Rural Marketing Practices for Telecom Services
Rural Marketing For Telecom Services
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Rural Marketing Practices for Telecom Services
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Preface

The Rural Marketing Practices for Telecom Services report created by CKS Consulting Pvt. Ltd. (hereafter ‘CKS’) reviews key learnings from the research conducted by CKS on behalf of Nokia Siemens Networks during May-June, 2008 in Vietnam, Philippines, Indonesia, Bangladesh and India.

The Rural Marketing Practices research for South and South-East Asia was designed with the aim of gaining key marketing insights from the middle management of companies successfully involved in rural markets in these world regions. Initial secondary research revealed that the most successful rural marketing organizations came not only from the Telecom sector but also very substantially from other service sectors like FMCG, Banking, Insurance, Pharmaceuticals, Fertilizers and Pesticides and Retail. These sectors were perceived to have entered the rural ecology in ways more fundamental than targeting these locales as mere markets. Consequently, they have reaped the benefits of being the market leaders when it came to catering to the substantial rural population.

The findings of this research are divided into three main axis of analysis. First, building a comprehensive understanding of South and South-East Asia as a region for tremendous telecom growth. Secondly, identifying current rural marketing best practices that are being successfully implemented in emerging economies. Finally, recommending key strategies for adoption and new research areas which, if initiated, can successfully strengthen rural marketing strategies in a bid to reach out to the next 100 million users who are expected to come from rural centers.
Executive Summary

Rural consumers in South and South-East Asia have tremendous potential for telecom adoption but very few know how to either identify these consumers or reach out to them. Remoteness and low spending capacities are cited by prominent organizations as reasons for not conceptualizing dedicated rural marketing strategies. The situation is changing with growing rural prosperity and the need for technology to resolve challenges of remoteness through information access.

In order to cater to rural consumers, it is important to understand and respect their livelihood. Companies which are considered to be rural marketing leaders have an average rural presence of more than two decades. Through consistent presence and support for the rural ecology, such organizations have strengthened their hold over these markets. New companies trying to rapidly reach such levels of rural presence will need to convey that they take their responsibility-offering a service-seriously and that they will be constant partners in rural living. The first mover in such markets has the potential of becoming synonymous with the product category itself. In terms of successful promoting efforts, mass media campaigns will continue but various last mile strategies like ‘dangdut’ (musical soiree in Indonesia) or participating in local fairs also need to be evolved to reach out to the largest sections of the sparsely distributed rural population. Price reductions based on innovative service bundling across urban and rural locations stand to benefit rural consumers. Lowering the initial costs of entry is expected to keep organizations in profit since reduced profit margins stand to be compensated by a larger consumer base.

CKS further recommends the need for service segmentation and innovative bundling for profitability, integration of various rural organizations into exclusive marketing networks, adoption of a rural enablement policy, implementation of hyper local strategies and most importantly, initiation of detailed rural segmentations, as key ways in which telecom players stands to strengthen their positions and lead global rural marketing efforts.
Research Objectives and Methodology

The rural marketing practices research was conducted with the objective of:

- Identifying key operators and service providers who have been reaching out to rural consumers in innovative ways
- Understanding diverse market segmentation models for rural consumers which are currently being used by market experts
- Understanding communication strategies adopted by service sector companies in reaching out to the rural consumers
- Explaining how key elements of the marketing process are actioned by marketing teams

In order to meet these objectives, the research process was initiated with in-depth secondary research. This enabled a better understanding of the service market in terms of rural and low income consumers in these designated economies. Based on these findings, 20 in-depth expert interviews were conducted in the 5 countries identified for this research. Out of 4 experts interviews conducted per country, 2 were taken from the telecom sector and the other 2 from a combination of the previously-mentioned service sectors. 20 middle managers were interviewed and their thoughts were analyzed in internal review sessions. A workshop was also conducted by CKS during which all expert comments were reviewed collectively, analyzed and tagged under the following heads:

- Characteristics low income and rural consumers
- Position, promotion, price and placement of service product
- Marketing best practices in the service industry for low income and rural consumers

The outcomes from the workshop were then synthesized and mapped to further secondary research findings in order to project for telecom stakeholders the most effective rural marketing strategies.
South and South-East Asia is the current global flavor for foreign direct investments. This region is the primary recipient of private equity investment, attracting more than 60% of net portfolio equity investment flows to emerging market economies in 2006. Such investments are well warranted since Asia has three of the fastest growing economies in the world, namely, China, Vietnam and India. However, the region also has ample diversity in terms of demographics, infrastructure growth potentials, income parameters, technology penetration levels, local markets and potential adapters, for there to be a need to understand these countries more specifically and more strategically.

