

**RIGHT ANGLE**  

---

**OUT OF HOME**

COMPANY PROFILE

---

# About Right Angle

- Right Angle is one of the largest Out-Of-Home media companies in the UAE and MENA
- Right Angle has partnered with the Road and Transport Authority (RTA) in developing and managing the world's first Air-Conditioned Bus Shelter network for Dubai
- Right Angle uses established and accepted Global Best Practice that provides advertising effectiveness and accountability



# Core Business Model - PPP



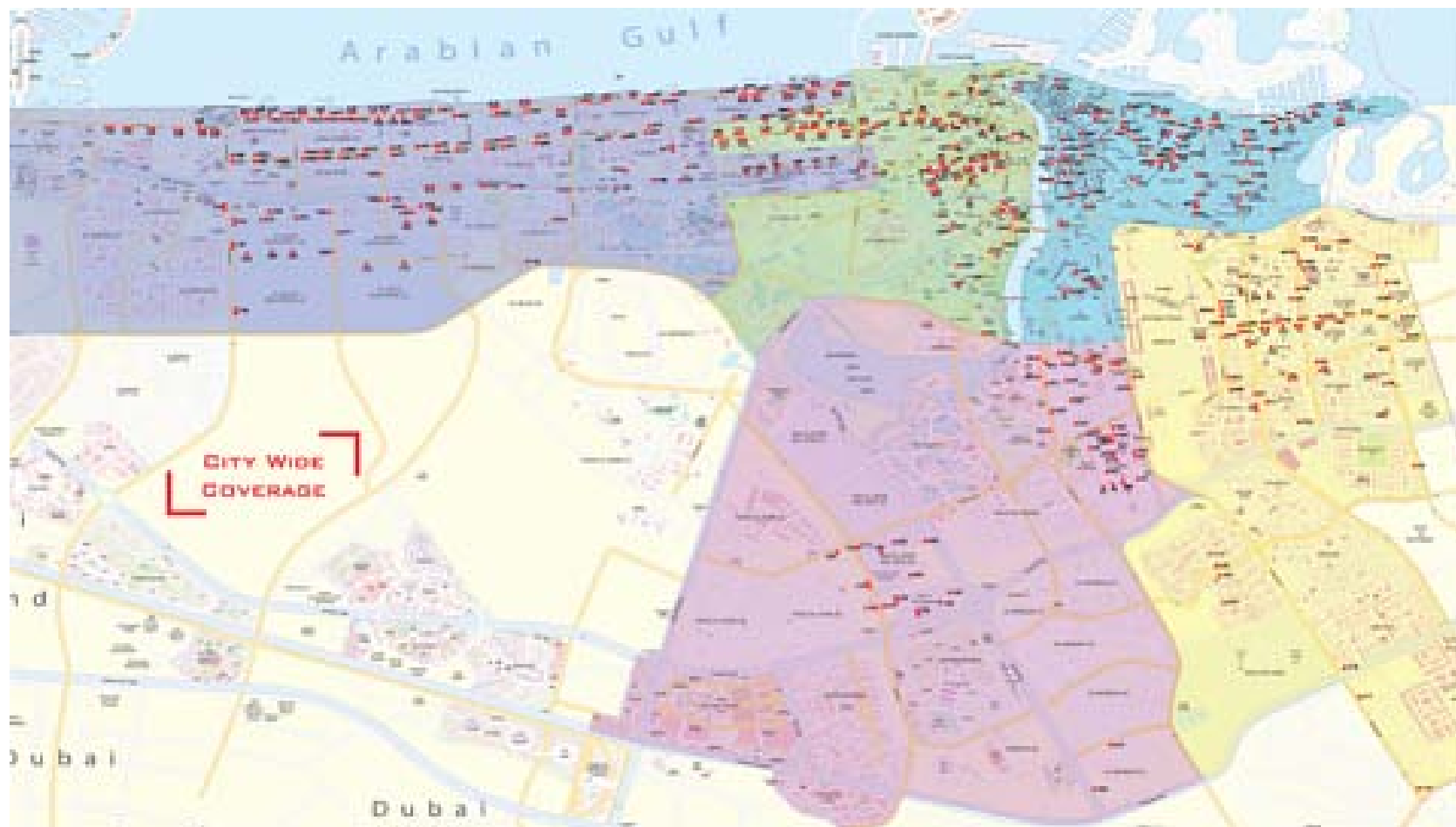
- Right Angle works with progressive municipalities and authorities to develop Public-Private Partnerships (PPP) that enable
  - Municipalities develop infrastructure without capital
  - Commuters utilise premium public services
  - Advertisers use an accountable media
- Some Right Angle concessions
  - Citywide - Street Furniture, Lamp Posts, Unipoles, Bridge Banners, Flags
  - Airport - Emerging provider of turnkey solutions that enhance passenger experience



