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Mobile Marketing at Telenor: a MAD Strategy?

Ms. Yasmin Malik

In early 2010, Telenor Pakistan became the first local mobile network operator to implement a comprehensive mobile marketing strategy in a market where the true potential for mobile marketing was still nascent and misunderstood by both consumers and brands alike. This case study is the first documented study on how Operator-driven mobile marketing via opt-in based consumer profiling can enable and drive the development of a mobile marketing eco-system in Pakistan - in addition the case study also examines the positioning of the Operator in the mobile marketing value chain.