

Case Study

Client:
National Bonds

Media:
Right Angle Street Furniture in Dubai

CAMPAIGN OBJECTIVE

To announce the annual profit made in 2008 and increase awareness

CREATIVE BRIEF

Professional tone, showing people from the Middle East and South Asia with the annual profit appearing dominantly

TARGET AUDIENCE

Professionals in Dubai, especially Arabs and South Asians

CAMPAIGN DURATION 4 weeks (February – March 2009)

MEDIA WEIGHT 20 Bus Shelters (2 circuits)

CAMPAIGN STRATEGY

National Bonds wanted mass coverage of its campaign and as Right Angle's Bus Shelters are in all areas of Dubai, a budget had been allocated solely for the medium. Twenty bus shelters spread across Dubai were chosen, with a skew to the New Dubai area.

OUTCOME

As the Dubai Bus Shelters are in all areas of Dubai, they simply cannot be ignored; the opportunity to see this advertisement was high and the message was clear and focused and which received a positive response from the target audience. In a recent study, the National Bond campaign on the Dubai Bus Shelters has a 41% awareness level.

