

Case Study



Zain: LG Optimus 4X promotion



Zain Jordan stands proud as the first GSM mobile telecom provider in Jordan, with the introduction of their services in 1994. Today, it also stands on the fore front of technology adoption and services in Jordan.

Zain, who's always keen on offering state of the art services to its clients, and in its efforts to introduce the new and feature packed LG Optimus 4X HD smart phone as one of their exclusive offerings through certain data plans, turned to AdFalcon for our innovative approaches and prominent status in the mobile advertisement arena.

Campaign Objectives

1. Introduce the LG Optimus 4X HD smart phone & highlight it's awe inspiring features to audiences.
2. Generate new leads and drive old customers to acquire the device over a three year commitment.

Duration

Three Weeks

Measurments

Daily measurements of Click through rate for the banner and the interactive rich media ads which were designed, developed, and maintained by AdFalcon.

How it Worked

AdFalcon's team worked hard to design the mobile rich media ads that manifest the campaign's objectives in the most well rounded way and achieve just the right level of audience engagement.

AdFalcon employed its unique expertise to enhance the user's experience across all platforms. For this campaign, we have created two types of mobile ads:

1. A standard display ad (which is compatible with 99% of the handsets in the market place).
2. An interactive rich media ad (that works on all HTML 5 enabled handsets).

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

The minute a user clicks on the mobile interactive banners, they will be transported to an engaging mobile experience that depicts the offering and promotion. From there, the user can navigate their way within the ad to acquire information at a more details and intimate level.





Number of impressions during 3 weeks

+200,000



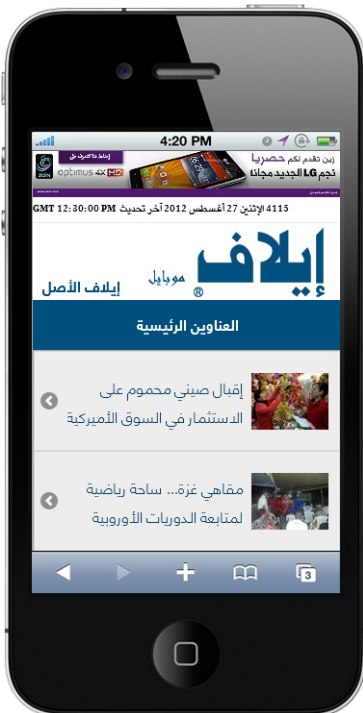
Number of consumers reached throughout the campaign period

1,308



Highest CTR achieved throughout the campaign

1.05%



Screenshots