

Case Study



Launched in 2004, Dubai One channel has quickly and successfully been able to soundly establish its unique identity. Its ability to effectively mix local programs, selected blockbuster movies and Hollywood productions, as well as talk shows, dramas, comedies and the Emirates News bulletin in English, Dubai One was able to reach and effect the Arab youth and the English-speaking expatriates living in the Arab World in a modern and professional way.

Campaign Objectives

1. Promote the 2nd season of the hit travel tv show "Peeta Planet".
2. Target airport visitors and travelers in the proximity of specific selected airports within the GCC region.
3. Target smartphone devices only, running all OS's.
4. All materials should be in both Arabic and English.

Duration

30 Days

Measurements

A combination of Click Through Rates and the number of engagements created inside the execution.

How it Worked

Dubai One tv sought to promote its hit tv show “Peeta Planet” through smartphones via a rich media ad to achieve the maximum value and effective targeting rates.

AdFlacon’s team created the banner and the Rich media execution, then exploited geofencing technology to run the ad for the period of 30 days in the selected areas through its advanced and rich advertisement network.

AdFalcon’s creative team was tasked the development of Rich media execution and served the mobile ad exclusively across the top ranking premium mobile apps and sites for smart mobile devices users in the geographical versatility of the following airports within the GCC region:

- Abu Dhabi Airport
- Dubai International Airport
- Sharjah International Airport
- King Khaled Airport, Riyadh.
- King Abdelaziz International Airport
- Jeddah. Kuwait International Airport
- Muscat International airport
- Bahrain international airport

When a user clicked the banner, he or she was directed to Rich media execution that contained the shows' times, sponsor, social media links and various rich media components that included text, video and imagery related to the show that the user could interact with and view independently to get more familiar and engaged with the show.





Highest CTR achieved throughout the campaign

4.78%



Screenshots