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vividwireless wins two WA Awards for innovation and success

Leading 4G wireless broadband provider vividwireless has been awarded two prestigious awards by the Australian Marketing Institute (AMI) for its ‘get connected’ interactive marketing campaign that launched the unique, pocket sized ViViFi® Wi-Fi hotspot last year.

The AMI recognised ‘get connected’ as one of the most innovative and successful campaigns in Western Australia during 2010/2011, praising how it worked across social and traditional media, with its focus on demonstrating the simplicity and speed of advanced mobile technology.

vividwireless’ wide range of launch activities was awarded both the Multimedia and Interactive and New Product and Services [WA State] Awards for 2011.

“As the first to offer 4G WiMaX technology to Australia, via the first palm sized portable 4G Wi-Fi hotspot available here, we wanted to reach a wide audience, so we focused on social media and interactive opportunities,” vividwireless CEO Martin Mercer said today.

“Our research told us that consumers believed that existing 3G wireless and devices (like 3G dongles) failed to deliver a consistent customer experience. What they wanted was speed, simplicity, mobility and portability,” he said.

A cornerstone of the campaign was the ‘get connected’ Facebook® application that provided everything from information, speed tests, and a direct ‘learn more’ link to vividwireless. The campaign also drove people to social media via radio ads.

“We also provided ViViFi® devices to writers and broadcasters so we could elicit honest and unvarnished reports. We wanted people to experience how good the device is and to talk to us about their experience.”

“The success of the powerful, pocket sized ViViFi® Wi-Fi hotspot demonstrates our commitment to good looking, user friendly design and functionality.”

[The National 2001 AMI winners will be announced on 19 October in Sydney.]
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About vividwireless

vividwireless, wholly owned by Seven Group Holdings Limited, owns and operates Australia’s first 4G wireless broadband network. vividwireless launched in Perth in March, 2010. The network has since expanded to cover select parts of Sydney, Melbourne, Adelaide, Brisbane and Canberra. Go to vividwireless.com.au for coverage details and full terms and conditions on all our broadband plans, device information and broadband & phone plans. © vividwireless Pty Ltd (65 137 696 461). All rights reserved.

About the ViViFi®

Launched in September 2010, the ViViFi® Wi-Fi hotspot (C600W) is a portable pocket-sized Wi-Fi hotspot device designed to access and share fast 4G Internet with up to 5 Wi-Fi enabled personal devices. In September 2011, vividwireless released Australia’s smallest and most powerful portable Wi-Fi hotspot - the ViViFi Wi-Fi hotspot (C900W) which boasts over seven hours of continuous usage time on one charge in a sleek, compact design. See www.vividwireless.com.au for further details. Facebook® is a registered trade mark of Facebook Inc.