

Case Study



Client:
Shoe Mart - Pablosky

Media:
Right Angle Street Furniture in Dubai

CAMPAIGN OBJECTIVE

Try a new media to target a high-income audience

CREATIVE BRIEF

Creative should stand out with illumination

TARGET AUDIENCE

High-income audience, all nationalities

CAMPAIGN DURATION 4 weeks (April – May 2008)

MEDIA WEIGHT 5 Bus Shelters

CAMPAIGN STRATEGY

Pablosky wanted to have signature Bus Shelter locations only on Jumeirah Beach Road, as a high-income audience frequents or resides in this area. The advertisement placements were chosen to achieve maximum OTS for the audience approaching from any adjoining roads

OUTCOME

Campaign was well received and the creative execution stood out a night because of Right Angle's illumination technology.