In spite of differences, rural Asia faces similar challenges of hard infrastructure. Hard infrastructure like paved roads, basic electricity, healthcare, transport and educational institutions are extremely sparse. Ta Van in Vietnam received its first fixed phone as late as 2004. Less than 60% of India’s villages have metal roads or electrical connection. Vietnam is the only country in this study which is currently investing 7% of its annual GDP to upgrade its infrastructure and in this it is only second to China in Asia.

The absence of hard infrastructure in these regions is partially compensated by their rapid soft infrastructure growth. Soft infrastructure includes terrestrial cable, satellite television, mobile coverage and broadband cable. Soft infrastructure growth compensates to some degree for the problem of remoteness by enabling easier information availability. Soft infrastructure roll out, however, is being perceived as the prerogative of private organizations involved in these sectors. Private players, especially the first movers, stand to benefit from continued soft infrastructure roll-out as a wholly untapped 50% of their subscriber base in these economies are located in rural areas.

The size of the rural telecom market in most of South and South-East Asia is between 50 and 70% of their populations, except Philippines which is more than 60% urbanized. Characteristically, in most Asian countries, although more than 50% of the population is engaged in agri-related services, progressively lesser and lesser percentage of the national GDP is coming from this sector. In India, the rural sector’s contribution decreased from 48% in 1950 to around 27% of the GDP in 2000. Rural consumption, however, is on the rise due to increasing agricultural pricing, strong growth in employment in manufacturing and service sectors, steady remittances flow from international labor migration and the overall rural development agenda of these economies. The profile of the fastest rural technology adopter is male, aged between 30 to 35, possessing adequate literacy and having growing employment needs or alternative earning needs. Bangladesh is the only perceivable exception to such a profiling since its rural women already enjoy substantial benefits due to Grameen’s women empowerment policy.
In gearing up for this market, some key factors need to be kept in mind. First, rural income levels being lower than the urban population’s, in turn, affect their capacity for telecom adoption. Secondly, rural employment is gradually moving away from traditional agriculture to explore new opportunities in the service industry. Thirdly, the gaps between urban and rural markets in Asia are on the decline. Per household consumption in rural India will reach today’s urban levels by 2017. Fourthly, the youth sector plays a key role in Asian telecom market. They are rapidly beginning to rely more on online and wireless media. The South-East Asian wireless telecom industry is projected to grow by more than 50% in the next five years. Young people are at the forefront of the evolution of this medium and their usage habits will dictate the types of media, products, entertainment options and platforms that will be available. Fifthly, women are emerging as interesting partners in Asia’s rural telecom growth since they are less of a credit risk than men and using them as telecom service providers also improves telecom penetration among the rural female consumer base. Sixthly, given the lower income in rural households, rural telecom users prefer a service-based model than a purchase-based one since the purchase cost is itself a substantial first hurdle for rural consumers to cross. Lastly, in order to meet rural Asia’s telecom needs, the mobile phone is perceived to be the current favorite amongst platforms.
Understanding telecom needs and growth potentials of rural Asia, however, remain incomplete without an understanding of what is rural in these economies. Definitions vary from country to country. Most countries define urban. Areas beyond that are understood as rural.

In Vietnam all places with 4,000 inhabitants or more are considered to be urban. Areas beyond this criterion are rural.

Bangladesh defines its urban area as concentrations of at least 5,000 persons in a continuous collection of houses where the community sense is well developed and the community maintains public utilities, such as roads, street lighting, water supply and sanitary arrangements. These places are also centers of trade and commerce where the labor force is mostly non-agricultural and literacy levels are high. Areas that fall beyond such parameters are understood to be rural.

In Indonesia the definition of urban includes Municipalities (‘kotamadya’), regency capitals (‘kabupaten’) and other places with urban characteristics. All others are rural.

In Philippines an area is urban if a ‘barangay’ (ward) has a population size of 5,000 or more, has at least one establishment with a minimum of 100 employees, has 5 or more establishments with a minimum of 10 employees, and 5 or more facilities within the two-kilometer radius from the barangay hall. All other remaining areas beyond this definition are rural in Philippines.

