

Case Study

CLEAR
ANTI-DANDRUFF



Client:
Clear Women Shampoo

Media:
Right Angle Street Furniture in Dubai

CAMPAIGN OBJECTIVE

To increase awareness and drive sales

CREATIVE BRIEF

Uncluttered, simple; clear branding

TARGET AUDIENCE

Women of all demographics

CAMPAIGN DURATION

4 weeks (October – November 2008)

MEDIA WEIGHT

20 Bus Shelters (2 circuits)

CAMPAIGN STRATEGY

Spread twenty bus shelter locations all across Dubai to achieve maximum exposure

OUTCOME

The campaign resulted in greater awareness of the product and the creative execution garnered attention.

