

Case Study



Orange: MBC



Orange Jordan has its roots firmly based in the Jordanian market, offering both mobile and landline services to a large segment of the population. A subsidiary of the global telecom vendor, Orange, Orange Jordan has always sought to offer international standards and services in a local market. Orange was the first telecom operator to introduce 3rd generation mobile network technology and continues to offer distinguished services to its clients.

During the Holy Month of Ramadan for the year 2012, orange introduced its exclusive series preview service to its subscribers, allowing them to get a one-day-before-airing preview footage form of their favorite Ramadan series, and needed the most effective means to deliver the promotional material and ads. Hence, they chose to collaborate with AdFalcon for its extensive mobile market reach.

Campaign Objectives

1. Reach as much female demographic with mobile handsets or tablets to follow up on their favorite series.
2. Redirect subscribers to watch content on mobile during Ramadan.
3. Target Orange Jordan only subscribers.

Duration

Three Weeks

Measurements

Daily measurements of Click through rate for the banner which was maintained by AdFalcon.

How it Worked

In this case, we were provided with the required advertising materials and ad by Orange.jo, in keeping with their brand image. We merely deployed the materials and ads within our network, because it had the required reach and advanced targeting technologies.

We served the mobile ad across the top ranking premium mobile apps and sites in Jordan exclusively to orange subscribers to entice them to try out the new service.

Once a customer clicked the ad, they were redirected to a rich mobile website that revealed the details of the subscription.





Number of impressions
during 3 weeks

+1,500,000



Number of consumers reached
throughout the campaign period

4,592



Highest CTR achieved
throughout the campaign

0.39%



Screenshots