

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."