



MARKET

The Pakistani telecom market is currently one of the fastest growing cellular industries in the world, achieving exponential growth year on year. With the market penetration standing at 56%, this trend is almost certain to continue until the marketplace pans out to reveal a landscape of pure cut-throat competition. That is basically how it stands today.

Amidst this highly competitive arena, Mobilink Jazz maintains a zealous need to continuously drive communication forth. By having nearly 36% of the total Pakistani customer base, any innovative platform put forth by Jazz automatically results in a new industry precedent. Due to its first mover status, Jazz single-handedly helped develop telecommunications in the nation, educating consumers, who then were perceived as an ideal target market by competitors. Represented through well financed brands; Orascom Telecom, Telenor, Sing-tel, China Mobile, Etisalat, and Warid (Abu Dhabi Group), are now engaged in the battle for the consumers' hearts and pockets. That's a lot of competitors; yet Pakistan's flagship telecom brand in Pakistan remains Mobilink Jazz.

ACHIEVEMENTS

Mobilink, the first GSM telecom operator in Pakistan, paved the way for the cellular market with its prepaid brand Jazz, which has singularly defined the set of rules that every other prepaid



service provider follows. By being the first GSM prepaid brand in the country, Mobilink Jazz has managed to position itself and be perceived as the generic brand for the pre-paid category. Its recent achievement of being one of the top five brands of Pakistan (Source: Aurora) is due credit for the proactive approach to branding that Jazz had adopted since its inception.

Jazz also takes numerous initiatives to foster two platforms that lie close to the nation's heart; music and cricket. In conjunction with Indus Music (currently owned by MTV), Jazz ensured that its core belief in freedom was not mere rhetoric, by providing a platform for the emerging talents of Pakistan to have the total freedom to believe in themselves. Initiatives led under the Mobilink banner, such as the Rafi Peer Theatre Show and Jazz Icon (talent hunt) contest, amongst many others, are a testament to Mobilink, Jazz and Indigo's continued dedication to their corporate vision: 'reshaping lives', a rare feat amongst days inundated with false corporate promises.

HISTORY

Launched in 1998, Jazz was introduced to tap into to a growing pre-paid market that was fuelled by macro-economic factors, such as continued fiscal growth. Although it quickly assumed the mantle of leadership, it is worthwhile to note the temporal context: penetration stood at a mere 22%. Subsequently, since its launch, Jazz has driven the service category by mass-customising product offerings to cater to a growing subscriber base. The right brand at the right time, Jazz quickly established itself as a leader within the prepaid sector and has successfully nurtured an image that is relevant to the youth and the masses of the nation at large.

In conjunction with promoting the Jazz brand, Mobilink had also worked towards educating consumers about the benefits of cell phones. The migration of the perception of cell-phones from being luxury to commodity goods can be largely attributed towards the numerous initiatives launched by Mobilink Jazz.

Upon its launch Jazz redefined the affordability platform, by broadening its scope from just price. Instead Jazz chose to centre its branding forays on the basic customer needs of freedom, convenience and control over ones budget. Jazz garnered mass appeal and achieved a previously unprecedented level of awareness in a budget-conscious market by offering exactly what the average prepaid customer wanted: a cellular service that provides freedom from monthly bills while giving customers complete control over their cellular phone expenditure.

JAZZ

Aanay? how many friends?
CALL RATES= $x \sqrt{x} \frac{y+3}{1/3}$
 $\frac{1}{2}(x \times 75)$
3 paise x 60 = Rs. 1.80/min

A call rate so simple, it needs no math.

Just Rs. 1 per minute
making 30 million numbers your Friends & Family.

jazzone
package

On every call, 40 paise will be charged for the first minute.

Aur Sunao!

Mobilink
reshaping lives

For package conversion, dial 123, press 3 and select 'Jazz One' / 'Jazz New'

111 300 300
www.mobilinkgsm.com

In addition to providing innovative customised communication solutions, Jazz also raised the bar of advertising in Pakistan. Due to Jazz's emphasis on branding and communicating with the consumer, the brand has managed to retain its TOM position, despite growing clutter within the telecom sector. Having moulded a brand personality in the minds of consumers, through the 'Jazz Girl' the brand introduced glamour to the prepaid market, confident that an aspirational touch should not be confined to the post-paid segment. The era of the 'Jazz Girl' began from Zara Sheikh, one of the leading actresses in the country today, Iman Ali, one of the top models of Pakistan and now Annie, one of the upcoming new faces of the local industry.

Jazz, till date, continues to break the boundaries of creativity, branding and innovativeness to provide cellular services to the customers, which can rival any global standard.

