

# Rated #1: How DITO Grew its Brand with Speedtest Awards™

## Benefits



Strengthened consumer credibility through third-party recognition



Increased brand awareness and customer engagement



Boosted conversion rates and customer retention

Entering a market long dominated by two established mobile providers, DITO faced an uphill climb in building brand recognition and growing its subscriber base. With a commercial launch in 2021, the company set an ambitious goal: to connect every Filipino to the people, places, and things that matter most—through reliable, high-speed mobile service and a fresh, customer-first approach.

That mission quickly gained traction. DITO’s dedication to service and innovation earned the company more than 13 million subscribers in just three years. But building trust in such a competitive market takes more than scale. It takes proof.

In 2023 and 2024, DITO received a major endorsement of its network quality and customer satisfaction when it was named the **#1 Rated Mobile Network in the Philippines** by Ookla® three consecutive times. The Speedtest Award™, based on real user feedback from **Speedtest Intelligence**® data, became a cornerstone of DITO’s marketing strategy, offering trusted, third-party validation of its brand promise.

“This recognition is a testament to DITO’s mission of empowering Filipinos through the #1 Rated Network in the Philippines. As we grow our network and our community, we remain committed to delivering innovation and value with every connection we make.”

— Eric Alberto, Chief Executive Officer, DITO Telecommunity

“We’re excited to launch this campaign with two dynamic ambassadors who truly embody the DITO spirit — bold, modern, and connected. Backed by our #1 Rated network, this initiative brings us even closer to our customers in ways that are fun, engaging, and uniquely DITO.”

**Atty. Adel Tamano,**  
Chief Revenue Officer,  
DITO Telecommunity

## Situation

Launching in 2021, DITO entered a saturated and highly competitive mobile market in the Philippines. With entrenched competitors and decades of consumer loyalty behind them, the legacy operators had a clear advantage. DITO, in contrast, needed to prove itself from the ground up: it had to build brand awareness, earn trust, and deliver on the promise of a better mobile experience.

DITO expanded rapidly, reaching over 13 million subscribers by 2024. That growth was fueled by aggressive network investments, expanded 4G and 5G availability, and a strong focus on customer-centric service.

As DITO gained momentum, established competitors also ramped up their efforts, making it even more important for DITO to find fresh ways to differentiate its brand. It needed a campaign that blended credibility with emotional resonance—one that would validate its achievements while deepening brand affinity. That’s where the Speedtest Award came into the picture.

## Solution

In April 2024, DITO launched its “DITO Sa Puso Ko” campaign to celebrate its Speedtest Award as the #1 Rated Mobile Network in the Philippines. Designed to resonate with Filipinos nationwide, the campaign paired real-world network performance data with cultural relevance and celebrity appeal.

At the center of the campaign was a heartfelt rendition of the beloved Filipino song “DITO Sa Puso Ko” (“Here in My Heart”), performed by real-life couple Dingdong Dantes and Marian Rivera—stars of the highest-grossing Filipino film, *Rewind*. Their presence added familiarity and warmth, helping DITO position itself not just as a capable network provider, but as a brand that truly understands its audience.



The Speedtest Top Rated Award served as more than just a badge of honor; it grounded the campaign in third-party data and gave DITO’s message the credibility it needed to stand out in a crowded market, ultimately helping position the company as a reliable and recognized telecom provider in the Philippines.

## Outcome

Building meaningful connections with users at scale in a competitive market is no small feat, especially for a new entrant like DITO. With its “DITO Sa Puso Ko” campaign, DITO showed how the right mix of credibility and creativity can deliver powerful results. The Speedtest Award became the campaign’s foundation, reinforcing the company’s message with impartial validation and helping deepen user engagement through emotionally resonant storytelling.

DITO also saw measurable improvements in brand health. The company conducted internal surveys comparing Q1 to Q2 2024 and found increases in brand awareness, conversion rates, and customer retention. The Speedtest Award served not only as a mark of technical excellence, but also as trusted validation of DITO’s core promise to deliver reliable, high-quality connectivity to every Filipino, proving the value of third-party recognition in driving long-term brand growth.

By blending real-world performance data with culturally relevant storytelling, DITO created a campaign that truly connected with its users, building trust, driving engagement, and delivering measurable results at a large scale.

The campaign quickly resonated with users, becoming DITO’s best-performing marketing initiative to date, achieving:

**1+**  
**billion**  
impressions

**350+**  
**million**  
users reached

**7+**  
**million**  
outbound clicks

### Dito Accepts the Speedtest Award for Top-Rated Mobile Network in the Ookla Booth at MWC 2025



Photograph taken at the Ookla booth from left to right: Atty. Adel Tamano - Chief Revenue Officer, Gen. Rodolfo Santiago - Chief Technology Officer, Sir Eric Alberto - Chief Executive Officer, together with the DITO team and partners.

## About DITO Telecommunity

DITO Telecommunity Corporation is the new major telecommunications provider in the Philippines launching in March 2021. DITO aims to reinvent the Philippine telecommunications industry by improving the way Filipinos experience connectivity with secure, fast and high value 4G and 5G technologies. With China Telecom as partner, DITO has accelerated its network rollout to provide 84% coverage in 5 years with speeds of 27 Mbps and higher on Year 1 backed by superior customer service that strengthen “telecommunities”, making the Philippines much more prominent in the global telecommunications stage.