

# Case Study



**Client:**  
**Shoe Mart - Pablosky**

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

## CAMPAIGN OBJECTIVE

Try a new media to target a high-income audience

## CREATIVE BRIEF

Creative should stand out with illumination

## TARGET AUDIENCE

High-income audience, all nationalities

**CAMPAIGN DURATION**                      4 weeks                      (April – May 2008)

**MEDIA WEIGHT**                              5 Bus Shelters

## CAMPAIGN STRATEGY

Pablosky wanted to have signature Bus Shelter locations only on Jumeirah Beach Road, as a high-income audience frequents or resides in this area. The advertisement placements were chosen to achieve maximum OTS for the audience approaching from any adjoining roads

## OUTCOME

Campaign was well received and the creative execution stood out a night because of Right Angle's illumination technology.

