

**RIGHT ANGLE**  

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**OUT OF HOME**

# Media Awareness

RIGHT ANGLE RESEARCH  
APRIL 2009



# Methodology and Sample Profile

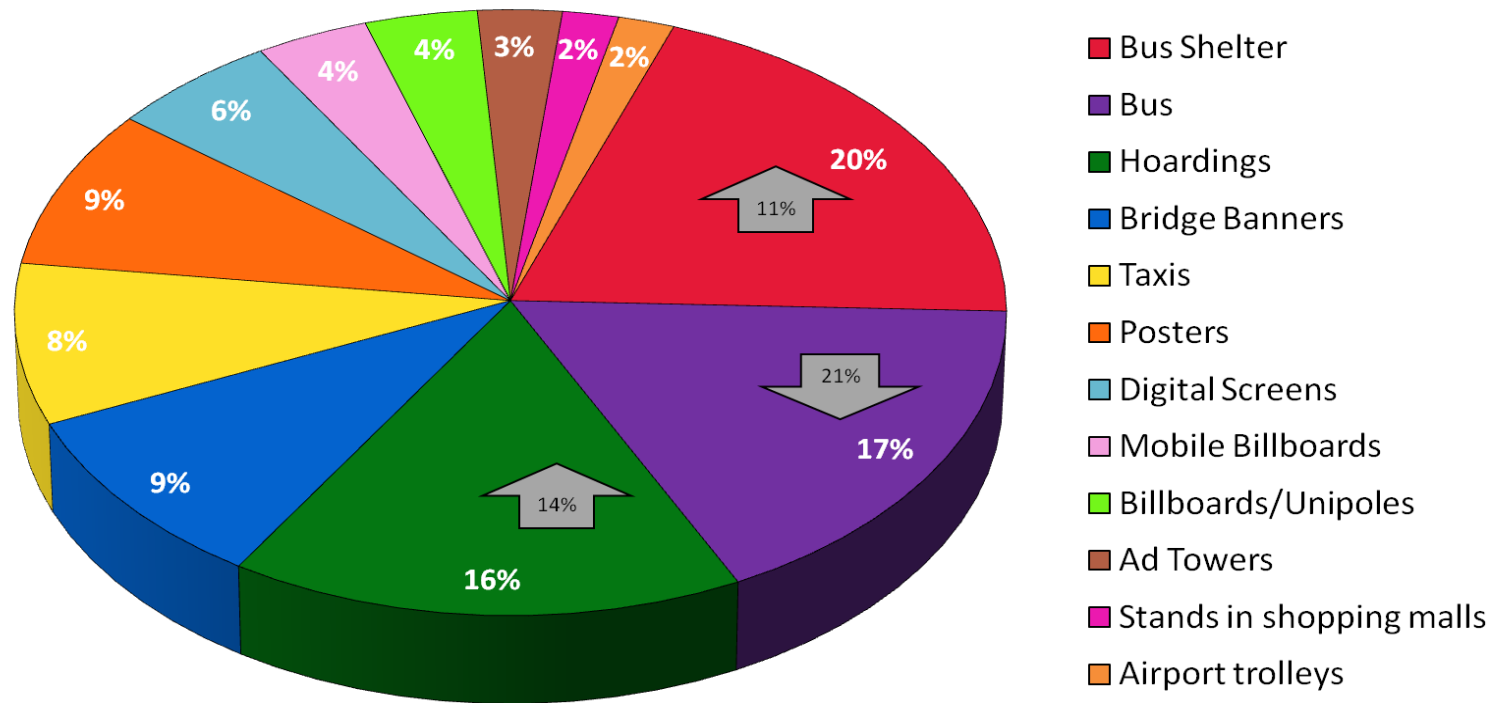
Findings were generated via face-to-face interviews following a fully-structured questionnaire.

