

# Case Study



## UMNIAH Samsung Galaxy S 3



Umniah Mobile Company is one of the leading Telco operators in Jordan; they had various contacts with their subscribers and potential customers through channels such as print, website, radio, ...etc.

UMNIAH has successfully launched the most advanced 3G network in Jordan (EVO), and combined the great launch with Samsung Galaxy S3 device to attract more consumers to the service.

UMNIAH was looking to reach top elite consumers who can afford to buy the device with data bundles over 2 years and 3 years contract.

## Campaign Objectives

1. Create brand awareness about UMNIAH 3G offers and bundles.
2. Introduce the new Samsung Galaxy S3 with its overwhelming features to the local market.
3. Generate sales leads by targeting the elite mobile consumers in Jordan.

## Duration

Three Weeks

## Measurements

1. Daily measurements of Click through rate for the banner and the rich media ad which was designed, developed, and maintained by AdFalcon.
2. Number of signed up users (leads) to get the device.

## How it Worked

Building an engaging mobile experience requires more than just porting the offline creative to mobile. AdFalcon team has designed state of the art mobile rich media ads to cater for the campaign objectives and provide the needed level of engagement. AdFalcon incorporated its unique capabilities to enhance the users experience across all platforms. AdFalcon has created a cross-platform rich media ads targeting all iPhone users, tablet users, BB users, and Android enabled devices.

AdFalcon served the mobile ads across top premium mobile apps and sites in Jordan to provide the maximum local reach and engagement.

Once the user clicks on the Samsung Galaxy S3 banner a rich media page is launched in full screen size taking the user into a comprehensive and engaging experience that depicts the following:

- Main features of Samsung Galaxy S3.
- Videos that demonstrate the new features available in the Samsung Galaxy S3.
- A 360 degree view for the Galaxy S3 that can be controlled by the user.
- Leads generation and registration form.



AdFalcon's proposed rich media added great value to end consumers by providing exciting user experience and facilitating the way information is conveyed to the user more effectively than conventional display advertising, through offering a deep dive into the details like (prices, service overview, features...etc.).

Once the user clicks on the banner a full screen page takes over the screen of the phone and offers a more comprehensive content and links to showcase the features and capabilities of the new Galaxy S3.



Number of impressions  
during 3 weeks

+6,000,000



Number of consumers reached  
throughout the campaign period

93,514



Highest CTR achieved  
throughout the campaign

0.89%



Screenshots