

Case Study



Orange: Games



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.

Orange and with the cooperation of world-class mobile games developers, Gameloft, offers its clients the chance to download and play mobile games through its mobile website. They required a new advertising channel, and AdFalcon was there to deliver with its extensive mobile network.

Campaign Objectives

1. Increase brand awareness for orange.jo and Gameloft.
2. Gain more traffic and increase revenues from the games stream.
3. Target Orange Jordan only subscribers.

Duration

Two 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.

The Mobile ads were directed exclusively towards orange subscribers in Jordan, across various mobile platforms.

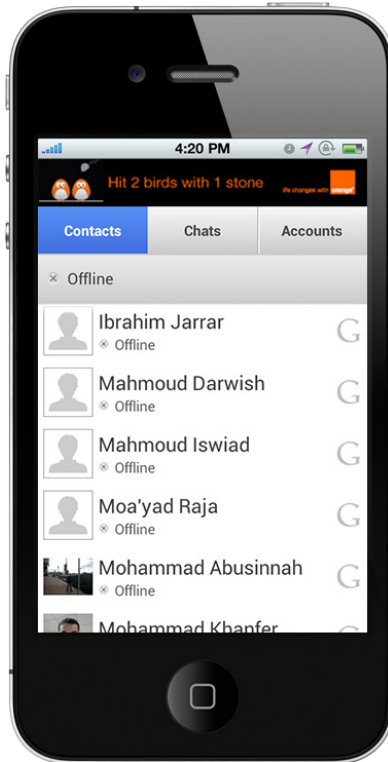
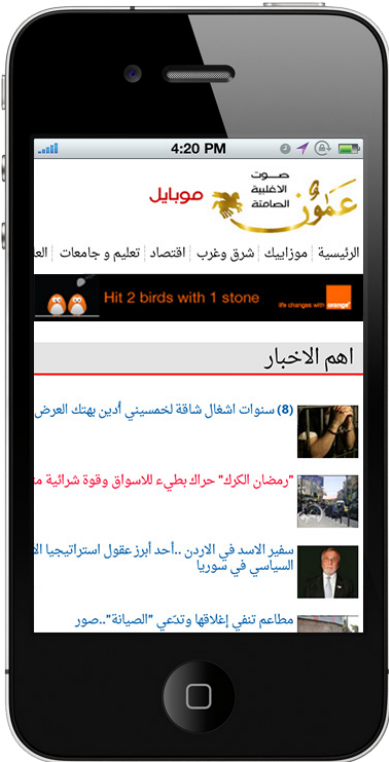
Once the customers click the ad, they are directed towards a more rich experience that educates them in detail about the new offering and how they can make use of it.



 Number of impressions during 2 weeks **+400,000**

 Number of consumers reached throughout the campaign period **561**

 Highest CTR achieved throughout the campaign **0.31%**



Screenshots