

# Case Study



Orange: TV



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.

Mobile TV is yet another innovative and leading offering from Orange that was promoted through AdFalcon due to its unique understanding of the local markets, it's innovative service and excellent local and regional penetration.

## Campaign Objectives

1. Increasing awareness of their Mobile TV service to the audiences.
2. Acquiring a substantial amount of subscriptions.
3. Target Orange Jordan only subscribers.

## Duration

Two Weeks

## Measurments

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.

AdFalcon served the mobile ad across the top ranking premium mobile apps and sites in Jordan, to orange subscribers, in order 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 delve into its details; overview, prices, features...etc.





Number of impressions  
during 2 weeks

+300,000



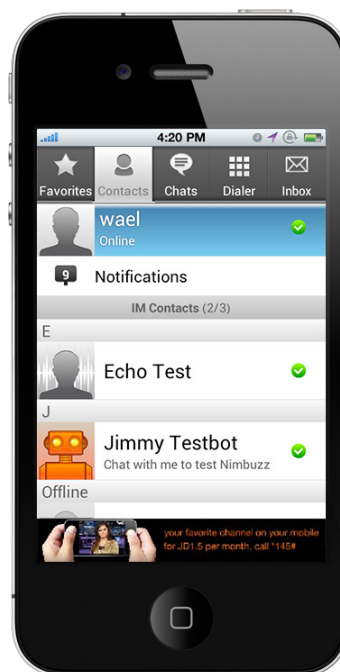
Number of consumers reached  
throughout the campaign period

609



Highest CTR achieved  
throughout the campaign

0.53%



Screenshots