

# Case Study



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

## CAMPAIGN OBJECTIVE

To promote their special offer for pre-paid subscribers to obtain extra credit from all international calls

## CREATIVE BRIEF

Colorful, eye-catching, minimal and to-the-point

## TARGET AUDIENCE

Everyone in Dubai

## CAMPAIGN DURATION

4 weeks (April – May 2009)

## MEDIA WEIGHT

20 Bus Shelters (2 circuits)

## CAMPAIGN STRATEGY

As the goal of the campaign was to achieve maximum awareness for the new special offer, twenty bus shelters were chosen spread evenly across Dubai to maintain maximum effectiveness.

## OUTCOME

The campaign was successful in its goal – the simple eye-catching creative caught everyone’s attention and relayed its message effectively. As you cannot turn “off” the bus shelters, there was little wastage of the advertising.

