

Case Study



Client:
Lipton Chai Latte
(Campaign 1)

Media:
Right Angle Street Furniture in Dubai

CAMPAIGN OBJECTIVE

To increase awareness and recognition of the new product

CREATIVE BRIEF

Simple, fun, bright advertisement that displays the new product

TARGET AUDIENCE

Everyone in Dubai, with an emphasis on Westerners

CAMPAIGN DURATION 4 weeks (September – October 2008)

MEDIA WEIGHT 20 Bus Shelters (2 circuits)

CAMPAIGN STRATEGY

Chai Lattes are popular with Westerners, but Lipton wanted to increase awareness of the product to all demographics. The twenty site locations were spread all around Dubai with an emphasis in New Dubai.

OUTCOME

The only Outdoor medium used were the Right Angle Bus Shelters. Research study shows that 23% of the respondents recalled having seen the Lipton Chai Latte advertisement on the Bus Shelters.

