

Case Study



Client:
Sony Ericsson

Media:
Right Angle Street Furniture in Dubai

CAMPAIGN OBJECTIVE

To promote Nancy Ajram's celebrity endorsement of the Sony Ericsson WalkmanR Phone (W595i) and also launch the Special Edition Nancy Ajram WalkmanR

CREATIVE BRIEF

Fun, pretty and pink – Nancy Ajram's image and the new Special Edition WalkmanR with her signature on it should be the main focus

TARGET AUDIENCE

Young, female Arabs

CAMPAIGN DURATION

4 weeks (February – March 2009)

MEDIA WEIGHT

10 Bus Shelters (1 circuit)

CAMPAIGN STRATEGY

Sony Ericsson signed up Nancy Ajram to endorse the WalkmanR because of her youth, dynamic personality and fresh music – she is also one of the most popular Arab singers.

The pink phone with her signature inscribed on it appeals to younger, female Arabs. The ten bus shelters that were chosen for this campaign were extremely targeted and it concentrated around the youth centric areas, mainly near Knowledge Village, colleges, entertainment zones and malls.

OUTCOME

This campaign was a very popular and effective one – the advertisements on the bus shelters had maximum effect as they are in all areas of Dubai and unlike TV or radio, they cannot be ignored. In a recent study, the Sony Ericsson Bus Shelter campaign received a 53% awareness level.

