

Case Study



Client:
Ski Dubai

Media:
Right Angle Street Furniture in Dubai

CAMPAIGN OBJECTIVE

To increase brand awareness and footfall at Ski Dubai, Mall of the Emirates

CREATIVE BRIEF

To improve on the BRAND IMAGE and COMMUNICATION

TARGET AUDIENCE

An equal split between Tourists and Local audiences – primarily residential areas

CAMPAIGN DURATION 4 weeks (October – November 2008)

MEDIA WEIGHT 20 Bus Shelters (2 circuits)

CAMPAIGN STRATEGY

Ski Dubai's focus was to reach the right target areas – tourist spots and residential areas. This was very easy considering Right Angle's citywide coverage can be targeted to specific areas so the right people see the message. Ski Dubai's campaign was strategically timed so as to increase visitor numbers leading into the December and school holidays. It was also concentrated in areas where there are mainly westerners.

OUTCOME

Existing visitors to Ski Dubai at Mall of the Emirates spoke of the increased awareness the medium had created. An increase in footfall was also reported by the Ski Dubai management during the campaign.

