by all.

www.vodacom.co.za

The future is exciting.

Ready?

