

# Azercell presents AN OPEN DOOR FOR OFFLINE WOMEN

## PROBLEM:

Women exposed to domestic violence often lack access to information and support. With limited economic freedom and little or no internet access, while most support systems are online, the women who need help most are left out.

They are effectively offline.

## IDEA & CREATIVE SOLUTION:

We defined the issue under one concept: Offline Women. Together with Azercell, a mobile operator covering over 50% of the country, we created [oflaynqadinlar.az](#), a zero-megabyte platform that works without internet and connects women directly to support.

## EXECUTION:

The platform provided barrier-free access to information, assessment, and direct support. Through Azercell's network, 2 million targeted SMS messages reached female subscribers and guided them to the platform. TV, social media, PR, and influencers amplified the initiative nationwide.

IN JUST 16 DAYS,  
21 WOMEN RECEIVED DIRECT,  
LIFE-CHANGING SUPPORT

**6M**  
total impressions

**30K+**  
website visits

**486**  
hotline calls

**3M**  
total reach

**\$50K**  
earned media value