THE PRODUCT

Mobilink Jazz, aims to not only provide world class services to its customers, but, also guarantees a holistic consumer experience unmatched by others. After eight years of providing quality service, Jazz expanded to various segments in the market, talking to all the different customers, basing their philosophy on one simple phrase, 'one size does not fit all'. The launch of Jazz Octane, and Jazz Ladies First was a ground-

breaking step which heralded the introduction of demographic and psychographic based segmentation in the prepaid sector. Each brand extension offers a unique set of features that are relevant to their respective target markets. Jazz Octane is catering to the youth, while Jazz Budget caters to the mass market, and is focused on voice based calling patterns and Jazz Ladies First encourages longer calls. Jazz One however was a first of its kind package, playing on the premise of simplicity and giving the economy seeking Pakistani's an outlet to communicate freely. The success of this was clearly defined by the immediate replication of the package by the competition. This myriad of packages shows an inherent understanding of the consumer and is a testament to the fact that Jazz has the perfect communication solution for all of Pakistan. In addition to the standard service provisions Jazz also ensures that every customer has a wide array of value-added services to choose from.

Constantly improving and enhancing their services, Mobilink Jazz has left its footprint not only in Pakistan but all over the world by working in conjunction with other service providers to offer a comprehensive prepaid international roaming facility. With the largest network in the country, Mobilink Jazz also offers its customers unparalleled service, augmented by its innovative services.

In terms of advertising, Jazz has been the first to actively brand its prepaid service through visually exciting and stimulating campaigns that introduced the now iconic tagline: Aur Sunao ("Tell me more"). Campaigns developed under the Jazz banner ultimately attempt to build upon the essence of the brand as well as promoting Pakistan. Mobilink's commitment to the nation is further evident through Jazz's television commercials which represent not only the culture of Pakistan, but also encapsulate the aspirations of the nation.

RECENT DEVELOPMENTS

The hallmark of Jazz has always been caring for their customers, and understanding their needs. Staying true to this tradition, Jazz has constantly



been pushing the envelope of the prepaid cellular market, proving that brilliance has no boundaries, ensuring that the customers enjoy a one of a kind communication experience. In 2006, the two segments, Jazz Octane and Jazz Ladies First, were brought to life, and now for the first time ever there were customised offerings which were geared towards the women and the youth, two of the largest segments of the consumer base. During 2008, Jazz further strengthened its core belief in providing freedom communication through the largest thematic campaign in the history of the country. The launch made waves in the advertising industry due to the vibrancy of the campaign while also awakening the patriotic spirit that resides in the heart of every Pakistani. This claim of freedom was backed by the immensely successful launch of the Jazz One package. Furthermore, there were innovative product development initiatives such as Jazz Advance, an offering that empowers the consumer by providing convenience in the form of a reserve tank of talk-time. All this was in addition to the price initiatives and the enhancement to the 'power tools' menu, which gives the customers instant access to a myriad of services. Constantly in a flux of development, Jazz is always providing new and exciting service modifications for their subscribers.

PROMOTION

Jazz has taken the lead in the market with numerous brand building initiatives, and consumer promotions, becoming the most active advertisers of the telecom sector. Starting off as a single aspirational brand for the masses it has expanded to different segments of the market, becoming a mammoth entity which now is a force to be reckoned with. Focusing mainly on mainstream media, Jazz has always kept the brand alive by bringing in exciting new promotions and product offerings.

The brand has taken ownership of two enormous platforms, music and cricket, and that too very successfully. Mobilink Jazz has been joint partners with one of the biggest music channels in the country, Indus Music, through which they aim to not only promote music but also uncover new undiscovered talent. This spirit of nationalism is also evident through their campaign, Jazz Budget, which received critical acclaim and portrayed the beauty of the homeland in the form of a unique theatrical musical production.

Mobilink Jazz Mobilink Jazz has always taken pride in facilitating freedom of expression and communication, be it through art, sport or any other area, and this is evident through its consumer promotions and all forms of advertising that we see today.

JAZZ

For Jazz Advance
Call 123 and
press 6

Jazz advance

**Additional balance for sure
helps you talk some more!**

Jazz presents Jazz Advance for instant balance whenever you need.
When you have more to talk about, but low balance,
simply get Jazz Advance and talk on!

Aur Sunao!

Jazz Advance can be availed if your balance is below Rs. 150.
Balance of Rs. 5 will be transferred on Jazz Advance request.
Offer is valid for all Jazz packages.

111 300 300
www.mobilinkgsm.com/jazz

Mobilink
reshaping lives

BRAND VALUES

Since its inception Jazz has been endowed with a 'young at heart' personality that resonates with the core values of the brand as well as its product features that emphasise freedom and convenience. The youthful factor was further enhanced through the activities and events that Jazz chose to endorse as well as its tone of visual and verbal communication. Staying true to its values of relating to the younger side of its customers Jazz has always maintained its place as a brand that is open-hearted, spontaneous and optimistic. These accessible traits are youthful in nature but widely applicable in practice, just like the Jazz brand.

www.mobilinkgsm.com

THINGS YOU DIDN'T KNOW ABOUT JAZZ

- Jazz was the first prepaid GSM connection of Pakistan.
- Jazz was the first to introduce loyalty programmes in the prepaid market.
- Jazz was the first to introduce tailor made packages for housewives and the youth.
- Jazz was involved in the staging of the first music awards show, the IM Awards.
- Jazz introduced the concept of brand ambassadors within the telecom industry.