

Case Study



Client:
Dubai Summer Surprises

Media:
Right Angle Street Furniture in Dubai

CAMPAIGN OBJECTIVE

To create a campaign that had high reach and multiple creatives to customize the message to each type of audience to pull them to the event in the particular mall

CREATIVE BRIEF

Multiple creatives executions that relate to the various DSS events

TARGET AUDIENCE

All age groups and ethnicities

CAMPAIGN DURATION

8 weeks (July – August 2008)

MEDIA WEIGHT

30 Bus Shelters (3 circuits)

CAMPAIGN STRATEGY

Thirty locations were chosen in areas around Shopping Malls and on main arterial routes to inform the audience of the event on their “pathway to purchase”.

OUTCOME

The flexibility to choose locations near Shopping Malls and to customize the message as per display location gave the campaign more relevance. The campaign was very well received and led to increased footfall in the malls where events were held.