# Dubai Street Furniture

- Right Angle’s Air-Conditioned Bus Shelter project in Dubai provides utilitarian infrastructure and accountable media to advertisers
- Right Angle joined hands with the RTA in Dubai to develop this world class infrastructure and add yet another landmark to the city of Dubai
- Right Angle devised the entire project right from concept stage to completion in a period of 3 years
- This bus shelter network now spans over 650 locations in Dubai providing a premium commuter experience





New Dubai

Bur Dubai

Deira

Ghusais

Suburbs

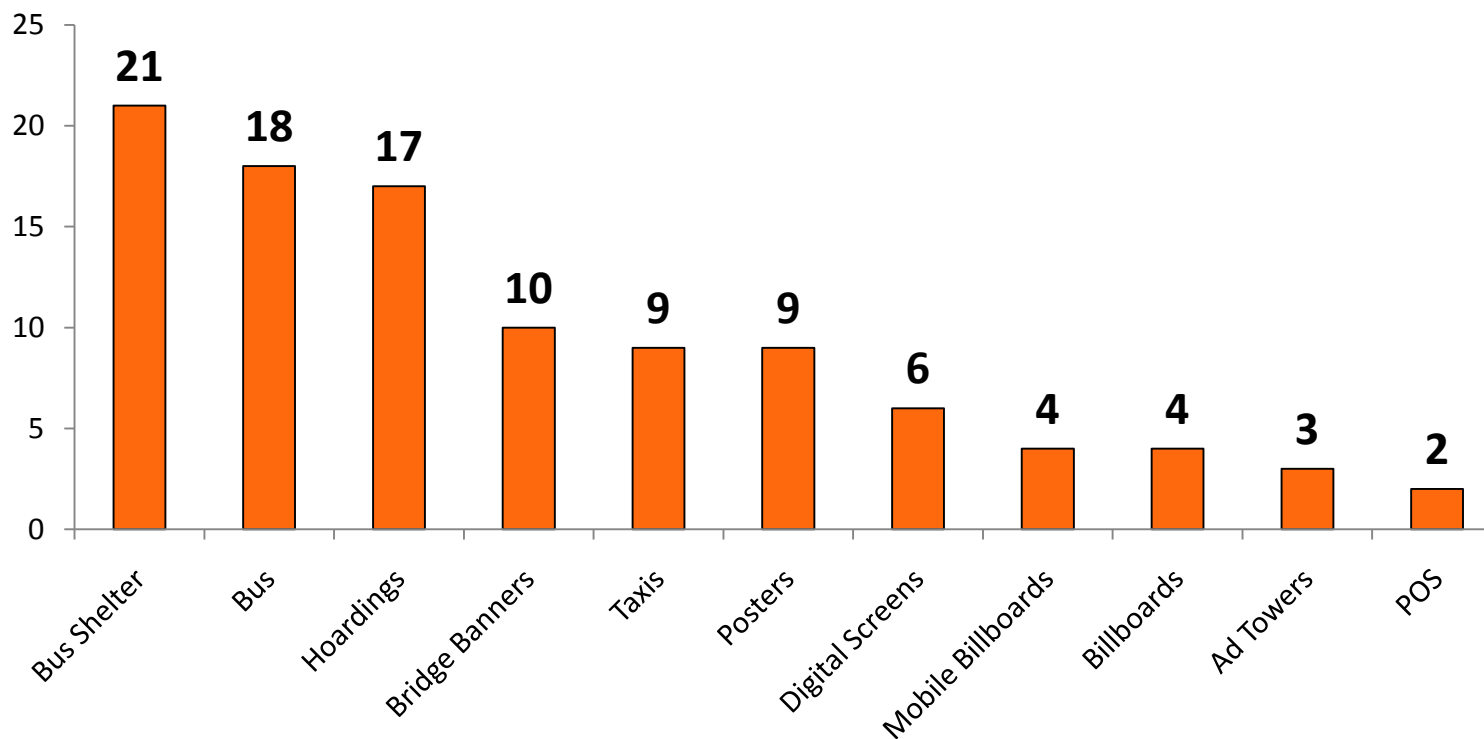
## Right Angle - Research

- Right Angle is the first outdoor media company in the region to invest in audience research as it aims to provide accountability to an advertising investment
- Right Angle has appointed an independent research agency to generate awareness of the Street Furniture medium and brands advertised on it
- Additional objectives were
  - To generate insights on creative measurements
  - Media impact on buying decisions
  - Identify brand recall on Bus Shelters



