

Business

Thousands crowd Ooredoo office to get best iPhone 11 offer in town

Exclusive offer with all-embracing packages starting at KD 23



From left Fatima Dashti, Mijbil Al-Ayoub and Creative photographer Abdulaziz Al-Sraye'a



Mijbil Al-Ayoub and Khaled Al-Mulaifi



KUWAIT: Since the year 2014, Ooredoo Kuwait has been achieving a great success year after year, and maintaining the level of trust and loyalty amongst its customers and giving them the best exclusive offers that coincide with the launch of Apple devices every year. This year, at midnight on Friday, September 27th, Ooredoo celebrated yet another major successful launch event for the best and most remarkable offer in Kuwait for the iPhone 11 amid a huge crowd of customers who flocked to its headquarters in Kuwait City to obtain the devices, within exclusive packages and for a limited time only in an event that is the largest and most exciting in Kuwait every year.

KD 23

The company's headquarters received thousands of customers who were keen to attend and benefit from the exclusive offer offered by the company for a limited time, which is a comprehensive package at KD 23 per month only with unlimited minutes and Internet of up to 250GB and a voucher of up to KD 100.

6 years

In a statement he delivered on the launch ceremony, Senior Director of Corporate Communications, Mijbil Al-Ayoub said, "We are proud to have a distinctive footprint in launching new iPhones every year-by welcoming our customers at the stroke of midnight until early morning. We are offering the best exclusive deals and in competitive packages. This year we are witnessing another success for the company in the largest global annual event in the world of tech and IT. "This year we have been keen to offer exclusive and competitive advantages, which

is part of our policy of care, connect and challenge. The mass turnout today is the biggest testimony to the company's success and its endeavor to satisfy all customers and give them the best offers, packages and services." Thanks to our customers for their trust and we promise to always provide the best."

Al-Ayoub highlighted the strategic and distinctive relationship with Apple and said, "Through our special relationship with Apple, we seek to provide the latest innovations in the world of communications and provide the best experience in the world of communications with the best offers in Kuwait at competitive prices."

Elite Display

The company has introduced iPhone 11 enhanced with a distinctive and different competitive offer this year that allows elite customers to get new iPhone 11 with valuable gifts. Customers were given the chance to receive Elite offers, which include a KD 60 package and a KD 90 package. These packages have been launched with many features as two customer selectable devices with unlimited local minutes, unlimited internet, unlimited SMS, free Ooredoo Passport packages and more. Ooredoo Elite Program is a special program for VIP and VIP customers in Kuwait.

Midnight, yearly timing and the most requested color

The iPhone 11, Pro 11 and Pro Max 11 are the most advanced line-up of Apple smartphones ever, and with their innovative and revolutionary design, they carry many new features and capabilities built into the Apple iOS 13 operating system, delivering a customer experience no match. The devices are

available in many colors, including the all-new midnight green, light gray, light silver, gold, black, white, purple, green, yellow and red. The timing of the launch was matched with the color of the most sought-after midnight green, which saw an unprecedented demand from customers.

5G for only KD 17.5!

In addition to the special iPhone 11 offers, the company also offered an exclusive launch event by offering a 5G router at a monthly subscription of KD 17.5. It is worth mentioning that the company launched the 5G network where customers enjoy an exceptional experience in terms of download speed and a higher amount of data flow, which gives them an experience that reaches new speeds beyond compare. The new 5G network also offers ultra-low latency, which means that the customer will enjoy a stronger Internet and easier data flow at a more stable speed. The company received customers in the specially designed 5G pavilion on the occasion of the event, which allowed customers to experience the network and enjoy the experience through Games and 5G router.

CAVARATY

CAVARATY, a leading company in Kuwait specializing in smart phone accessories and other products such as headphones, batteries, pens, power banks and more, took part in this event. It offered Ooredoo customers free screen protectors and exclusive discounts on their exclusive covers as well as offering latest discounted cases that fit the all-new iPhone 11.

On the participation of CAVARATY, General Manager Eng. Ali Al-Qenaief expressed his delight at the presence of

CAVARATY at the launch of iPhone 11 with Ooredoo. He said "We are keen to provide the best products that meet the needs of customers, especially when customers are always looking for the necessary accessories after purchasing their smartphones. Today, we are keen to provide all this under one roof and are proud to cooperate with Ooredoo on this special day."

Social Media

Some famous social media influencers attended the launch events, including: Ohoud Al Enezi, Mohammad Mirza, Dana Twairish, Ahmed Al Riyahi, Mahmoud Boushahri, Abdulmohsen Al Kout, Hamdi, Q8 Pro-Thamer, Q8 App-Meshal, Osama, iTunes Q8, Slorks, Sayed Nawaf and Anoud Al Enezi, and the creative photographers Abdulaziz Alsuraiya and Abdulrahman Al-Badah. Each one of those influencers contributed to the success of the event and created the right buzz around it.

"Star"

There was a special corner of the Nojoom Rewards program during the ceremony in line with the company's policy of attention, communication and challenge. Customers can use the program to redeem their points flexibly and through the Nojoom Rewards website, in order to ensure that there are a variety of services to meet the needs of the customer.

Ooredoo has selected all program partners to meet the needs of its customers to provide a distinctive experience complementing their lifestyle and needs, which includes Crown Plaza, Eureka, Landmark Group (Home Center, Centrepoint), Alshaya

Group, Jarir Bookstore, Refai, Grills, Chocolateness, Cosmo, Breezyn, Floward, Joyalukkas and Home Safat in the process of increasing the number of program partners. In order to keep up with the lifestyle of dear customers, Established in 2012, the Nojoom Rewards Program has been continuously renovated to suit the modern Kuwaiti and youth lifestyle and meets local and international trends. Nojoom was awarded the Best Loyalty Program in the Middle East and Africa for three consecutive years in 2012, 2013 and 2014.

88.8

The iPhone 11 launch event was broadcasted LIVE88.8 with Diwaniya Al Yaqout and Al Ansari in the presence of representatives from Ooredoo and celebrity social media.

Food trucks & Stations

The launch ceremony witnessed the participation and presence of a number of famous restaurants and cafes in Kuwait such as Crave Too, TNT, Zoom Pizza, FACE / OFF, Texture, Cafe Supreme, Chocolateness, Grills, Burger Bus, Caribou, Surf N'Fries, Dahiya Juice, Dose, Coffee Bar, Just C, Zoom Pizza and Saj Co.

Free screen protection from CAVARATY

All customers who received the iPhone 11 offer during the ceremony were given free screen protection from CAVARATY, whose team was present throughout the ceremony through a special booth in the main branch which witnessed long queues of customers who were keen to get free screen protectors and benefit from dis-

