

Case Study



Client:
Lipton Chai Latte
(Campaign 2)

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 – same creative had been used in prior Bus Shelter campaign

TARGET AUDIENCE

Everyone in Dubai, with an emphasis on Westerners

CAMPAIGN DURATION

4 weeks (February – March 2009)

MEDIA WEIGHT

30 Bus Shelters (3 circuits)

CAMPAIGN STRATEGY

Research showed that 23% of respondents had recalled seeing the Lipton Chai Latte advertisement on Right Angle Bus Shelters. After a 3-month break in Bus Shelter advertising for this brand, again, Lipton Chai Latte decided to only use Right Angle Bus Shelters as their Outdoor advertising medium. They continued their previous strategy – target everyone in Dubai with an emphasis on Westerners as the drink had proven to be popular with this demographic globally.

OUTCOME

The results were outstanding – awareness of the advertisement on Bus Shelters rose from 23% to 66% over a span of 5 months. This shows that using the same creative on Bus Shelters a few months after the last campaign has re-enforced the message to the general public.

