

# Case Study



**Client:**  
**Austrian Airlines**

**Media:**  
**Right Angle Street Furniture in Dubai**

## CAMPAIGN OBJECTIVE

To introduce new aircraft out of Dubai which feature the new Business Class – Austrian Premium Service

## CREATIVE BRIEF

To feature the new seats designed by Recaro

## TARGET AUDIENCE

Primary audience

People who fly Business Class

Secondary audience

Locals, Professionals and Business Owners

## CAMPAIGN DURATION

4 weeks (August – September 2008)

## MEDIA WEIGHT

10 Bus Shelters (1 circuit)

## CAMPAIGN STRATEGY

Right Angle focused on the primary audience by strategically placing Austrian Airline messages across key areas of Dubai that would target the secondary audiences as well. Bus Shelters on routes that are frequently used by locals, business owners and executives as well as within and around commercial areas made sure there was ample awareness and recall to the message.

## OUTCOME

**Message** – Based on feedback from Austrian Airline's travel and trade partners, the concept of Premium Service was clearly delivered across to the target audience

**Sales** – Based on inquiries to ticketing and reservation offices, there was a significant increase in the Premium Service Ticket sales