The Census of India, on the other hand, defines rural explicitly. Areas with clear surveyed boundaries not having a municipality, corporation or board, with density of population not more than 400 per km² and with at least 75% of the male working population engaged in agriculture and allied activities qualify as rural.

Rurality as a concept, thus remains, complex to identify even today. Improved understanding will require more sophisticated analysis based on factors of remoteness, income and growth potentials.
Understanding Rural Consumers

In trying to cater to rural markets, as important as it is to identify the market size and location, it is equally important to understand the challenges in livelihood of this potential consumer base. Understanding the intricacies of their lives enables successful product service creations that are resonant with their needs and expenditure capacities.

In rural Asia, consumers face 6 key challenges which affect rural prosperity. These challenges arise out of infrastructural and information needs which are aggravated by remoteness. Rural consumers identify lack of transportation, difficulties in managing their commercial transactions, lack of healthcare services, being uninformed of governance policies, lacking effective education and shortage of opportunities in infotainment as prime deterrents to their living an improved lifestyle. (The Mobile Development Report, 2006)

In order to make rural prosperity achievable, certain key services need to emerge. First, coordinated rural transportation based on mobile information delivery, will increase convenience and allow users to find transportation ‘on-demand’ without depending on unreliable pliers, irregular timings or incurring huge expenses. Secondly, the rural economy will be strengthened through exhaustive micro-commerce ventures like mobile ordering, payments and delivery requests; all helping isolated small-scale entrepreneurs working in remote locations. Thirdly, healthcare services through telecom and broadband intervention will allow doctors, nurses and midwives to stay in closer contact with patients. Fourthly, rural governance services giving access to citizen data will allow the rural population to be more informed of national level developments and reduce the urban-rural divide. Fifthly, rural education needs to benefit from more sophisticated processing and exchange of multimedia data across national regions for educational benefits. Lastly, mobile and broadband will allow peer-to-peer distribution of infotainment data, opening up new streams of rural content creation and distribution. Meeting these basic rural needs is possible for the telecom industry. Rural consumers are also willing to invest in service offerings that can fundamentally improve these aspects of their lives.
In rural South and South-East Asia, telecom is still a novelty. It continues to be introduced even now as penetration levels hover at just around 20% on average. The telecom sector as a whole also keeps undergoing continuous innovation, upgradation and repositioning with new products and service offerings for different sectors of the population. As a category, it is highly volatile to the minds of the rural consumers since they see the same category offering so much variety. Coca Cola sells Coke but Nokia sells handsets for the rich, for the poor and for the youth. It enters in joint ventures with Airtel or is present as event sponsors in IPL cricket. Such multi-platform brand presence is complex to the rural mind. Educating rural consumers on how to become telecom users and commodifying telecom to the extent of FMCG goods, will be the biggest challenge for rural telecom marketing.

In attempting to enter the rural markets, telecom companies will also face the task of re-positioning themselves to an almost wholly new subscriber base. There will always be a first and a later mover when the market expands. For various reasons different companies may choose to become either one of them. The first mover has the advantage of unlimited numbers. Later players will capitalize on the market that has been set up by the first mover. BSNL in India initiated the task of taking telecom connectivity to rural India. At the present, however, it is faced with competitions from Bharti Airtel, Reliance and Vodafone. In order for BSNL to continue maintaining its lead in this market, it will need to undertake serious innovations in telecom service design and rural marketing to maintain its lead. Viettel from Vietnam, on the other hand, positions itself as a competitor and not a cheap brand. It is of the view that pricing has a direct impact on the positioning of the product and it has no immediate aim of reducing costs in order to consciously make stronger rural inroads. It does, however, make special provisions like its TOMATO package, ‘a package for everybody’ or its HOMEPHONE which is a wireless local loop (WLL), ‘Package for every home’ in its bid to capture more subscribers.

Our research also indicates that in order to cater to the rural segment, it is also advisable to avoid using premium lifestyle images, since such a lifestyle is beyond rural income capacity. Idea Cellular uses Abhishek Bachchan as a ‘Jat’. (‘Jat’ is an ethnic group resident mainly in Punjab, India and traditionally involved in agriculture). In spite of belonging to a higher class, he tries to resolve community class and caste differences by identifying all through their mobile numbers than through their names, race or religion. This is topical, and thus, highly appreciated. On the other hand, Idea’s My Gang ads focusing on the urban youth’s cool, energetic appeal, would lose some resonance for this segment. Rural operator positioning thus needs to appeal to the actualities of rural lifestyle. Service providers, however, are simultaneously cautioned about not losing their existing urban clientele due to an exaggerated rural focus.
Promotion

Rural product marketing is emerging as an interesting challenge both for the advertisement fraternity as well as for global organizations commissioning such campaigns. Current promotions of rural products continue to fall back on traditional mass media practices of making use of the broadcast media and using celebrity endorsements. These methods enjoy intermediate success.

