

SAMSUNG

Jordanian food company creates buzz with branded phones

Noman Al-Juneidi uses Knox Configure to brand 1,000 Samsung phones to promote a new drink.



Challenge

When a Jordanian food company introduced a new fizzy yogurt drink product, it aimed high but kept its marketing budget low.

The idea was to get soft drink customers to try something different and tell their friends. What Noman Al-Juneidi Food Industries of Jordan wanted was a promotion with the potential to go viral.

Solution

Al-Juneidi built its promotion around a giveaway featuring customized Samsung smartphones. The Samsung Knox Configure solution enabled the company to easily configure and rebrand 1,000 phones, offering the potential for thousands of daily impressions. Winners would see the Al-Juneidi logo on the home and lock screens and a fun boot-up animation showcasing the new drink.

Results

The indirect advertising created by the giveaway helped boost sales of the new yogurt drink by 60 percent. Customers could win a phone by finding a specially marked bottle cap. This gave people a reason to buy the new drink and tell others. Thanks to the customized phones, Al-Juneidi spread brand awareness and encouraged winners to think of the company every day.



ABOUT THE COMPANY

Noman Al-Juneidi Food Industries - Jordan was officially established in 2008 and specializes in food and beverage products. It started off with only one item, and today the factory provides over 140 diverse products.

Noman Al-Juneidi Food Industries continues to expand in the food market, dedicated to a diverse range of innovative and reliable products that meet the present and future needs of consumers in a sustainable way. The company also renovates existing products and technologies.

Noman Al-Juneidi Food Industries - Jordan is part of [Al-Juneidi Group](#), which includes thousands of employees across the Middle East and Europe.

Learn more at www.juneidi.com.

“By adding our logos to the phones, we hoped to build awareness of the Al-Juneidi brand and drive loyalty and sales.”

Yasmine Haddad, Al-Juneidi marketing department

Challenge

Create awareness and trial on a small budget

Launching a new product offers opportunity for both risk and reward after all the expense of product development. With the right budget and promotions, your launch can create awareness and win new customers—and you can start earning back your costs.

Noman Al-Juneidi Food Industries set aside a modest budget to promote Yogo Trago, its new fizzy yogurt drink, as a healthy alternative to soft drinks. The company—known across Jordan for its array of dairy, juice, salad, processed meat, desserts, and other food products—had introduced the drink six months earlier without much fanfare. Early sales were slow, as is typical with new products in Jordan. Al-Juneidi decided it was time to create a splash. The company decided to shun pricey television and radio advertising in favor of an innovative marketing campaign that could help it solidify customer loyalty and grow market share.

“We asked ourselves, how do we get customers talking about our new drink?” said Yasmine Haddad of the Al-Juneidi marketing department. “We knew a well-planned giveaway could help us build brand loyalty and build our business. What we needed was a high-value prize that we could afford to give away in volume.”

Solution

Branded phone giveaway drive purchases

Al-Juneidi knew it found an effective and innovative strategy when it decided to partner with Samsung and give away smartphones customized with Al-Juneidi branding and a special animation.

“Almost every family can use a new smartphone,” said Yasmine Haddad. “By adding our logos to the phones, we hoped to build awareness of the Al-Juneidi brand and drive loyalty and sales.”

Many companies give away branded T-shirts, shopping bags, and other lower-cost promotional items. In some cases, they give away a single expensive item such as a TV, refrigerator, or car, which can create excitement but doesn’t necessarily foster an ongoing relationship with the winner. By offering branded phones as prizes, Al-Juneidi wanted to get people talking, generate goodwill, and drive brand loyalty long after the giveaway ended.

Al-Juneidi chose Samsung Galaxy smartphones, cost-effective devices that could be rebranded using the Samsung Knox Configure solution. Knox Configure enabled the company to remotely configure 1,000 Samsung devices and easily tailor them to their needs.

The company configured each Al-Juneidi phone with its logo on the home and lock screens. The devices also display a MP4 video ad on initial set up featuring the Yogo Trago drink and a similar, fun

animation on every boot up. Because phone owners cannot delete the branding even with a factory-reset, Al-Juneidi is able to maintain its ability to deliver a continual series of impressions to each winner.

The intuitive Knox Configure user interface made it simple to configure the devices remotely. Using the customizable booting UX and screen functionality, the company uploaded the brand logo image and clicked through the menu. As a result, each winner received a new Al-Juneidi-branded phone in its original box and needed only to power on the device. Winners were quick to offer positive feedback about the out-of-box experience, said Al-Juneidi.

Al-Juneidi promoted the massive giveaways on its social media pages, announcing that every purchase of a Yogo Trago fizzy yogurt drink represented a chance to win a Samsung phone from Al-Juneidi. Customers who found a lucky bottle cap could exchange it for a new device. The company also used television and online advertising, in-store displays at key accounts, and delivery truck ads. To keep excitement and sales momentum building as one by one, customers uncovered the lucky bottle caps, the company shared photos of the winners holding the prize phones. Winners posted their own photos and thanks.

“Giving away 1,000 Samsung smartphones branded with our logo helped create a lot of excitement,” said Yasmine Haddad.

“Samsung Knox Configure made it easy for us to build connections with customers. We hope to work with Samsung again on another promotion.”



To build sales momentum, the company posted photos of winners, many of which were reshared.

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Television and online advertising helped Al-Juneidi promote the branded phone giveaway.



To build sales momentum, the company posted photos of winners, many of which were reshared.

(((Samsung ... made it easy for us to build connections with customers.)))

Yasmine Haddad, Al-Juneidi marketing department

Results

Innovative marketing approach helps build brand

Al-Juneidi agrees that offering customers a chance to win a Samsung phone helped differentiate it in the marketplace, sell more Yogo Trago drinks, and generate widespread attention. The Al-Juneidi-branded phones enabled the company to experiment with an innovative marketing approach to building sales, brand loyalty, and brand awareness.

The launch promotion, Al-Juneidi declares, was a success. The company expects to realize additional benefits over time, since the branding on the phones will keep customers talking about the company and the drink as long as they continue to use the phones.

Sales growth. The phone giveaway helped drive sales of the new yogurt drink, as consumers bought drink after drink to win a phone. Sales improved 60 percent compared to the quarter before the giveaway.

Increased brand awareness. Winners told their friends and family and posted their thanks on the Al-Juneidi social media pages. These referrals represent potential new drink customers.

Ongoing customer connections. Every time a winner turns on and uses their smartphone—which is likely to be every day—they see the branding and animation. The daily impressions serve to remind them of the goodwill that Al-Juneidi created with its new yogurt drink.

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For more information

For more information about Samsung Knox Configure, visit: www.samsungknox.com/kc.

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