

'Play Every Day' creates three millionaires, reaches 16m

Vodacom's 2016 summer promotion 'Play Every Day' has created three new millionaires, been played 150 million times by 16m people and had 80 million voice and data bundles allocated up to 31 January 2017.



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Customers also walked away with free holidays, flat screen TVs and other mystery gifts including the chance to win R1m in cash.

The promotion was launched in October 2016 and encouraged customers to play every day, using the play and win game through the My Vodacom App and USSD platform.

Commenting on the summer promotion, Nyimpini Mabunda, chief officer of Vodacom's Consumer Business Unit, said, "The 'Play Every Day' summer promotion has exceeded our expectations and has seen an increase in customer appreciation for the brand. This is particularly significant for the company, as it is expected to contribute further to solidifying our Net Promoter Score lead over our next best competitor. Over the past two years we have been on a journey to segment our customers to deliver enhanced and more personalised value products and services with a major emphasis on rewarding loyal customers."

The second tier of Vodacom's summer promotion, which brought to life the main characters of the TV advert, saw tech-savvy grannies; actor and singer Abigail Kubeke, Usha Khan, Gaenor Becker and Elize Cawood and Gina the dog embark on a summer road trip to Cape Town and Durban in December.

South Africans were encouraged to follow and connect with the grannies on their epic journey across the country via social media. Because of the interaction, it reached more than a million consumers across various social media platforms.