

Case Study

RAKBANK



Client:
RAK Bank

Media:
Right Angle Street Furniture in Dubai

CAMPAIGN OBJECTIVE

To promote the special offer of 5% cash back on RAK Bank credit cards

CREATIVE BRIEF

The artwork's focus should convey not having money, while the copy should say that you will get money back by using RAK Bank credit cards

TARGET AUDIENCE

Everyone in Dubai

CAMPAIGN DURATION

4 weeks (June – July 2009)

MEDIA WEIGHT

10 Bus Shelters (1 circuit)

CAMPAIGN STRATEGY

RAK Bank wanted to increase the awareness of its special offer and used Dubai Bus Shelters because of its wide reach.

OUTCOME

The campaign was very effective with a focused and bold creative; the wide spread of the chosen shelters ensured that RAK Bank reached a maximum audience.

