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Thank you

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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.

