

CASE STUDY

Telkom

REBUILDING TRUST ONE BOLD
MOVE AT A TIME

RESULTS

- **16%** broadband growth, surpassing the 9.5% industry benchmark
- **52%** increase in mobile connections, despite market saturation
- Brand awareness gap with Vodacom reduced from **35% to 19%**
- Brand consideration reversed its decline, improving by **79%**
- **41.4%** share price growth, reflecting renewed investor confidence

By challenging perceptions, simplifying its message, and injecting charm, Telkom turned its decline into a comeback - proving that even the most struggling brands can rise again.

THE COMPANY

Once a loved brand, Telkom (a telecom company) had fallen from grace, becoming one of the most hated due to high prices, poor service, and corporate missteps. Competitors surged ahead, and Telkom needed a radical turnaround to win back consumers and regain relevance.

THE CHALLENGE

Brand awareness, trust and consideration had plummeted, with consumers actively avoiding Telkom. Online platforms like *Hellkom* were dedicated to complaints, and Telkom's business was in decline with its mobile division struggled to gain traction.

The challenge? Reposition Telkom as an innovative, customer-focused brand and drive both broadband and mobile growth—in a saturated, skeptical market.

INSIGHT & SOLUTION

Telkom had always been about “tomorrow”, but people don't care about the future—they care about what technology can do for them today. This inspired the "Tomorrow Starts Today" campaign, signaling a rebirth for Telkom and its commitment to innovation.

To bring this to life, we broke category norms by using talking babies—playfully showcasing how even the youngest generation was already engaging with cutting-edge technology. The single creative idea spoke to both consumers and businesses, maximizing impact and efficiency.