

Vodafone | Gold Winner

Driving Business with Thought Leadership

“Gigabit Society”

BUSINESS CHALLENGE

Vodafone is helping businesses around the world with digital transformation—from managed mobility, fixed and converged networking, to cloud, security, and Internet of Things services. However, awareness of Vodafone’s capabilities remained low amongst business decision makers. Customers were fearful of change and overwhelmed by where and how to apply new technologies. Our challenge was to gain mindshare and build trusted advisor relationships across both IT and business decision makers. At the same time, we needed to transform and scale our engagement with customers globally.

PROGRAM OBJECTIVE

Our objective was to build Vodafone’s reputation as a strategic business partner and a global, leading provider of end-to-end communications solutions for the digital world. We set out to share our unique vision and expertise in next-generation communications services, and to change the conversation with customers—from tariffs and costs to new business possibilities.

PROGRAM EXECUTION

We developed a global platform for connection and conversation built around our vision of a “Gigabit Society”. Vodafone leaders articulate how business and society will transform in the digital world, where

- Data and intelligence is available everywhere.
- Machine intelligence augments human capability.
- Data is protected and strong ethics govern corporate and technical policy
- People come together for both business growth and social good.

The program encompasses (1) thought leadership, research, and article development (2) digital and in-person communications and Gigabit Society events with customers, influencers and futurologist, and (3) deep engagement and relationship building with customers.

To build mindshare and shift perceptions, we researched and developed 6 new persona profiles outlining the needs, motivations, and channels of communication of business and technical decision makers. We invited customers, influencers and futurists to join the conversation with Vodafone and partner to build a better future together through sharing of best practices. We created a global community of leaders of transformation—helping their organisations to get ready for a Gigabit Society.

The platform includes:

- **Policy White Paper “Creating the Gigabit Society”**, in collaboration with Arthur D. Little, offering guidance to government and industry leaders in Germany on industry evolution and scenarios with Gigabit infrastructures.
- **Gigabit Thinking**: We capture thought leadership topics from Vodafone business leaders, employees and other thought leaders in the community.
- **[Gigabit Society Page](#)**: Our web page to download whitepapers and access key topics.
- **Gigabit Society Series**: A digital video series and social media program featuring Vodafone leaders, futurists and customers. Our first video “[Welcome to the Gigabit Society](#)” shows a glimpse of the future where technology and 1Gbps network speeds enable amazing new scenarios for living and working.
- **Gigabit Society Summits**: We have run Gigabit Society Summits in UK, South Africa, Australia, New York, Singapore, Milan and Madrid attracting 100+ attendees each. Vodafone leaders and futurologists take customers on a journey of what the future holds.
- **Customer Advisory Board**: Exclusive events for customers providing a forum for intimate discussion and exchange of strategic challenges and opportunities. We share research on global trends and insights how technology and connectivity developments are impacting enterprise and creating opportunities in 3 areas: Connecting customers, Connecting business operations and assets, and Connecting employees.
- **Gigabit Society Innovation Workshops**: A series of half day workshops with business leadership teams to define their future in a Gigabit Society. We ran 106 Innovation Workshops with over 600 attendees over the last year. 55 customers targeted for the coming months.

BUSINESS RESULTS

Gigabit Society broke new ground. It became the first comprehensive program thought leadership platform adopted across functions. It was also the first global event program, the first digital platform for thought leadership, and the first global program for innovation workshops and a community volunteers. We are co-creating innovation on the front line with our customers and bringing these to life through deployed solutions.

As a result of the program, we have seen a transformation in our customer engagement as well as a strong impact on business results:

- +35% quarter-on-quarter click rate growth with solid momentum
- 63,900 unique visitors to the Gigabit Society blog
- 30k+ new contacts acquired
- 1073 attendees of Gigabit Society events including 106 Innovation Workshops
- €458M increase in pipeline, of which €165M from Innovation Workshops

Our platform is helping Vodafone to shift its position from pure network provider to thought leader and strategic partner for end-to-end, communications solutions that delivers powerful business outcomes.