

Case Study



Client:
Lipton Yellow Label Tea

Media:
Right Angle Street Furniture in Dubai

CAMPAIGN OBJECTIVE

To associate Lipton Yellow Label Tea Bag to clear thinking and increase awareness of the brand and its attributes

CREATIVE BRIEF

Use still image from the TV ad of the same campaign along with brand and slogan on the top panel; use mind-teasers on the Free Standing Unit (FSU)

TARGET AUDIENCE

Everyone in Dubai

CAMPAIGN DURATION

4 weeks (May – June 2009)

MEDIA WEIGHT

50 Bus Shelters (5 circuits)

CAMPAIGN STRATEGY

This campaign was a branding exercise and also used to lift awareness. The dual format of Dubai Bus Shelters enabled Lipton to emphasize their brand and the FSU format was used to depict the clearness of mind that is had by drinking Lipton Yellow Label Tea Bags. Fifty bus shelters were chosen all around Dubai to ensure maximum reach.

OUTCOME

The campaign was very successful; the dual format offered was utilized to display two separate artworks increasing the interest and awareness of the campaign.

