

# Case Study



**Client:**  
**Etisalat**

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

## CAMPAIGN OBJECTIVE

The objective was to convey their latest subscriber offers to as many people as possible

## CREATIVE BRIEF

Strategic use of logo and a clear depiction of service offered

## TARGET AUDIENCE

Literate, tech-savvy users of hi-end mobile phones

## CAMPAIGN DURATION

22 weeks (July – December 2008)

## MEDIA WEIGHT

20 Bus Shelters (2 circuits)

## CAMPAIGN STRATEGY

As Etisalat required citywide reach, a spread of 20 locations was chosen covering all residential and office areas in Dubai – they also wanted continued coverage so the campaign lasted for 22 weeks until December 31, 2008. Attain citywide reach and the flexibility to customize the circuits based on the requirements of the campaign; new media which stood out at night

## OUTCOME

Having the flexibility to customize the circuits based on the requirements of the campaign created strong awareness for the brand

