



## **Spectacular response from residents to FRIENDi's roadshow at Rustaq and Nakhal**

**MUSCAT 03/03/2014:** FRIENDi mobile, Oman's leading mobile service provider was back in action last weekend at Rustaq and Nakhal to continue with their nationwide roadshow. The campaign was flagged off 3 months back, on Friday 6th of December. The objective of the roadshow was to meet and interact with people in their own towns, spend an evening of fun with a lot of gifts and prizes to all participants and optimize the FRIENDi experience to nationwide customers.

To ensure a maximum of entertainment and fun, FRIENDi mobile has chosen football as the theme of the roadshow and has prepared various activities including a mini football challenge where people can play and win prizes.

The road shows at Rusatq and Nakhal drew good response from the residents. This kind of event is very new in these locations where everything comes to a standstill after sunset. The roadshow was an opportunity for people to get all kinds of information about FRIENDi products and services. Customers could buy FRIENDi SIMs and recharge cards, get a new cool number or port in their existing mobile number. They could also buy attractive Samsung handset bundles and furthermore walk away with lots of goodies. The football game proved to be a major attraction and locals were lining up to get a chance to play the games and win prizes. The road show also had large numbers of locals visiting it after listening to the radio spots and also getting to know from their friends.

The big FRIENDi truck has visited around 16 locations all over the Sultanate so far and will be visiting 14 more till the third week of April. Mr. Randall Bernard, Director-Sales, FRIENDi mobile Oman said "Our strategy was to reach the audience at multiple touch points at souqs, during leisure time – spending quality time interacting with them. The location plan focused on a cluster strategy to enable and engage the target audience to see the product multiple times during their daily lives to increase both product

awareness and understanding. We are happy to see people enjoying the fun packed roadshow and we look forward to the same response from the remaining region”

**About FRiENDi mobile**

FRiENDi mobile was launched in April 2009 and offers a great prepaid mobile experience that combines exciting offers and services with competitive prices. Moreover, FRiENDi mobile offers the best customer care in Oman, excellent network coverage, outstanding high speed internet, easy to use products and lowest call rates.