

Case Study



Client:
DAMAC

Media:
Right Angle Street Furniture in Dubai

CAMPAIGN OBJECTIVE

To launch their new logo; rebranding

CREATIVE BRIEF

Running the same campaign in press; in areas of clutter, Damac liked that the lighting of Right Angle Bus Shelters made the advertisement stand out

TARGET AUDIENCE

High net-worth individuals in New Dubai and other similar areas

CAMPAIGN DURATION 8 weeks (October – November 2008)

MEDIA WEIGHT 10 Bus Shelters (1 circuit)

CAMPAIGN STRATEGY

To broaden the reach of their press campaign

OUTCOME

Damac stated that the visibility was immense and that production output was exemplary. Damac received much positive feedback from the general public and internally; including the Chairman of Damac

