

Case Study



Etisalat, is a leading and top rated global telecommunications giant based in Abu Dhabi, UAE , catering to consumers, businesses, international telecommunication companies, ISPs, content providers and mobile operators across 18 countries on three continents.

Etisalat needed to highlight their superb blackberry services offerings in the UAE , and chose to partner up with AdFalcon for their track record of innovation and extensive reach in the middle east mobile market.

Campaign Objectives

1. Increase the general brand awareness of Etisalat.
2. Increase awareness among the public of their top notch black berry services.
3. Attract new customers.

Duration

Four 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.

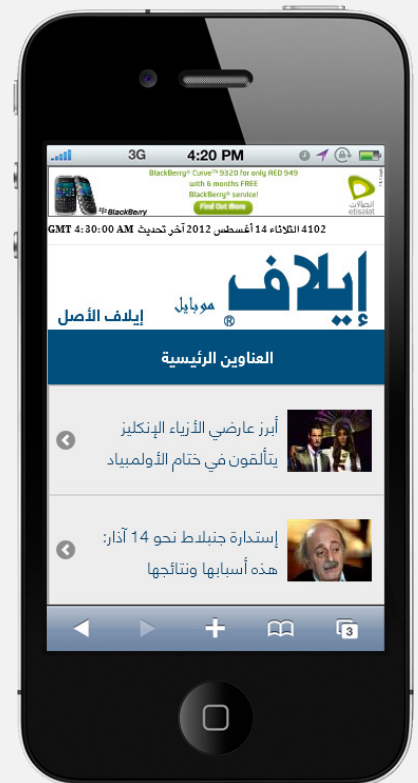
How it Worked

Building an engaging mobile experience requires more than just porting the offline creative work to the mobile.

AdFalcon's team designed mobile rich media ads to cater for the campaign's objectives and provide the required level of engagement and raise audience awareness.

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:

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




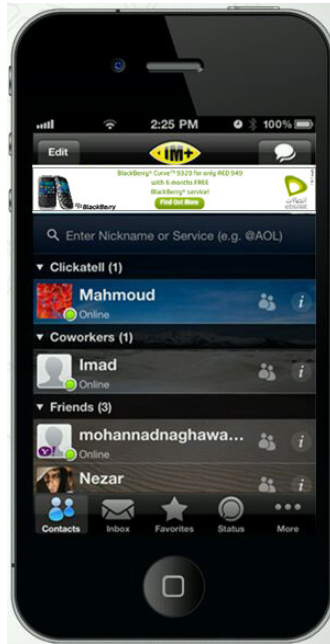
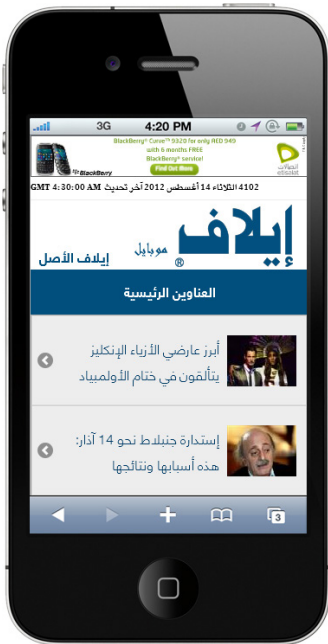
AdFalcon served the mobile ads across the top ranking premium mobile apps and sites in the UAE to provide the maximum targeted reach and engagement.

The minute a user clicks on the mobile interactive banners, they are transported to an engaging mobile experience that depicts the offered services and benefits. From there the user can navigate through the service offering and get familiar with its details; overview, prices, features...etc.

 Number of impressions during 4 weeks **+3,000,000**

 Number of consumers reached throughout the campaign period **15,000**

 Highest CTR achieved throughout the campaign **0.56%**



Screenshots