

# Case Study



**Client:**  
**DAMAC**

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

## CAMPAIGN OBJECTIVE

To launch their new logo; rebranding

## CREATIVE BRIEF

Running the same campaign in press; in areas of clutter, Damac liked that the lighting of Right Angle Bus Shelters made the advertisement stand out

## TARGET AUDIENCE

High net-worth individuals in New Dubai and other similar areas

**CAMPAIGN DURATION**                      8 weeks                      (October – November 2008)

**MEDIA WEIGHT**                              10 Bus Shelters (1 circuit)

## CAMPAIGN STRATEGY

To broaden the reach of their press campaign

## OUTCOME

Damac stated that the visibility was immense and that production output was exemplary. Damac received much positive feedback from the general public and internally; including the Chairman of Damac