- **Study centers** : Dubai
- **Nationality** : All
- **Gender** : Male & Female
- **Age** : 18 - 45 yrs

<b>Total</b>	<b>Male</b>	<b>Female</b>	<b>18-25</b>	<b>26- 30</b>	<b>31- 35</b>	<b>36-40</b>	<b>41-45</b>	<b>Locals</b>	<b>Expat Arabs</b>	<b>Asians</b>	<b>Westerners</b>
<b>250</b>	<b>175</b>	<b>75</b>	<b>45</b>	<b>75</b>	<b>47</b>	<b>47</b>	<b>36</b>	<b>35</b>	<b>60</b>	<b>125</b>	<b>30</b>



# Awareness of OOH advertising media (TOM)

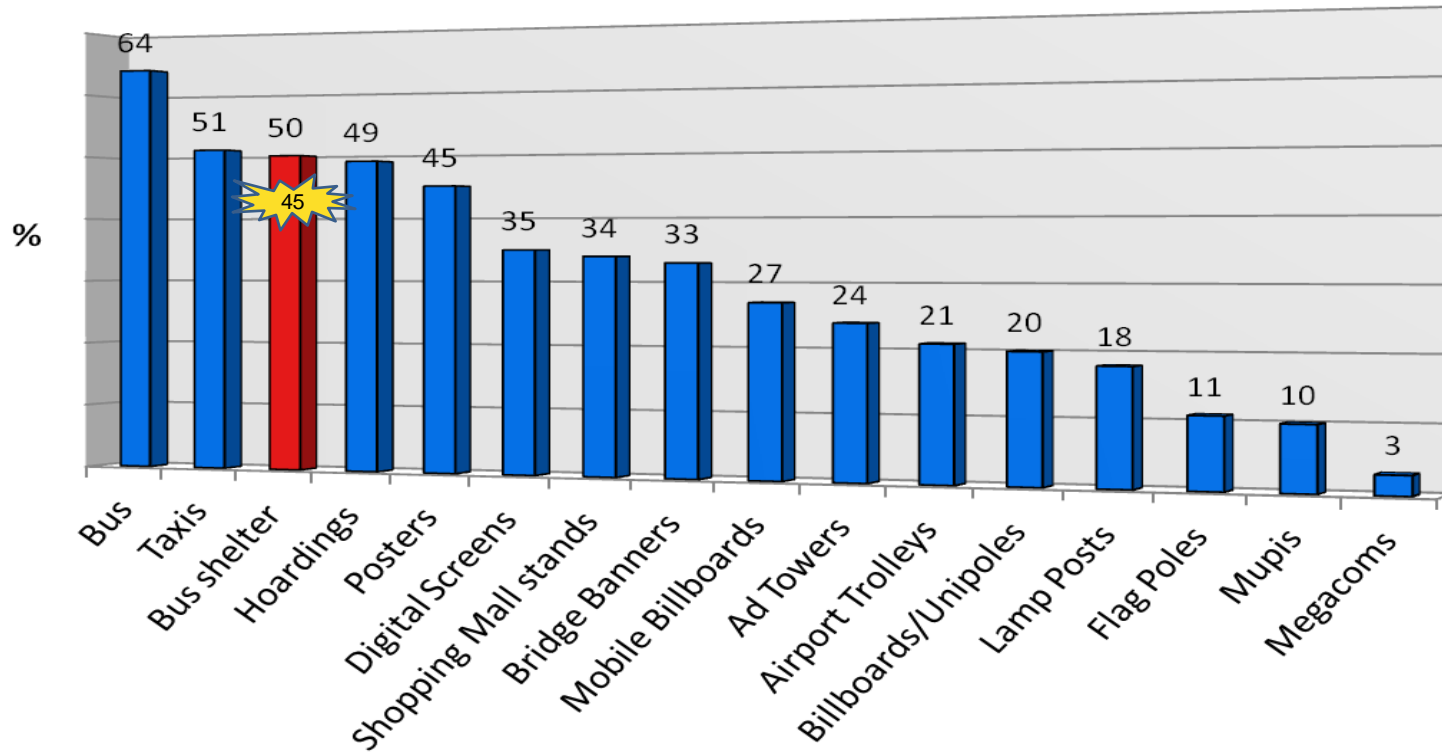


- Bus Shelters have managed, in less than six months from the first study, to pave its way among the top three outdoor media on TOM brand awareness with significant increase versus the November wave. This increase is among various demographic profiles of target consumers specially among Westerners.
- As demonstrated, the Dubai media landscape is now maturing and therefore, the top OOH advertising mediums with the most awareness are now achieving similar TOM results as in other large metropolitan markets.

