

Case Study



Client:
Dubai Outlet Mall

Media:
Right Angle Street Furniture in Dubai

CAMPAIGN OBJECTIVE

As the street that Dubai Outlet Mall is located on is not frequently used by potential shoppers, they wanted to increase awareness of its discounted prices on branded items to increase footfall to the mall

CREATIVE BRIEF

Wanted something impactful for people take notice; a creative extension on glass was used to add punch to the creative execution – an innovation that can be executed effectively on Right Angle advertising footprint.

TARGET AUDIENCE

Middle-income audience; tourists and residents of Dubai who are fashion savvy yet price conscious

CAMPAIGN DURATION 4 weeks (May – June 2008)

MEDIA WEIGHT 10 Bus Shelters (1 circuit)

CAMPAIGN STRATEGY

Ten sites were chosen and spaced to cover the entire stretch of Jumeirah Beach Road. Various eye-catching creatives were used to draw attention and communicate the affordability of luxury brands.

OUTCOME

The campaign was well received, awareness of the mall increased leading to increased footfalls

