

Technology

Ooredoo's iPhone XR 24-Hour offer attracts vast number of customers to select branches

Continuous success in launching Apple products since 2014



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Nathem Al-Ghabra and Mijbel Al-Ayyoub with customers at KIA branch.

KUWAIT: Continuing its annual Apple launch event since 2014, Ooredoo Kuwait took the lead in launching Apple's latest iPhone XR device; for 24 hours which started on Friday 8am morning amidst a vast number of customers who came to a number of select branches in order to get the device which was paired with an exclusive unprecedented offer that caters to the needs of all the customers.

6 colors in 7 branches

The 6 different colors of the iPhone XR were available in 7 different branches. These branches included Avenues Phase 4, Marina Mall, Kuwait International Airport, Al Jahra, Salmiya, 360 Mall and Al Manshar Mall. The iPhone XR is also available on Ooredoo's online shop.

Starting from KD22 per month only

Ooredoo's select welcomed thousands of customers who went above and beyond to ensure that they gain from this exclusive offer which was available for 24 hours only. The offer consisted of the Shamel 20 Mobile package which started at KD22 inclusive of unlimited local calls, unlimited internet, unlimited SMS, transfer of unused internet to the next month, and the ability to freeze the contract which is also transferable.

Customers who purchased the offer from our eShop received an additional internet SM with 200GB monthly for free. Customers also received subscriptions to Ooredoo's Digital Entertainment partners, StarzPlay and WAVO for 24 months. In addition, customers enjoyed a KD50 referral voucher that enables them to receive further discounts on the iPhone XR model.

The iPhone XR

The latest iPhone innovation iPhone XR integrates breakthrough technologies from iPhone XS in all-screen glass and aluminum design featuring a 6.1-inch Liquid Retina display, the most advanced LCD in a smartphone, with wide color support and True Tone for a more natural viewing experience. iPhone XR brings the smartest and most powerful chip in a smartphone with A12 Bionic, a next-generation Neural Engine built for advanced machine learning in everything from photography to augmented reality, the TrueDepth camera system, faster Face ID, an advanced camera system that creates dramatic portraits using a single camera lens, long all-day battery life and six beautiful finishes: white, black, blue, yellow, coral and (PRODUCT) RED. This new design is splash and water resistant with a rating of IP67 and protects against everyday spills including coffee, tea and soda. iPhone XR also brings Dual SIM

to iPhone through the use of digital eSIM.

Social media

In addition to the heavy attendance of customers; a number of social media influencers participated in the launch including Asmaa Al-Mulla (Vintage Baza), Hessa Al-Loghani, Slorks, Sager Al-Yaseen, Falooy, Al Suwaid, Jacky, Al Ziady, Frankom, and Nora Al-Ameri. They ensured to convey a vivid picture of the event with details before and after the launch.

5 consecutive years of success

Corporate Communications Senior Director Mijbil Al-Ayoub in by stating "we are pleased to be providing our customers with the best offers for the fifth year in a row the launch of the new iPhone. This year we ensured that we continue to give customers the best and latest packages with competitive advantages and products; this comes from our values of caring and connecting.

Al-Ayoub further added that "the success of the Apple launches are a reflection of the strong and strategic relationship between us and Apple. We are keen on cooperating continuously with Apple in order to provide our customers with the best experience in the world of telecommunications in tandem with the most exclusive offers that best suits their needs".



Mijbil Al-Ayoub and Hani Khajah



Mijbil Al-Ayoub with the working team



Group photo of the team with iPhone XR devices.



Group photo of the Marina Mall team



Group photo of the Airport team



Tour of the Ooredoo Hawally branch



Customers receiving their iPhone XR

