

# Airtel Nigeria launches Come Alive campaign

Airtel Nigeria has launched a new campaign, Come Alive, which aims to attract Nigeria's 70% teeming youth population to its network.



According to the company, the new campaign effectively summarizes its brand promise of empowering Nigerians to realise their full potential and dreams, enabling youth and the "young-at-heart" communicate their families, loved ones and friends with the latest and most innovative mobile internet and digital value offerings.

Speaking at the formal unveiling of the new campaign in Lagos, Segun Ogunsanya, managing director and chief executive officer, Airtel Nigeria, said the company was committed to empowering young Nigerians with the latest and most innovative package and exciting digital experience.

Deepak Srivastava, Airtel's chief operating officer, emphasised that the company had matched its leading role as the "customer eccentric network" with a bouquet of voice and data products, services and offerings.

"The new campaign rides on the crest of Airtel's 3.75G data network," he said.

Source: CAJ News

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