CROWD

Creative Communications

DUBAI AIRPORTS CASE STUDY

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DUBAI AIRPORTS

Dubai Airports
Connecting the World

Our Challenge

Our partners, Switch, have a fantastic relationship with the team at Dubai airport. We have a fantastic knack for taking the traditional and making it digital. Together we know how to crack the toughest marketing challenges.

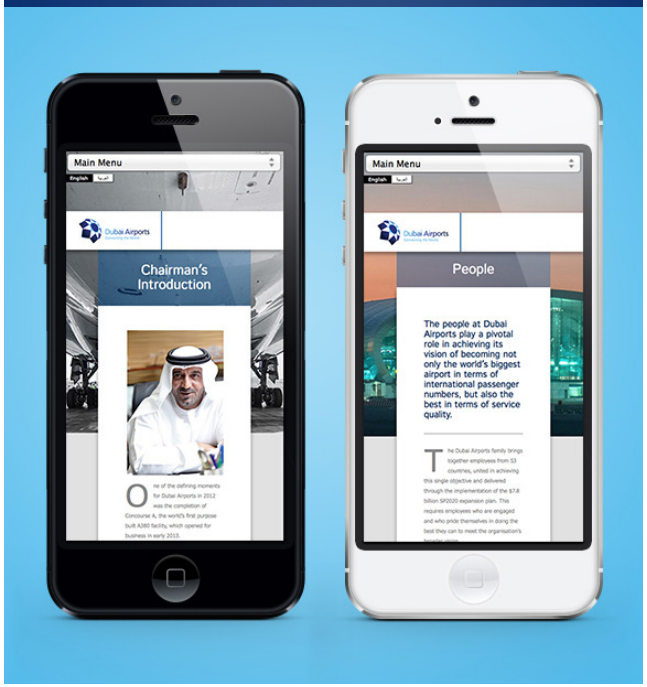
In this case, Dubai Airport needed to showcase their achievements to a wider world. In the past they had produced a lavish yearbook. Lavish but not the easiest to distribute. What they needed was a digital version, that was responsive in English & Arabic that had all the quality their global stakeholders demand.

Our Solution

We had a lot of data to visualize! To bring it to life we created an online version that featured a series of animated infographics, video content and stunning imagery. We backed it up with an emarketing campaign and social media support.

The Results

Dubai Airport Instant gained immediate global attention through an award-winning website, bringing wider awareness of the world's second busiest airport to the world. We've since launched two other sites and provide ongoing support to the digital strategy we've agreed with Switch and Dubai Airport. Quite a partnership.



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