

Reliance Mobile Offers Free Phone Calls Through Its Micro-site

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Reliance has developed a special microsite www.goforit.co.in for this banner ad campaign. The site allows users to call up anyone in India (yes even STD calls) for 1 minute between 9. AM and 9 PM. The call is absolutely free.

In line with its current theme of “Don’t wait, just Go for it” Reliance has come up with a very innovative way of promoting its new 3G GSM offering.

Reliance has developed a special microsite www.goforit.co.in for this banner ad campaign. The site allows users to call up anyone in India (yes even STD calls) for 1 minute between 9. AM and 9 PM. All you have to do to make the call is provide your friend’s name and cell number along with your details. The call is absolutely free.

The online campaign was launched simultaneously on 8th of June on leading Indian portals like Rediff.com, Indiatimes.com, Yahoo.co.in, NDTV.com and has received a tremendous response since then. The online campaign had more than 26,000 call requests within just 24 hours from the launch. The response rate can be termed as healthy as there were more than 10,000 unique users.

The campaign is just an experimental for brand building and is not meant for lead generation. Reliance’s latest TV commercial features Bollywood Star Hrithik Roshan reaching out to his old friends. The idea behind the campaign was to take further the TV commercial by allowing users to make free calls from the microsite.

Reliance is aiming at reaching nearly 45-55 percent of the online users in the next three to four weeks. It would use ad networks like Network Play, Komli Media and Tribal Fusion and several other websites for close to 250 million ad impressions.

Reliance is one of the many leading Indian brands that have realised the potential of digital marketing. The company is spending about 4% of its total advertising budget on digital marketing.

Services like 3G are mostly used by internet savvy customers. Reliance wants to reach out to all these users by using a combination of online and mobile advertising.

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