

Case Study #5

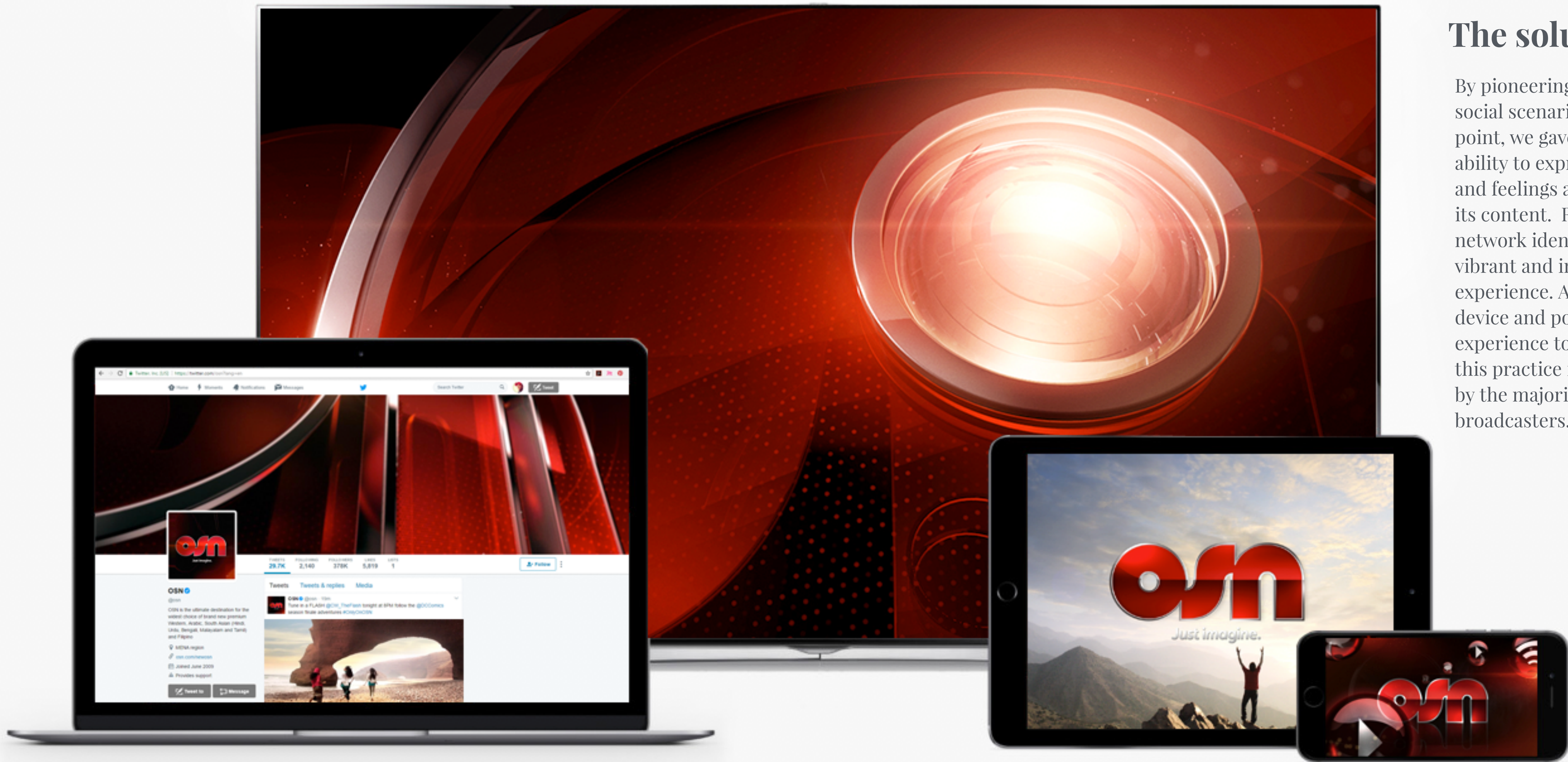
Osn Relaunch

Late 2012, working as creative director for my own agency. we relaunched OSN. The Tv Network is the larger pay-per-view entertainment provider across Middle East and North Africa reaching more than 10 Millions active viewers .

Since its launch on September 1st, 2013, the new package has had a positive impact on both Osn brand awareness and Osn advertisement recall in all Osn's core markets.

Brand awareness has risen by 9% in KSA, 9% in UAE and 13% in Egypt, while Ad awareness has improved 13% in KSA, 12 in UAE and 3% in Egypt. Additionally, the new on-air look marks a significant first for the region's broadcast industry integrating customer engagement via social media with the TV viewing experience.





The solution

By pioneering and validating the social scenarios as new entry point, we gave to the audience the ability to express their emotions and feelings about the brand and its content. Refreshing the network identity thanks to a more vibrant and innovative viewing experience. Across multiple device and porting the on demand experience to a new level. Today, this practice it is widely adopted by the majority of TV broadcasters.