

A photograph of a multi-story brick building at night. The building's facade is dark, but several windows are brightly lit from within, casting a warm glow. A fire escape is visible on the left side of the building, with its metal structure silhouetted against the dark sky. The overall atmosphere is quiet and somewhat mysterious.

WHAT KEEPS US AWAKE AT NIGHT

OUR STRESS-INDUCER

How do we convince consumers that, circa 2020, Vodafone is synonymous with 5G in Qatar?

WHY CAN'T WE SLEEP SOUNDLY?

We are worth owning 5G in Qatar. For a bunch of reasons.

- Ooredoo offers 5G that is a far cry from our lightening fast, no lag/latency, next gen 5G.
- With our aggressive 5G investment, we are the undisputed 5G leader in Qatar, both in terms of coverage and in terms of speed.
- Our Giganet 5G network gives businesses and individuals in Qatar the opportunity to experience the reality of 5G **now**.

STILL...

Although our Unstoppable campaign paved the way for our crowning as the 5G leader in Qatar, we are not there yet. Why?

- Some people fail to see the benefits of 5G, partly due to the inherent limitations of the technology and partly due to the fact that telco providers have been aggressively communicating 5G before they were ready to roll it out fully.
- 5G-enabled devices are still few and far between. Samsung's S20 and Huawei's P40 series introduced 5G-enabled cellphones in Qatar, but many people are waiting the launch of iPhone 12 to splash out the big money for a 5G-enabled smartphone.



OBSTACLE #1

Most people fail to see the big deal with 5G. “I’m happy with 4G” they will tell you. And why wouldn’t they be? 4G/4G+ covers their needs for streaming, gaming, downloading/uploading, browsing.

A close-up, high-contrast portrait of a man's face, focusing on his eyes and beard. The lighting is dramatic, highlighting the texture of his skin and the intensity of his gaze. The background is dark, making the subject stand out.

OBSTACLE #2

Ooredoo has confused the public. They are selling & communicating 4G, 4G+, 4.5G, 5G for their Supernet.

Too much choice is not necessarily a good thing. Especially when it is unclear what to choose and why.



