

# Case Study



**Client:**  
**Noor TV**

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

## CAMPAIGN OBJECTIVE

To reach the maximum number of Arab-speakers to inform them of the newest Arabic TV channel - Noor TV

## CREATIVE BRIEF

The top-panels of the Bus Shelters were used as a branding platform, depicting the Noor TV brand to increase awareness; the Free Standing Units (FSU) carried creatives based upon Noor TV programmes as a tactical strategy. Various creatives were used and spread equally.

## TARGET AUDIENCE

Arabic speaking community, residential areas

**CAMPAIGN DURATION**                      4 weeks                      (September – October 2008)

**MEDIA WEIGHT**                              40 Bus Shelters (4 circuits)

## CAMPAIGN STRATEGY

A larger number of locations were used to completely cover areas inhabited by Local and Expat Arabs

## OUTCOME

The campaign went very well and they had good viewership for the programmes advertised. The dual-format of the Dubai Bus Shelters enabled Noor TV to not only increase awareness for their brand, but also, specific programmes on their station.

