


Chapter 5

Virtual Platforms, Real Challenges: A Study on Vodafone VR Social Responsibility Campaign

Sevda Nur Keleş

 <https://orcid.org/0009-0000-7524-9466>

Ondokuz Mayıs University, Turkey

ABSTRACT

Developments in production, transportation and communication technologies have created an intense competitive environment for brands. In this process, the strategic use of traditional and digital platforms has gained importance. In recent years, especially reality technologies and digital games have been effectively integrated into brand strategies. This study examines virtual and gaming platforms through an example of a campaign that combines both applications. Within the scope of the analysis, Vodafone Turkey's social responsibility project is discussed. Vodafone, the main sponsor of the Turkish Women's Volleyball National Team, brought together the players of the Malatya 44 Volleyball Academy with the National Team athletes in a virtual environment with 5.5G technology. Young athletes in Malatya, which was affected by the earthquake, had the opportunity to play on the same court with their idols with VR technology. The campaign is a remarkable example in terms of providing social interaction, offering different experiences and creating opportunities for groups with limited access.

DOI: 10.4018/979-8-3373-1459-4.ch005

INTRODUCTION

The rapidly developing technologies of the digital age are transforming our lives in many ways, while also reshaping the concept of social responsibility. Beyond the boundaries of traditional social responsibility, virtual platforms have become powerful tools for raising awareness of social problems, mobilizing people and creating sustainable solutions. These platforms play an important role in conveying social problems on an experiential level, especially by using technologies such as virtual reality (VR) and Augmented Reality (AR). The “VR Social Responsibility Campaign”, one of Vodafone's social responsibility campaigns, tangibly demonstrates the power of the digital world to create social impact. The campaign uses virtual reality technology to draw attention to important issues such as social inequalities, difficult living conditions and environmental problems. This campaign is not only a digital tool, but also a powerful example of raising awareness about social responsibility.

Vodafone aims to provide social benefit by using virtual reality (VR) technology in social responsibility projects. In particular, the Company launched the “Coding Tomorrow” project supported by VR technology to help children in earthquake-affected regions reintegrate into social life. As part of this project, a container technology classroom was set up in Adiyaman and technology training and social activities were organized for children in earthquake-affected provinces with mobile training tents. The goal is to reach 100,000 children affected by the earthquake. With the “Green Planet Possible Together” project, students aged 7-14 were trained on environmental sustainability, climate change and electronic waste recycling, and activities supported by VR technology were organized. The project aims to reach 1,000 students from different provinces of Turkey. With such projects, Vodafone aims to create social solutions and build a sustainable future by using technology (Vodafone.com.tr).

In order to examine the potential of digital technologies in the field of social responsibility through a concrete example, this research chose Vodafone Turkey's VR-supported social responsibility campaign as a case study. Vodafone's projects using VR technology on critical social issues such as the reintegration of children into social life and environmental sustainability, especially in earthquake-affected areas, demonstrate the innovative role of technology in generating social benefits (Vodafone, n.d.). The study aims to contribute both to the academic analysis of the design and impact of digital social responsibility projects and to provide insights into practical applications. Thus, it aims to fill an important gap in the literature on social responsibility communication and experiential marketing (Pine & Gilmore, 1999; Kotler & Lee, 2005).

26 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/virtual-platforms-real-challenges/386506

Related Content

Leveraging AI for E-Business Transformation

Shankar Lingam Macharlaand Raghavendra G. S. (2025). *Business Transformation in the Era of Digital Disruption* (pp. 29-58).

www.irma-international.org/chapter/leveraging-ai-for-e-business-transformation/357680

Political Mobilization Strategies in Taiwan's Sunflower Student Movement on March 18, 2014: A Text-Mining Analysis of Cross-National Media Corpus

Kenneth C. C. Yang and Yowei Kang (2020). *Using New Media for Citizen Engagement and Participation* (pp. 256-279).

www.irma-international.org/chapter/political-mobilization-strategies-in-taiwans-sunflower-student-movement-on-march-18-2014/246694

Linguistic Elements as Tools for the Analysis of Media Narratives

Jolita Horbacauskiene (2021). *Handbook of Research on Contemporary Storytelling Methods Across New Media and Disciplines* (pp. 63-77).

www.irma-international.org/chapter/linguistic-elements-as-tools-for-the-analysis-of-media-narratives/267588

Leveraging Digital Solutions to Improve Citizen Engagement, Accountability, and Public Service Delivery in Zimbabwe's Local Government Landscape

Tonderai Kapesaand Thompson Marufu (2025). *Enhancing Public Sector Accountability and Services Through Digital Innovation* (pp. 457-500).

www.irma-international.org/chapter/leveraging-digital-solutions-to-improve-citizen-engagement-accountability-and-public-service-delivery-in-zimbabwes-local-government-landscape/381773

The Reciprocal Social Media Influence of Mothers and Daughters in Fashion Marketing: She Is My Biggest Fan

Cara Petersand Jane Boyd Thomas (2026). *Strategies, Dynamics, and Societal Impacts of Digital Influencer Marketing* (pp. 243-268).

www.irma-international.org/chapter/the-reciprocal-social-media-influence-of-mothers-and-daughters-in-fashion-marketing/401321