

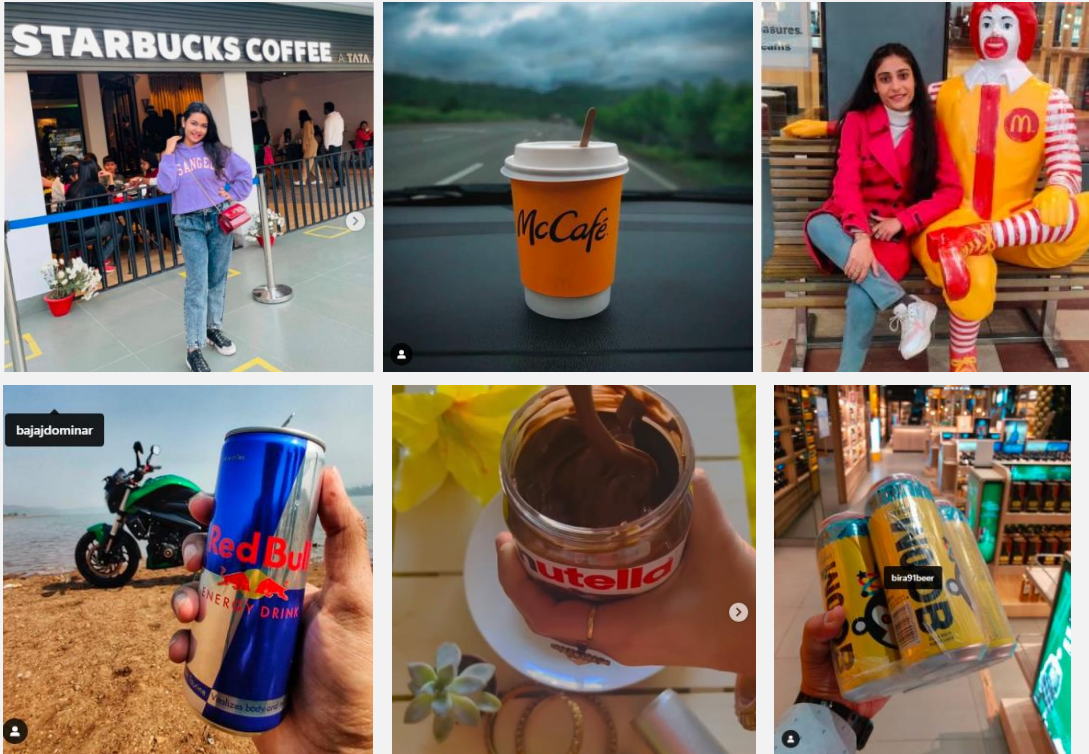


# Valentine's Day



As a telecom brand, Vi operates in a category  
Where dissatisfied customers are loud and very vocal on social,  
Whereas the loyalists and satisfied users, are happy but not vocal.

## How consumers engage with other brands



## How consumers engage with Telecom brands



# For telecom brands, every social platform is like X – complaints platform

No matter what we say, we get bashed for network or just general rant.

**vi** **viofficialfanworld** Let us come together to celebrate the feeling of being free. Happy #IndependenceDay! 1N #IndiaAt75 #15August #Freedom

24w

**y\_a\_s\_u8** Chutiya chaap network

18w Reply

**vi** **viofficialfanworld** Here's to the one who uses your hotspot but also recharges your data pack every month 😏.

Tag your sibling to show some love. #HappyRakshabandhan

23w

**attarhanjra5500** Don't buy vi network calling program in all areas internet not working don't waste money

22w Reply

**vi** **viofficialfanworld** Keep your inner child alive with Vi GIGAnet. #SpeedSeBadho

29w

**matz.matz07** Aree you guys gone crazy. There is. No network in market yard area of pune since Tuesday morning amd 12. Do you really want your 15 yr old customer to move to another provider

**airtel** **airtelindia** List down all the words that you see using #AirtelWeekendChallenge and make the switch to Airtel Black to find out what they mean. Stand a chance to win Amazon vouchers for finding all three. T&C Apply. Link in bio.

8w

**class\_tera** abe yeah sab chodo aur network ko accha karne me dhyan do sala chalta he ne hai bas recharge mahanga karte raho aur to kuch karna nahi hai net chalta he ne hai 😞😞😞

**airtel** **airtelindia** Tell us who you think will rack up a good score tonight and win 🏆🏆🏆 autographed by a legend! Recharge with Airtel and get a year-long Disney+ Hotstar subscription at no extra cost and end the FOMO! T&C Apply. Link in bio.

