



AlwaysOn: WiFi Deployment
Freedom Day Case Study

WiFi DEPLOYMENT TO CONNECT THE UNCONNECTED IN AN URBAN ENVIRONMENT | ALWAYS ON FREEDOM DAY CASE STUDY

AlwaysOn celebrates South Africa's freedom with the power of internet #FreeData4All

Introduction:

Every year on the 27th April, South Africans commemorate the first time that all citizens, regardless of colour or gender, could cast a political vote through a democratic election. This day is observed as Freedom Day, and has now become a consciousness in South Africa which has transcended to all parts of society including the arts, politics, social movements, and sport amongst others.

For AlwaysOn the vision was to forge an awareness within South Africans for the World WiFi Day Charter – Hope for Connectivity, and to align with the MD's passion for accessible Internet. It was therefore announced to all South Africans that AlwaysOn would be providing free internet usage to all who want it on Freedom Day. This was a never-before attempted initiative that AlwaysOn took on.

Background:

The objective of this campaign was to reiterate freedom and accessibility by adopting the Freedom Day rhetoric and ensure that the brand and its offering resonates with its consumers (both existing and new). AlwaysOn aimed to increase awareness on the availability of free WiFi through thousands of AlwaysOn's Hotspots that are located nationwide in South Africa.

Challenges:

As this was the first time that such a campaign was implemented nationally, it was not clear how the uptake would be, as well as the risk of "crashing the system". However, with the many planned activities that South Africans participate in (including travelling, state organised events, family events and indeed some who go to work) we could not forecast whether there would be a sizable number of users going to the Hotspots to make use of the free internet.

AlwaysOn anticipated that those who would take advantage of this opportunity would download significant amounts data. While we encouraged the use of the free WiFi service, we had never been tested to function at this capacity. This required for our customer support desk team to be on-call and available for 24 hours , from 00h00 to 24h00, to be on standby to assist consumers with common enquiries and technical challenges on "how to connect".

With these combined challenges, it was clear that any communications distributed, needed to fulfil a number of functions such as:

1. Customer education for first time internet users to understand how to find an AlwaysOn Hotspot, activate WiFi settings, and to make use of the complimentary WiFi service
2. Call to action communications



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3. Create a Freedom Day rhetoric to make it relevant to the citizens of South Africa as well as the media in order to earn share of voice on a day, when politicians and thought leaders are interviewed to talk about Freedom day

It was understood that if the communications did not align to these outputs, our initiative would not succeed. The timing and content of our communications needed to be well-thought out and user friendly for first time WiFi and Internet users. It was equally critical for our support teams, from technical support, to social media and PR, all to be available 24/7 to respond to system glitches and user enquiries.

Proposed solutions:

To ensure that we give South Africans sufficient time to plan their day on the 27th April, we needed to communicate before Freedom Day. Similarly, with the understanding that news rooms plan stories, particularly for important days of commemoration, weeks ahead the AlwaysOn agenda needed to be a topic in the editorial meetings the week prior.

On the days leading to Freedom Day an aggressive pre-launch campaign was implemented for social and traditional media platforms. For social media, the plan was to host a private event on Twitter and a public event on Facebook to create hype and tease audiences on these platforms as well as Instagram & YouTube. All content was connected by **#FreeData4All** thread. In addition, a response matrix was designed to assist community managers to respond to the public's posts and enquiries. This would also assist the support desk teams to gauge which locations and Hotspots faced technical challenges and needed immediate assistance. For traditional media the approach was to target relevant consumer and tech media by issuing an embargoed news release and interview motivations to spread the word to audiences who consume news via traditional platforms.

AlwaysOn WiFi has historically engaged with "tech focussed" media, and this was a first for engaging with "consumer" media.

Results:

Audience reach:

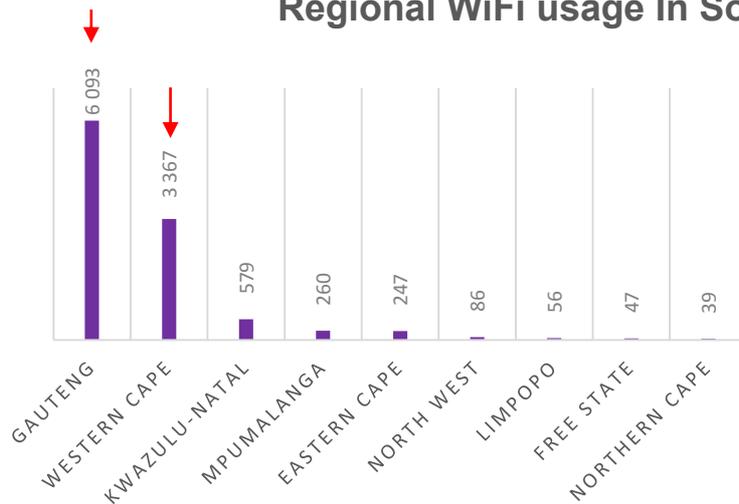
The PR campaign yielded nation-wide coverage across 36 titles on print, online and broadcast media platforms including interviews on top tier radio stations such as EWN, SAFM and KayaFM. This coverage is estimated to have reached **22 million audiences** through these combined media platforms, creating a positive message for WiFi education and usage in South Africa.

On social media, AlwaysOn gained a reach of **372 815** on our Facebook and Twitter channels.



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Regional WiFi usage In South Africa on Freedom Day:

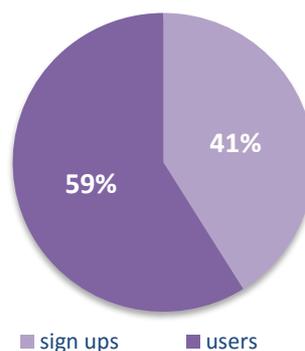


The biggest traffic was seen at South Africa's top two **urban locations: Gauteng and the Western Cape.**

These two provinces are also the country's economic hubs

Combined WiFi usage on Freedom Day:

Unique sign-ups on Freedom Day



- AlwaysOn saw **7,510 first time users (sign-ups)** of the AlwaysOn service, in one day.
- This overall WiFi usage equated to **10,809 GB** at key locations such as hotels, malls, restaurants, airports and other public areas.
- The combined browsing sessions from this day equated to **13 years in online time.**
- On the day, AlwaysOn was able to penetrate **887 of the 1,545 WiFi Hotspots in South Africa.**



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Conclusion:

In conclusion, the AlwaysOn Freedom Day campaign was a warm up for World WiFi Day. Due to the overwhelming response and positive results achieved, as well as the faith in our public WiFi network and technical support teams, AlwaysOn will be supporting the World WiFi Day Charter – Hope for Connectivity, by repeating the same hair-raising 24 hours in honour **World WiFi Day on 20 June 2016.**