

Airtel unveils new network campaign

In demonstration of its robust and extensive network coverage across the country, telecommunications services provider, Airtel Nigeria has unveiled a new campaign to capture its network's milestones and efforts in empowering Nigerians with relevant telecommunications services and mobile telephony solutions.



Speaking at a press conference to unveil the new campaign in Lagos, the chief executive officer and managing director of Airtel Nigeria, Segun Ogunsanya said the network campaign was necessary because the company had invested enormous resources to the upgrading of its network infrastructure and has made significant CAPEX (capital expenditure) investment towards improving network quality, also stating that Airtel currently has the widest and largest 3.75G coverage in the country.

Ogunsanya said, "Airtel Networks Limited, in the last 30 months, has invested over \$1.2bn dollars to expand and deepen our network capacity and quality in Nigeria, in pursuit of world class Quality of Service (QoS). Already, we had taken a significant step to deepen our network capacity and coverage with the roll-out of 3.75G platforms, offering high speed mobile Internet, across the 36 States of the Federation and the Federal Capital Territory in Abuja.

"We are the first telco to complete LTE (long-term evolution) trial in Lagos and we also the first to introduce High Definition (HD) Voice Service. So, the unveiling of our new network campaign today bears testimony to our great efforts in terms of our massive investment and desire to empower Nigerians with innovative and relevant telecommunications services and solutions."

The new Airtel campaign tells the story of how Airtel is covering Nigeria and providing reliable and robust 3.75G network coverage. Speaking on the campaign, the chief marketing officer, Olu Akanmu said the television commercial, Radio Jingles and other materials have been designed to appeal to telecoms consumers and excite them in line with the brand vision of becoming the most loved brand in the daily lives of Nigerians.