(Numbers in arrows represent research numbers from Nov 2008)



# Awareness of OOH advertising media (Total - Unaided)



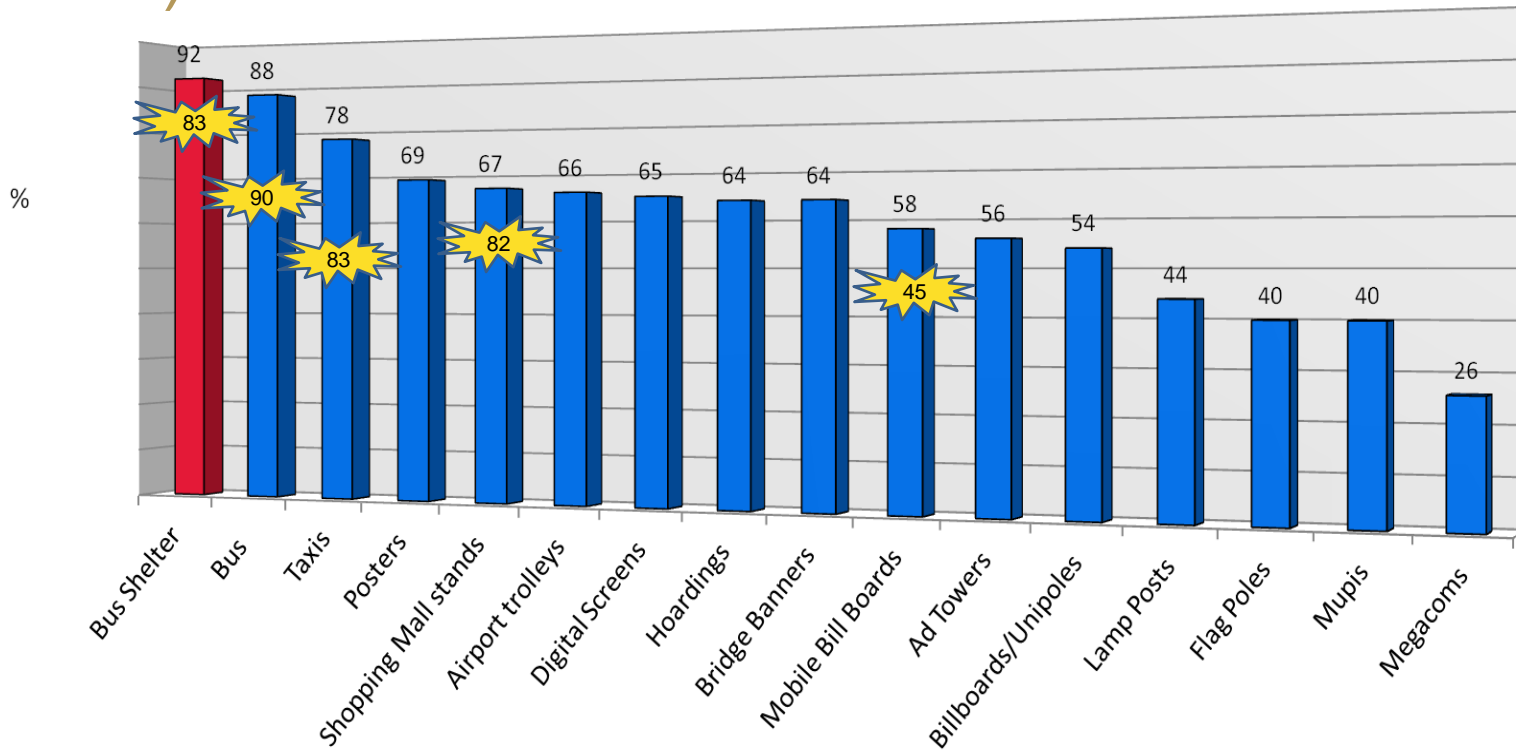
- Total unaided awareness of Bus Shelters have increased by 5% among total population. This increase is evident by specific target consumers while other reveal similar or slightly lower unaided awareness.