Mass media campaigns though commonly used, often remain untargeted and do not reach the widest segment of the rural population due to challenges of low literacy, remoteness and low population density across the rural landscape. In a country like India, there are roughly 105 million homes with televisions which is about the same as in the United States, but for India, it amounts to only about 50% penetration in the country’s households through shared access, compared to 98% penetration for the U. S. A. Mass media also represents a primarily urban and an overarching national sensibility since the national entertainment industry fails to echo local dialectical and cultural variations. In terms of a mass media strategy, the recommendations of this research is that companies will need to continue using this media but there needs to be an awareness that some percentage of the population will always remain left out of this media reach.

Celebrity endorsements are an equally prominent marketing strategy for telecom products and services. Indosat in Indonesia makes use of the musical band Radja which is a favorite of the youth. Globe Telecom in Philippines uses the singer Sharon Cuneta. These endorsements are most effective with the youth segment but for rural marketing purposes, such endorsements will need to be done more succinctly than just tapping in a celebrity’s star status. An informational approach is more resonant with rural and low income consumers as they need product information to make the right decision. Regionalization and localization of campaigns also help target consumers associate with the product.

In order to truly cater to the remotest of consumers, we also observe the emergence of various innovative last mile marketing strategies. Organizing ‘Dangdut’ in Indonesia and ‘Jatras’ (dramas) in India and Bangladesh, sending trained personnel to the fields directly to interact with the rural consumers, involving Islamic leaders or village heads in utilizing a certain product or service and then using them as spokespersons to make others aware of the benefits of the schemes, arranging monthly lucky draws in village markets or before local banks and taking the help of local self help groups, are all yielding crucial rural marketing success.
Placement

Product placement in rural Asia emerges as a substantial difficulty due to the widely disseminated nature of rural living. Lack of basic infrastructure like transport, electricity and roads further heighten such difficulty levels. Most rural marketing enterprises find it difficult to find their target consumers, market to them or even place their products due to difficulties in setting up a distribution channel. Setting up retail points in rural areas amount to heavy investments and private companies often refrain from making such investments due to low returns from these areas. In such situations, FMCG retail agencies are found to have the highest success rate in rural penetration. With greater remoteness, retail points become smaller in size and limited in product options but they manage to distribute the basic service even to the remotest of locations. Latching on to an existing successful retail distribution network like the ‘Sari Sari’ shops in Philippines increases the reach of the telecom product and helps telecom penetrate the rural remote markets. Once the market matures and becomes cost effective to the company, the telecom company can opt to have its own network. In areas where there are not enough such retail chains, the product has to be placed using innovative retail points which can be small portable kiosks or booths.

The sales networks of service providers like banking and insurance are also effective placement points. Financial sales networks operate through trained personnel who educate and inform the rural consumers about their service offerings. Since telecom companies may not want to invest from the beginning in trained personnel who can go and sell the products door to door, they can tie up with these agencies, leverage the knowledge of their personnel and benefit from the overall sales networks. Using the ‘human touch’ to expand one’s sales networks in rural areas is a crucial strategy.

Rural agencies like post offices, electricity supply divisions and educational institutions all have existing infrastructure in rural areas. Electricity of Vietnam Telecom (EVN) and Vietnam Posts and Telecommunications Group (VNPT) use the distribution outlets of their parent companies as sales channels for their telecom products. Partnering with schools and colleges will also help telecom companies reach the lower income consumer segment and possible future adopters, i.e. parents and students. Tying up with public agencies can help telecom operators use existing infrastructure as their distribution and sales base without having to invest in creating this infrastructure while tapping into possible consumers who come to such institutions.

