

Case Study



Client:
Modern Child Speciality Clinic

Media:
Right Angle Street Furniture in Dubai

CAMPAIGN OBJECTIVE

Inform the public of a new specialist child clinic that opened in the Karama area

CREATIVE BRIEF

Happy faces of children depicting health and prosperity; creative execution was done by the Right Angle Creative Team for this campaign

TARGET AUDIENCE

Asians in and around Karama

CAMPAIGN DURATION 8 weeks (March – May 2009)

MEDIA WEIGHT 5 Bus Shelters

CAMPAIGN STRATEGY

Five signature sites in and around the Karama area were used to inform the residents of the area about the opening of the new child clinic

OUTCOME

Received excellent reviews of the advertisement and also acquired many clients directly due to the Bus Shelter advertisements.

Bus Shelters were the most effective media platform for this campaign as they are located within or very close to the target area; this ensured that the message was not wasted.