(Represent research numbers from Nov 2008)



# Awareness of OOH advertising media (Total - Aided)



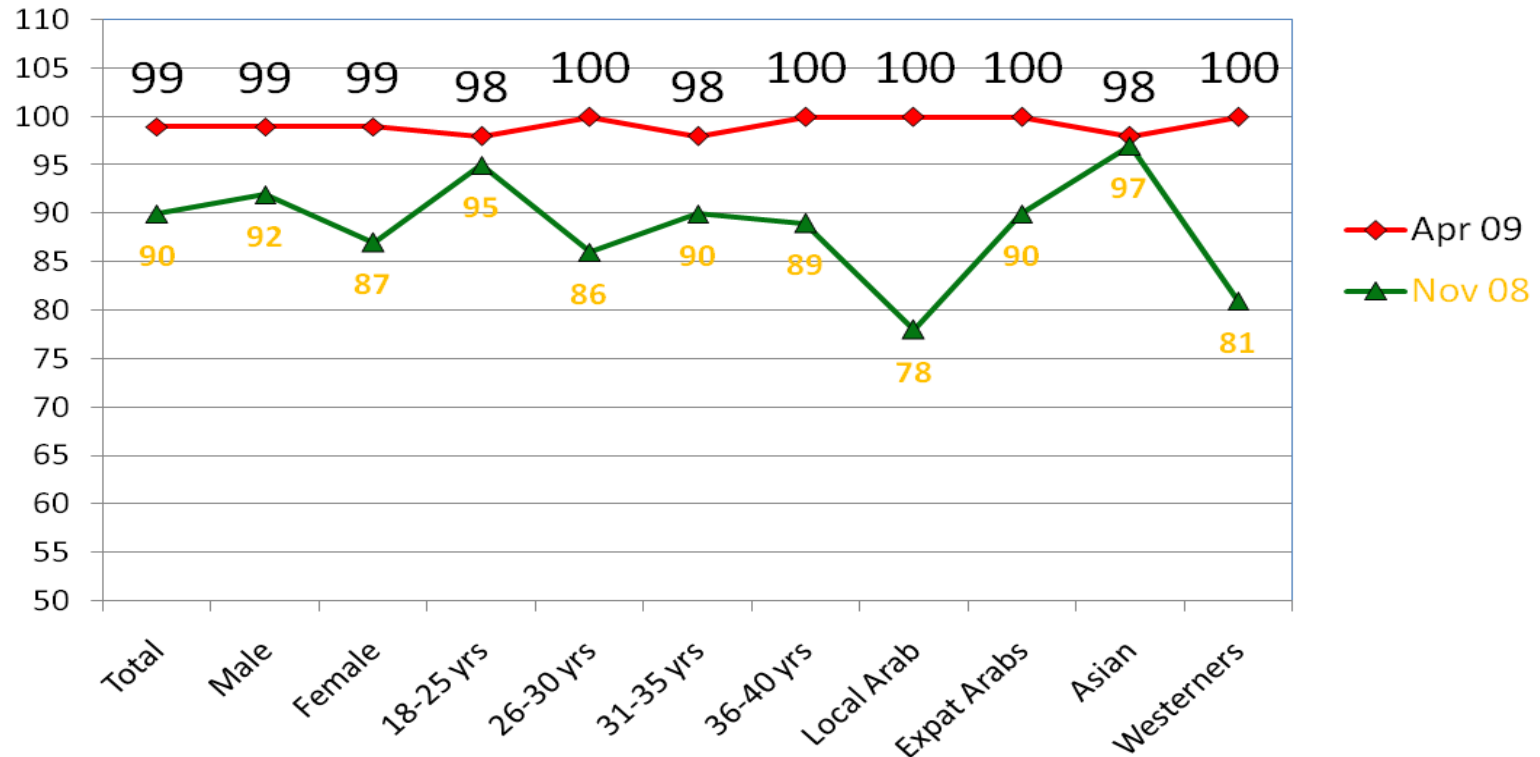
- Total awareness of Bus Shelters has significantly increased versus November wave across different target groups putting the medium in the lead on awareness versus 2<sup>nd</sup> place in November wave.