Position

In rural markets in South and South-East Asia, consumers have difficulty in understanding multifaceted brand positioning. Coca Cola sells Coke but Nokia sells handsets for the rich, for the poor and for the youth. It enters in joint ventures with Airtel. It also has a PC-mobile platform through Ovi. Such multi-platform or multi
modal brand positioning is complex to the rural mind and consequently should not be a priority at the initial stages of entry into the rural market. Secondly, off-set consumer demands for cheaper offerings, telecom marketing has to undertake consumer education first. At an early stage of introduction of a product or service, a brand has an opportunity to become the category. In Indonesia, auto rickshaws ‘ojeks’ are called ‘Bajaj,’ (an eminent Indian auto maker exporting these vehicles). In some parts of Africa trucks are called ‘Tatas’ (globally renowned Indian automotive company). Such identification of a brand with the category is extremely desirable. It indicates an ownership of the product or service category itself. Thirdly, rural and low income consumers want to know the benefits of the product in the light of the category. Hutch and Nokia’s brand message of ‘Connecting People’ is no different than what is valued in the category of telecom-connectivity. In rural marketing, the message that counts and needs to be pushed consistently is ‘Use the service’.

Rural consumers once they start using a particular product or service which wins their liking, become extremely brand loyal. Companies with substantial rural footprint have almost 20 plus years of strong rural presence. In order for new companies to rapidly reach such levels of rural presence, they will need to convey that they take their responsibility-offering a service-very seriously and that they will be constant partners in rural living. Grameen Bank in Bangladesh provides every member's family with an insurance amount on the member’s death. Telecom companies need not provide insurance but in rural Asia, they have to initially focus on constant presence rather than on service diversity and quality improvement. A telecom brand that becomes a trusted rural resource and maintains consistent service will retain its consumers for a very long time due to the slow rate of rural roll-out. 'We are there'-is the message to be spread across. It is straight-forward and it needs to be projected straight up.

A successful rural marketing strategy would also involve widespread and well timed presence in rural lifecycle events and occasions. Presence in large village congregations like fairs and weddings help a brand gain visibility amongst a large segment of the rural population in a single place. Involvement in village ‘panchayat’ (governance) and counseling services is an important indicator of the company’s intention to make its rural presence a continuous and long term relationship. Sponsoring and / or organizing sports activities and other rural events also help in establishing the brand as integral to rural lifestyle. Thus in terms of positioning, it is important to identify mass congregation occasions in rural areas, use rural market days as the best opportunity for regular product marketing and participate in rural social occasions in order to show your support for the community while benefiting from mass presence.
Price

In terms of pricing, there is a lot of fallacy regarding the capacities of rural consumers. Our rural marketing experts reveal that rural consumers are ready and willing to adopt mobile technology in varying degrees and at different price points than urban users. These varying degrees of tech adoption and price points depend on their communication needs and levels of affordability. For rural consumers a telecom service bundle must contain information on areas that are relevant to their livelihood like market data, finance availability or potential sales data. In order to understand a price point that is payable by rural consumers, the needs and affordable price limits of rural consumers need to be mapped and matched. Any pricing for the rural market should also reflect a respect for the value of rural income.

Another finding of this research is that telecom companies so far, have not made enough efforts to analyze income variations in rural contexts. They have been using urban benchmarks for rural markets. Some companies rely on retail and product sector segmentation, whereas the two are very different. The telecom market has now reached a threshold where it can no longer afford to follow the segmentation of the FMCG sector. They need to understand the income capacities of their rural consumers and innovate their service offerings per segment so as to prevent them from cannibalizing on each other's interests. Only when service offerings for each consumer group become truly exclusive, they will justify different tariff rates and consumers will understand and accept such price marks based on their own necessities and capacities.

Rural telecom pricing also stands to benefit from any lowering of the initial barriers to entry. Rural consumers living on a day-to-day basis, have no disposable income to pay for the repeated costs of handsets, sim charges and other ancillary expenses. These up-front costs are substantially high and any means that can reduce this first cost will benefit rural consumers. Viettel in Vietnam started the 6 seconds +1 policy where subscribers had to pay for the first 6 seconds as default after which they were charged on per second basis rather than on a minute pulse. EVN telecom’s strategy of giving away sim cards with credit amount loaded is very popular with the rural and low income consumers in Vietnam. Reducing such basic entry level costs will not make company profits suffer since a larger consumer base will compensate for the reduced profit margins.

