Drive zain uses media and social marketing through various types of magazine. Drive zain have four types of magazine,D.I MAGAZINE , ZAINIAC , CONNECT AND CHAOS MAGAZINE. D.I magazine which is talking about diversity and inclusion,zainiac magazine which is talking about empowering possibilities in its first part and its second and third part for opportunities and the fourth and last part is for entertainment. Zain Group, a pioneer in mobile communications across eight markets in the Middle East and Africa, is proud of its recent road transport corporate social responsibility campaign “Drive Zain”, which has continued since its launch at the Mobile World Congress in Barcelona. We are pleased to announce that we have achieved great success. By the end of February, it had been viewed 1.6 million times worldwide on YouTube in just three weeks. While this highly effective campaign is specifically targeted at social media users and aims to encourage responsible use of mobile phones while driving, the entire 'Drive Zain' ad is ultimately aimed at drivers. The aim is to improve safety and reduce the number of fatal and serious motor vehicle accidents. Public road. During Mobile World Congress 2014, Zayn presented his three different television commercials to his over 100 guests and international media at his company's hospitality suite in Barcelona. It was announced that the commercial will be broadcast and promoted on all major social media channels (YouTube, Facebook, Instagram and Twitter) and will also be supported by print advertising across the region. With social media playing an important role in the lives of young viewers, the latest campaign is developed using the language of social media, with slogans such as "Put the brakes on social media" and "Don't text." It is accompanied by strong slogans such as: And it sends a strong message highlighting the very serious and dire consequences of improper use of mobile devices while driving. References to “number of views” and “number of followers.” The words "I've updated my profile picture" and "I've updated my profile picture" are common phrases in the online and social media world and have been incorporated into creative campaigns, but I was killed in a car accident. The ad was given a deliberately more tragic tone, referring to people who did. With over 1 million views on YouTube and positive response and engagement on his other social media channels, the campaign appears to have reached the key audience it was targeting. Over the years, Drive Zain's multimedia campaigns have featured eye-catching slogans such as "Ignore your best friend," "Reject your mother's call," and "Hang up on your wife." Emphasizes the importance of not being distracted by communication while driving. Additionally, Zain's work has conducted roadshows in coordination with government authorities, visited private and public schools and universities, and set up public panel discussions to foster dialogue and raise awareness.

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