# Dubai Street Furniture – Top of Mind

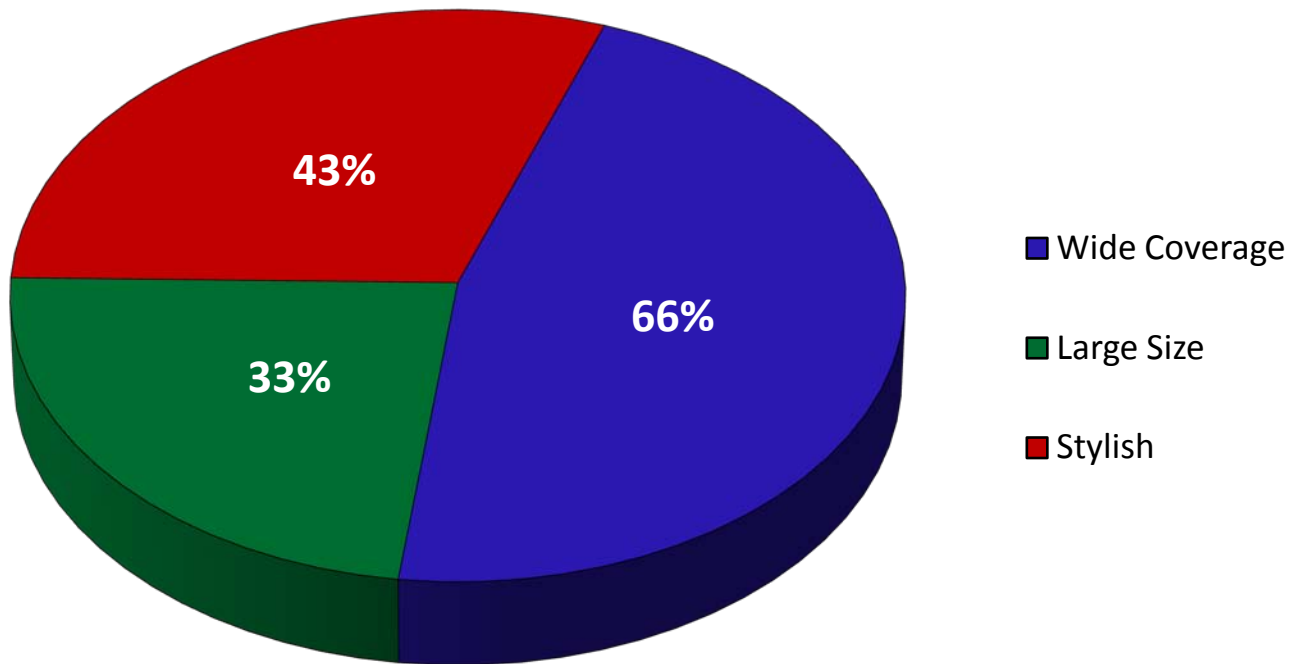
When asked “What OOH media comes first to your mind?”, the unprompted reply was



**Bus Shelters** have managed, in less than six months from the first study in Nov 2008, to improve its ranking through the top 3 OOH media in Dubai on spontaneous brand awareness to **rank no. 1** (all figures in percentages)

# Dubai Street Furniture – Preferred Medium

When asked, “How is this medium different from other OOH media?”, their reply was



**Visibility** and **frequency** of the medium are two of the main reasons Right Angle bus shelters score well over other OOH media

# Right Angle and Laqshya Media



- Laqshya Media is the largest independent Indian OOH media company in India
- Offers an array of OOH displays to an audience of more than **100 Million people** across Indian cities and towns
- More than 3000 sites across various cities and town of India
- Headquartered in Mumbai (India) with more than 20 offices spread across the country
- Right Angle Media is the international arm of Laqshya Media in the UAE



# Laqshya Media - Portfolio

---



Airport



Large Format



Transit

Digital



Ambient



## OUT OF HOME MEDIA... REDEFINED