·  
·  
·  
·

#ContestAlert #FOMO #Hotstar #Disney #Cricket

16w

**belgaonkar\_akshata** Worst network ever 😊

**Jio** **reliancejio** Which one of your resolutions have you already broken? 😏 Let us know in the comments below.

#NewYearResolutions #Resolutions2022 #JioDigitalLife

4w

**bee\_aey\_mir** #bycottjio now port to bsnl

4w 2 likes Reply

— View replies (1)

**misshu\_** #worestserviceEver

4w Reply

**Jio** **reliancejio** Capture the sparkling festivities 🎆 this Diwali 🍷 with low - light feature on the JioPhone Next.

#JioPhoneNext #Festive #HappyDiwali #Diwali #Fireworks #FestivePhotography #LowLightPhotography #JioDigitalLife

13w

**bhuvancom** Ye 5 second ka video mtlb itna chota or network tmhra itna slow pichle 15 second se loading hi ho ra ab toh theek kr do network mere area ka

8w Reply



**Valentine's Day was an opportunity for us to build some love.**  
**To engage with the silent lot and entice them to be vocal on social to build positive sentiment.**



**Our inspiration:**

Music and Valentine's Day have always had a strong connection. From song-dedications to mixtapes, music has always brought people closer during V-Day.

What if we co-opted this culture and literally used music to bring people closer not only to themselves, but also to us as a brand?



**What if we built on the same tradition and leveraged  
music to bring not only people  
We leveraged music to bring couples closer**



# Presenting



## #ViLoveTunes Contest

A contest which encouraged people to come together with their partners to unjumble lyrics of love songs and share their answers in the comments.

It wasn't only an activity which encouraged bonding on Valentine's Day over music, but also gratified them with vouchers for the correct answers.





# The idea received a lot of love and responses


**rsaiayke**  
**arte**  
**qihs**  
**iha**  
**aiyp**

**#ViLoveTunes**


Decode these lyrics and stand a chance to win a voucher worth ₹5000.



T&C apply.



**itsrames\_singh**  
kesariya tera ishq hai piya  
.  
[#ViLoveTunes](#) [@vioofficialfanworld](#)  
1 like Reply See translation





**nitupapakipari**  
Kesariya Tera Ishq hai Piya  
[#ViLoveTunes](#) [@vioofficialfanworld](#)  
❤️❤️❤️❤️❤️❤️❤️  
[@imaditiady\\_true](#) [@kaushal\\_divu](#)  
[@madhuritekchandani](#) ❤️  
1 like Reply See translation


**iert**  
**hajkla**  
**fraisha**  
**vsiralil**

**#ViLoveTunes**



Decode these lyrics and stand a chance to win a voucher worth ₹5000.

T&C apply.





**g\_ganguly99**  
Teri Jhalak Asharfi Srivalli  
..  
[#ViLoveTunes](#)  
🎵🎵🎵🎵🎵🎵  
THANK YOU SO MUCH TEAM  
[@vioofficialfanworld](#) FOR THIS  
WONDERFUL CONTEST.  
❤️❤️❤️❤️❤️❤️  
4 likes Reply


**ea**  
**Idi**  
**iah**  
**siukmlh**

**#ViLoveTunes**


Decode these lyrics and stand a chance to win a voucher worth ₹5000.

T&C apply.



