

# Case Study



Umniah  
Evo 3G



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 aimed to launch a campaign celebrating the launch of its 3G service in Jordan with emphasis on the technology and the content they are bringing to the consumers in Jordan.

## Campaign Objectives

1. Introduce the new EVO 3G services to the local consumer in Jordan and create the needed awareness across all mobile phone users from all networks.
2. Make it easy for potential consumers to sign up for the new EVO 3G offers through mobile and receive a call back from the sales team to subscribe in the service.

## Duration

Four Weeks

## Measurements

1. Daily measurements of Click through rate for the banner and the interactive rich media ads which were designed, developed, and maintained by AdFalcon.
2. Number of daily generated leads.

## How it Worked

Building an engaging mobile experience requires more than just porting the offline creative to mobile. AdFalcon's 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 depended on its unique capabilities to enhance the users experience across all platforms to create two types of mobile ads:

1. A standard display ad ( that's 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 top premium mobile apps and sites in Jordan to provide the maximum local reach and engagement.

The minute the user clicks on the mobile interactive banners, they will arrive to a charming mobile experience that depicts the service offering and promotion. They can navigate through the service offering and 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 to show case the features and capabilities of the new Evo 3G services.

 Number of impressions during 4 weeks **+5,000,000**

 Number of consumers reached throughout the campaign period **120,000**

 Highest CTR achieved throughout the campaign **1.3%**



Screenshots