

WIFI-EQUIPPED TUK-TUKS TOUR THE STREETS OF PHNOM PENH



TELECOMMUNICATIONS

It's been a couple of years since we spotted 3M's wifi-equipped airport havens, and the availability of static wifi hotspots is still growing by the day. However, taking wifi to the streets, we've now spotted Cambodian telecoms provider qb fitting-out a fleet of 15 tuk-tuks to demonstrate its 3.5G service and associated promotions. The tuk-tuks were devised by agency OgilvyAction and launched at the end of last year, providing free internet access to anyone in the immediate area. In addition, the tuk-tuks served as a showroom for the company's products and services, which can be purchased on the spot. Initially offering connectivity on the move to residents of the Cambodian capital Phnom Penh, the tuk-tuks will also be rolled out to other Cambodian cities such as Siem Reap, Sihanoukville and Batambong, as well as coming together for one-off events. qb is a relatively new player in the Cambodian telecoms market, having only launched in 2008. However, with smart campaigns such as this backing up positioning as the "leader in data", we see a bright future ahead!

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