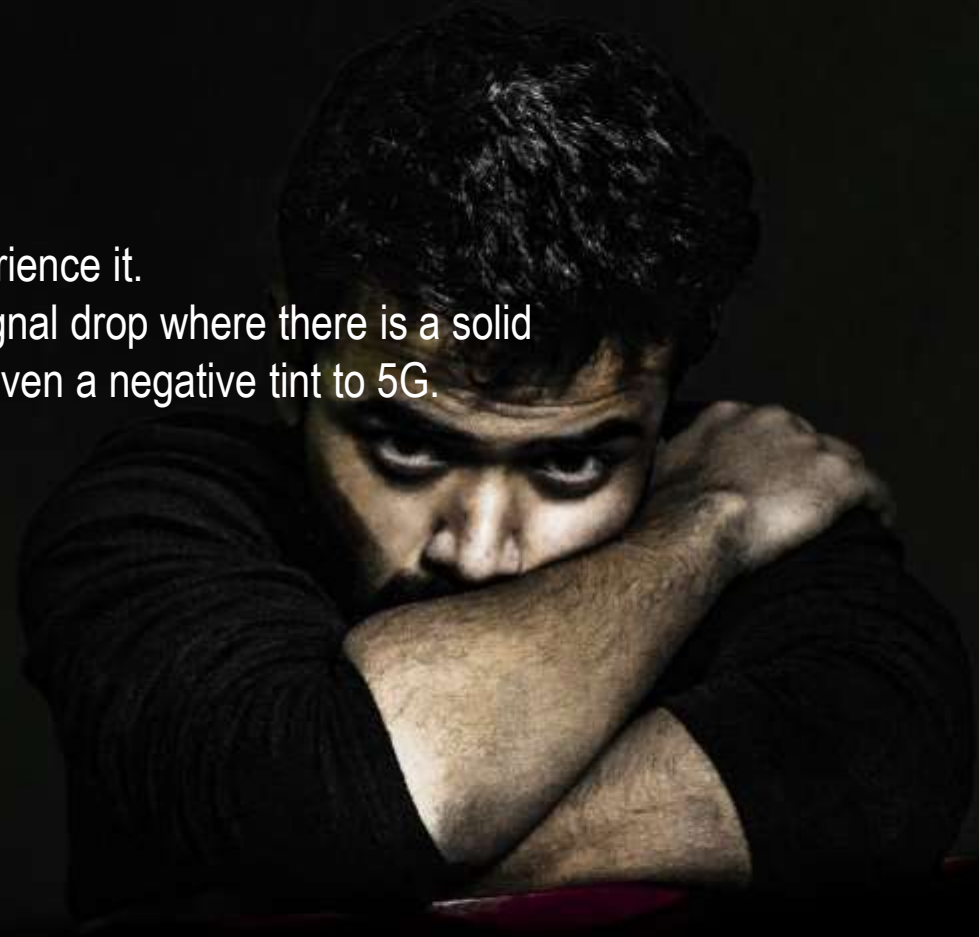
OBSTACLE #3

Most people think 5G is only about increased speed. Telco providers are yet to drive home the positive impact 5G can have in our lives.

Consequently, consumers have no idea that 5G can improve the quality of their lives drastically. They have no clue that 5G can help them address some of their age-old personal & professional problems successfully for the first time ever.

OBSTACLE #4

Most people hear about 5G but they have yet to experience it. Limited coverage and the sensitivity of 5G –drastic signal drop where there is a solid obstacle between the 5G node and the receiver- has given a negative tint to 5G. It has been branded “fake tech”.



PROBLEMS, PROBLEMS.

HOW ABOUT A SOLUTION?

ACTION SPEAKS LOUDER THAN WORDS

No more talk. The only way to convince our target audiences (HV locals/expats & businesses) that 5G is here and that it is the most prominent weapon in Vodafone's arsenal is to **show them how 5G can change their lives for the better.**

We need to go out there, where our target audiences are –offline and online- and demonstrate to them – in no uncertain terms- the benefits of 5G.

The time for talk is over.



WHAT CAN VODAFONE'S 5G DO FOR YOU?

Vodafone Giganet 5G is the only true 5G in Qatar, because of only we can guarantee blinding speeds with a super-wide coverage. Vodafone 5G can change the way you experience the world. It can bring about drastic positive changes in numerous major sectors of your personal and professional life, from gaming and streaming to healthcare and business connectivity.

5G in Qatar means Vodafone. If you want to be on board those fabulous improvements, you must be on board the Vodafone 5G ship.



WIDE COVERAGE: BLAZING SPEED EVERYWHERE
A BRAVE NEW WORLD

A world where you can do more with less. Less stress. Less energy expenditure.
Less running around like a headless chicken.

A world where you can make everything around you do the running for you.
So you can devote your time to what really matters.



OUR POV

Our super-wide coverage guaranteeing that you can experience blistering speeds wherever you go in Qatar means that your life is taking a drastic turn for the better – everything you do is about to be overhauled bigtime. You control the speed of your life; you can radically accelerate what needs to be on the fast track so that you can be on the slow track. Or you can climb aboard the roller-coaster if you want to. This new world is a world of choice between the good and the even better. This is the first day of the rest of your life.



STRATEGIC TERRITORY

Unlearn your life.

So far you've been living a life adapted to the low speeds of past technologies. Soon this life will be no more. You need to reexamine everything, experience life anew according to the blazing speeds of Giganet's 5G in the super-wide network of Vodafone. Vodafone is about to open new horizons to you, turbo-boost your life wherever you go in Qatar. Unlearn slow. Unlearn delaying. Unlearn lagging. Unlearn unnecessary.

Unlearn the old. The new is so much faster, and for that reason, so much better.