**trishna\_hira**  
Ae Dil Hai Musnkil [#ViLoveTunes](#)  
[@vioofficialfanworld](#)  
2 likes Reply ...



**arif\_sekh07**  
Ae Dil Hai Mushkil  
[#ViLoveTunes](#)  
HAPPY VALENTINES WEEK TEAM Vi  
❤️❤️❤️❤️❤️❤️  
1 like Reply



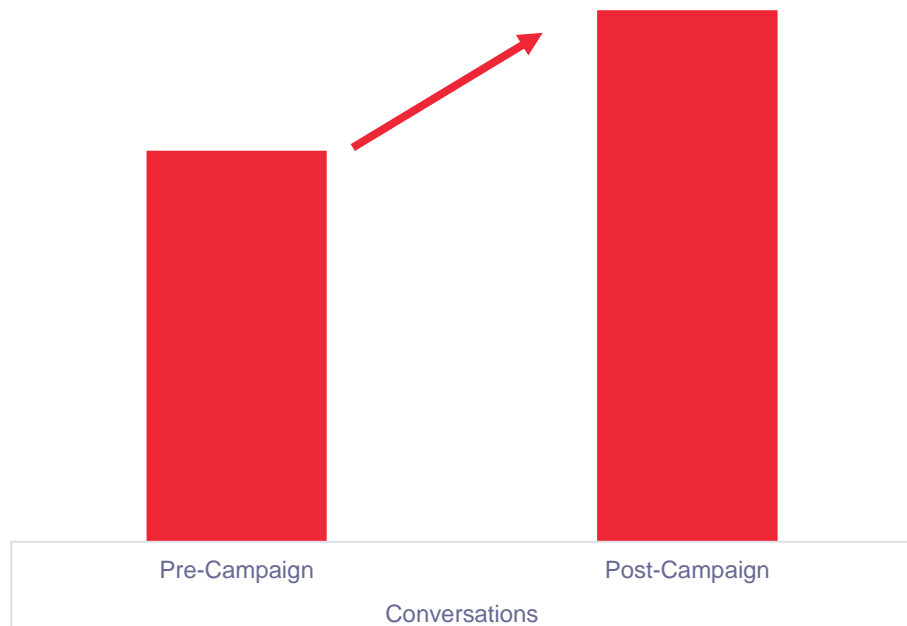


# Results

**We saw a rise in total organic video views 157K.  
This also led to a spike in conversations and engagement  
across our social platforms.**

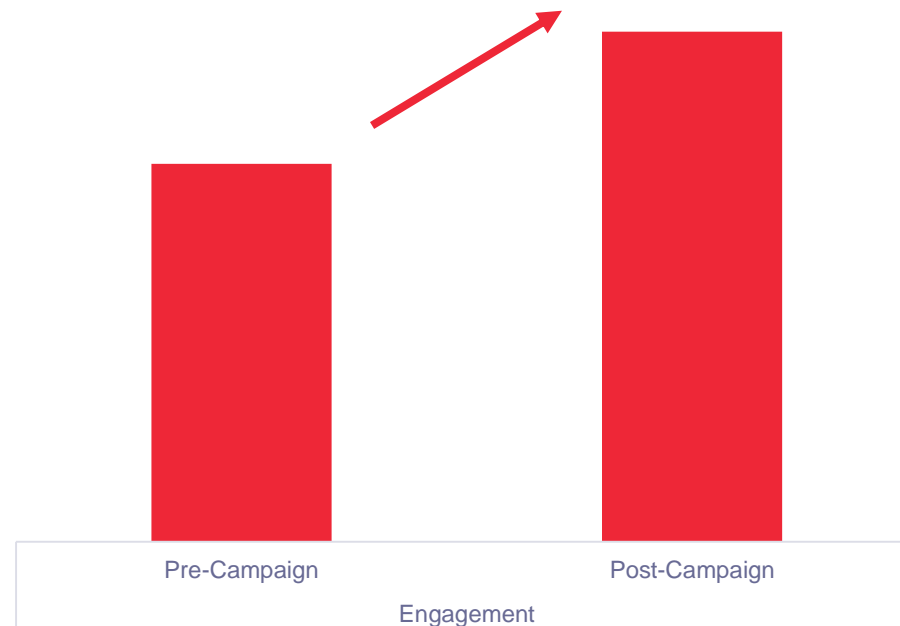
**36% increase in conversations**

Pre vs Post Campaign Conversations



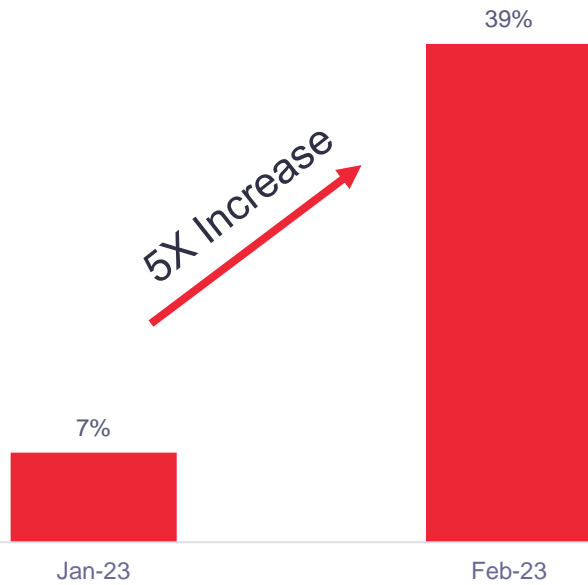
**35% increase in engagement**

Pre vs Post Engagement Title



**Most importantly, it drastically improved our Share of positive voice\* at a time when our key competition was either declining or stagnant.**

Positive Sentiments for Vi



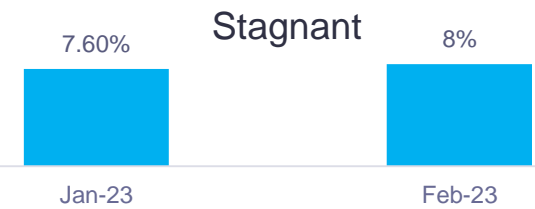
Vi

Positive Sentiments for Airtel



Airtel

Positive Sentiments for Jio



Jio

\*Brand data



**thank you**