Having enunciated the current rural marketing best practices that can be adopted, CKS further recommends some key long term strategies which stand to benefit long range rural marketing endeavors.
Consumer Segmentation, Service Innovation, Profitability

In order to develop a sophisticated understanding of Asia’s rural markets, it needs to be understood that rural telecom services will have to be customized based on extensive consumer segmentation. This consumer segmentation will depend on varied parameters of occupation, literacy, income and noticeable service needs. Detailed segmentation of this kind will allow for the preservation of profit margins in sectors which can afford such premium costs while allowing for subsidized rates in the rural markets. Rural consumers will thus be served strategically with a good service and at effective price points.

Integrated Rural Marketing Strategies

The telecom industry needs to identify successful partners in sectors like agriculture, health, banking and retail. Identifying as many different partners as possible will help organizations reach out to a maximum variety of the rural population. The purpose of such partnership will be to leverage the existent marketing network that has already been created by these partnering companies. Both partners stand to benefit through extended knowledge sharing as well as profit division. However, if one wants to retain one’s own stronghold on the rural market, telecom companies will need to opt for exclusive partnerships creating a complex network of monopolistic rural distribution chain.

Rural Enablement

Telecom companies which intend to take advantage of being the first movers, will also have to have a rural enablement agenda. Providing quality service that will connect remote environments is the best way in which it can assist rural enablement. As the first mover in rural service provision, it will also have to undertake some basic infrastructural responsibility. Further enablement will also occur with educating rural consumers on the benefits of telecom adoption and possible incremental income hikes. True rural enablement will occur once organizations begin to perceive the rural community as a special customer base which is worth investing in.

Hyper Local Strategies

In order to appeal to the consumers of rural Asia, telecom marketing will need to adopt very local strategies in its marketing and distribution schemes. Adopting local strategies will position the brand as well informed and interested in rural conditions. Such strategies are also considerably inexpensive as opposed to nationwide mass media campaigns which also fail to reach the whole population. In order to fully benefit from the
adoption of such hyper local strategies, telecom companies will need to undertake detailed research on socio-cultural knowledge systems in each of these focus countries individually and assess how the same can be converted into country-specific marketing efforts.

**Initiating a Rural Segmentation**

Rural segmentation remains a challenge for all telecom companies. This segmentation will be key to evolving successful marketing strategies. The telecom sector has the opportunity to evolve such a complex understanding of rural consumers by undertaking further studies in possible ways of rural segmentation. The data that will be collected about rural Asia, will then need to be further contextualized to specific country needs, providing telecom companies with strategic market insights that will be unparalleled in the public domain.
Appendix

About Nokia Siemens Networks

Nokia Siemens Networks is a leading global enabler of communications services. The company provides a complete, well-balanced product portfolio of mobile and fixed network infrastructure solutions and addresses the growing demand for services with 20,000 service professionals worldwide. Nokia Siemens Networks is one of the largest telecommunications infrastructure companies with operations in 150 countries. The company is headquartered in Espoo, Finland. For more information, please visit our website at www.nokiasiemensnetworks.com

A world where everyone can be connected

Mobile communication technology is expanding so fast that by 2015, an estimated 5 billion people will have access to communications and information services. In emerging markets, the affordability and convenience of mobile devices, networks and services are playing a crucial role in bringing the internet to more and more people—even those who live and work in the most isolated parts of the world. Affordable access to communications technology encourages social inclusion and contributes to progress in a range of social economic and environmental issues. We in Nokia Siemens Networks will continue to work closely with other companies, the public sector and civil society to promote the spread of mobile technology. Together, we can create a future of untold benefits for everyone. To find out more, please visit www.unite.nokiasiemensnetworks.com/nextbillion

The Center for Knowledge Societies (CKS) is the world’s leading research, design and innovation consulting company focusing on Emerging Economies. CKS has worked with global corporations in various sectors from Telecommunications, Mobile Services, Aviation, Automotive, Hospitality and Financial Services among many others. CKS has pioneered new solutions for communities and individuals, who may not enjoy continuous access to media, communications, energy and other forms of infrastructure. For more information, please visit our website at www.cks.in
The Rural Marketing Practices for Telecom Services Report offers a first of its kind in-depth understanding of rural markets in South and South-East Asia. It provides unique insights on innovative ways in which various service sectors are reaching out to their potential customer base. The images in the report taken in actual field locations, highlight interesting marketing efforts developed to overcome challenges of remoteness and infrastructure lacks. New research directions are also proposed on the basis of field findings, to ensure that rural consumers benefit from specialized efforts made to reach out to them.