

Mobinil Board – Best use of special events and stunt/live advertising

mobinil **Mobinil dials up some fun**

Idea
Sometimes all the fun happens in the big city. Mobinil broke that cycle and took the carnival to rural Egyptians for a key holiday.

Execution
Mobinil created a free branded carnival in one of Egypt's poorest regions to celebrate Eid, a time when families get together. Participants had to learn about the Alo Akalim mobile packages or be a Mobinil customer to access rides.

Results
More than 25,000 people attended the four day event. Sales targets were met two months ahead of schedule and sales were 14% above norm.

موبينيل رخصت
أسعار كروت الشحن

كروت موبينيل الجديدة:
25 10 100 50

الوأكاليم
لأهل الصعيد
بأرخص سعر
للدقيقة

موبينيل
بأرخص سعر
للدقيقة