



Conrad - Conrad Dubai Special Family Package

Tourism | *Partner* | UAE | 2015 SEP - 2015 OCT

CAMPAIGN OBJECTIVES

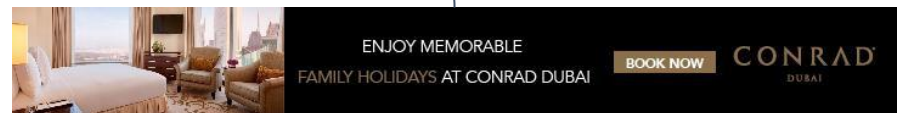
- Drive **awareness** of Conrad Dubai's Special Family Package
- **Increase occupants** during the national holidays
- **Promote and reinforce** their family friendly image

OUR SOLUTIONS

- Geofences were created around selected family-friendly areas in Saudi Arabia and UAE, such as major malls and airports
- Campaign was timed to run over a six week period with 4 national holidays
- Ads were run in both English to target tourists and Arabic to target local audiences

RESULTS

- **570,000 views**
- **Overall CTR 1.32%**



Beyond Location. Precise Audience

YOUSE