

# Case Study



**Client:**  
**RTA**

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

## CAMPAIGN OBJECTIVE

To promote Dubai's public bus transportation

## CREATIVE BRIEF

Depict various nationalities, the new air-conditioned bus shelters, buses, and show that the Roads & Transport Authority (RTA) gets people from one place to another

## TARGET AUDIENCE

Everyone in Dubai

## CAMPAIGN DURATION

4 weeks (March – April 2009)

## MEDIA WEIGHT

20 Bus Shelters (2 circuits)

## CAMPAIGN STRATEGY

To have twenty bus shelters equally spread around Dubai to increase awareness of Dubai's public bus transportation

## OUTCOME

The results were outstanding – awareness of the advertisement on Bus Shelters rose from 23% to 66% over a span of 5 months. This shows that using the same creative on Bus Shelters a few months after the last campaign has re-enforced the message to the general public.