(Represent research numbers from Nov 2008)



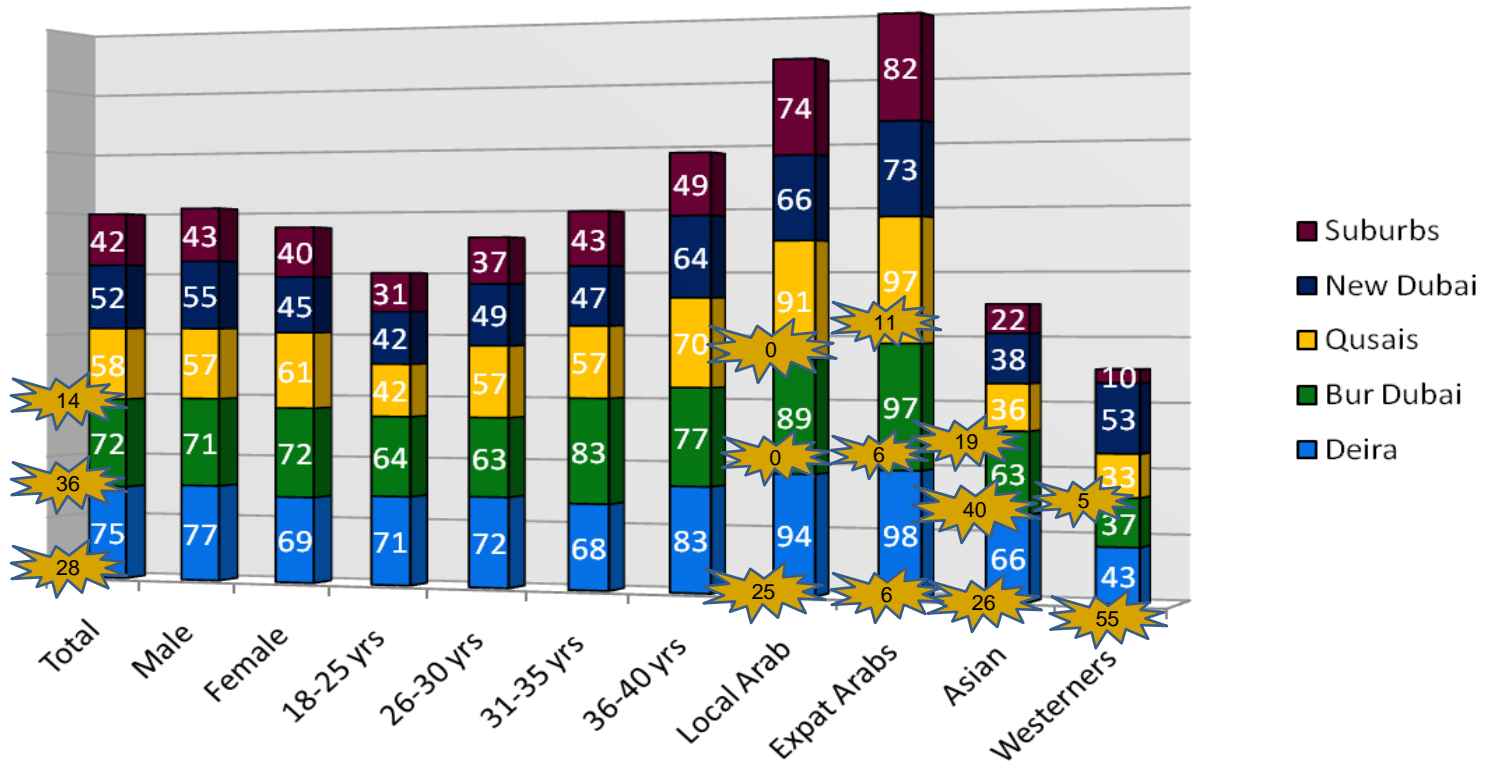
# Awareness of Bus Shelters after showing visuals



- Last wave, 10% of respondents were not aware of the medium after showing visuals. This wave shows significantly high increase across all demographic variables especially of the medium being shown branded with Arabs still showing lowest awareness levels.
- Among the 41-45 year old target, awareness is at 58% of the brand name.



# Locations of Bus Shelter Awareness (Aided)



- A significant increase in sources of awareness is also witnessed with Deira and Bur Dubai being highest.
- New Dubai is strongest among Westerners.



(Represent research numbers from Nov 2008)