



Creative campaign targeted at audience interests gives Mobily's 5G offering the edge

The challenge: Showcase Mobily's 5G capabilities in Saudi Arabia's crowded telecommunications market

The dawn of the 5G era brings with it endless possibilities. From faster downloads and higher quality streaming to augmented reality, cloud-based gaming and even driverless cars capable of communicating wirelessly with the Internet of Things, there's plenty to get excited about.

Given the hype, Saudi Arabian telecoms company Mobily wanted to launch a campaign that would not only spark interest in its pre-paid mobile plans but help it stand out from its competitors and the rest of the 5G crowd. To do this, it needed to engage and entertain its audience with memorable interactions.

Company profile:

Saudi Arabian telecommunications services company Mobily provides integrated services for individuals, business and carriers. Established in 2004 with a vision to empower the digital economy, Mobily boasts one of the biggest wireless networks by coverage in Saudi Arabia, as well as one of the largest data center systems in the world.



The solution: Using audience interests as a targeting filter to grow awareness

With two-thirds of Saudi Arabia's population under the age of 35, the power of the country's youth market cannot be overlooked. Historically, Mobily had targeted its previous LinkedIn campaigns by filters such as age and job title. However, given the wide-ranging appeal of 5G, it decided to take LinkedIn's advice and target based solely on interests.

Mobily also chose to adopt a full funnel approach, kicking off the campaign with an awareness phase grounded in engaging content. During this phase, Mobily ran a series of high-octane videos on LinkedIn that showcased its 5G technology in action. These videos were targeted at members with an interest in entertainment electronics, video game development, wearable technology, design and visual arts, video games, blogs and blogging, audio-visual production, and on demand videos and streaming.

Next, the most engaged audiences were then retargeted with eye-catching single image ads that introduced the offers and price points available and directed users to the Mobily website.

Why use LinkedIn?

By using LinkedIn, Mobily was able target audiences based on their interests, gaining invaluable behavioural insights in the process. Taking a full funnel approach – from engagement through to cross-product promotion – also meant that Mobily was able to grow awareness of its offering and nurture potential customers.

The array of creative assets promoted on LinkedIn further contributed to the campaign's success. Five sponsored videos, launched on rotation to avoid creative fatigue, held the audience's attention with fast-paced, immersive storytelling, helping to maximize views. The easy-to-digest single page ads that followed retargeted the most engaged audiences using LinkedIn members' skillsets to drive conversions.



LinkedIn products used:

- Sponsored video
- Sponsored content

Results: Strong creative assets and clear messaging boost engagement

While Mobily had shied away from adopting a full funnel marketing approach in the past, the engagement created by the video series in the awareness stage of the campaign proved key to reaching and converting the most valuable members on LinkedIn. Targeting based on members' skills and interests also helped to reach those most likely to engage with Mobily's products.

Clear messaging and strong creative assets also helped cement the success of the campaign and drive conversions – as did collaboration. Mobily worked in close partnership with both its agency Mindshare and LinkedIn, whose combined creativity and insights helped to not only make the campaign as impactful as possible, but the process streamlined and cost efficient.

Average engagement of 4.58% across four videos (benchmark 1.2 - 1.7%)

Video completion rate of 15.2% (benchmark 13%)

Conversion rate of 10.57%

Average conversion cost of \$23, with 1,261 conversions captured (benchmark \$63)

Over 430,000 LinkedIn members reached

*All benchmarks refer to the Tech and Telco industry in the Kingdom of Saudi Arabia



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With the launch of our 5G campaign we worked closely with LinkedIn and our media agency Mindshare to successfully reach different audience segments with the right customized messaging at the right time. Together, our efforts reflected positively on our campaign results”.

| Abdullah AlFahad, Executive General Manager Marketing Communications

Examples of campaign:

Click on links below to view examples of the campaign.

