

COP28 | Integrated Media Activation

Driving nationwide awareness and Green Zone visitation through coordinated physical and digital touchpoints

Mass Visibility & Credibility

High-impact DOOH placements across Dubai's key arterial routes and business districts to establish scale and legitimacy

Intent Capture & Conversion

Geo-targeted digital activity around Expo Dubai and high-traffic locations to convert interest into ticket purchases

Target Audience:

UAE residents and tourists

Coverage:

All of UAE + Geo-targeting Expo Dubai parameters



Delivery

298M+ Impressions

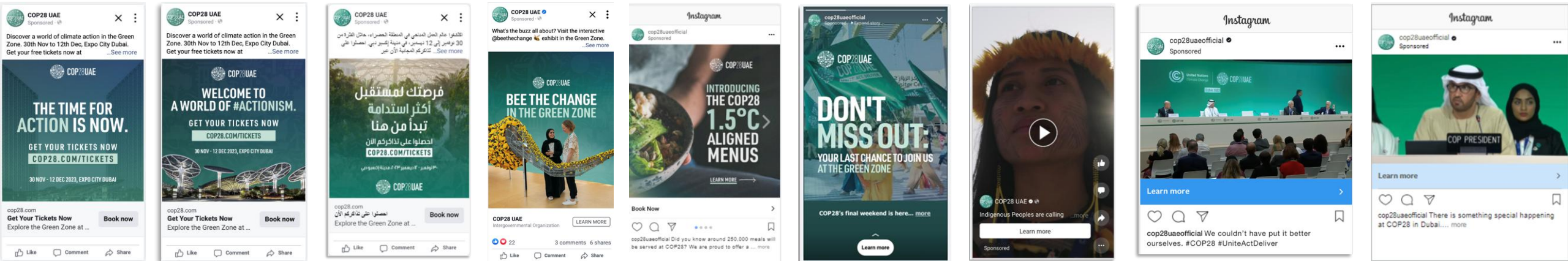
15.2M Reach

1.3M Clicks

Success Metrics

11% increase on planned impressions

8% Increase on planned reach



Masdar – Global Outreach

Objective

Build awareness of Masdar’s rebrand at a regional and global level

Global Brand Presence

Strategically placed branding across high-impact airport and OOH environments to establish Masdar’s leadership in sustainability on a global stage

Digital Amplification & Performance

Digital and social campaigns deployed to extend reach, drive engagement, and generate qualified traffic across priority markets

Coverage:

USA (JFK & Washington), KSA (Riyadh & Jeddah), Paris-CDG, London – Heathrow, Germany – Frankfurt, Indonesia- Jakarta, London (Canary Warf), Kenya, NewYork

OVERALL
IMPRESSIONS
DELIVERED

383,493,319

OVERALL CLICKS
DELIVERED

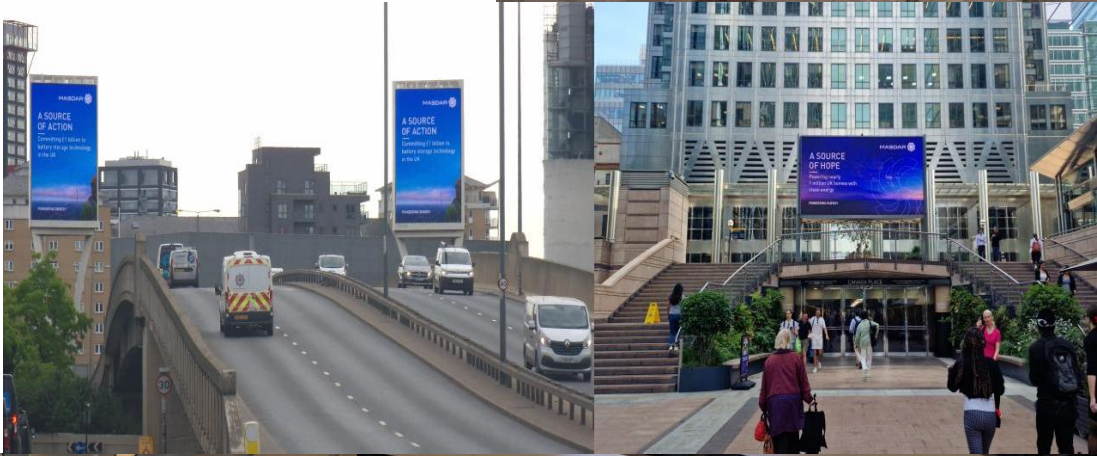
397,914

OVERALL VIEWS
DELIVERED

64,406,021

REACH ACHIEVED

88,639,019



SCZONE

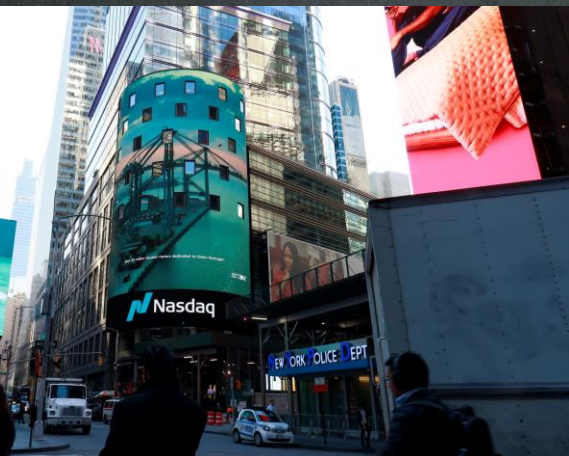
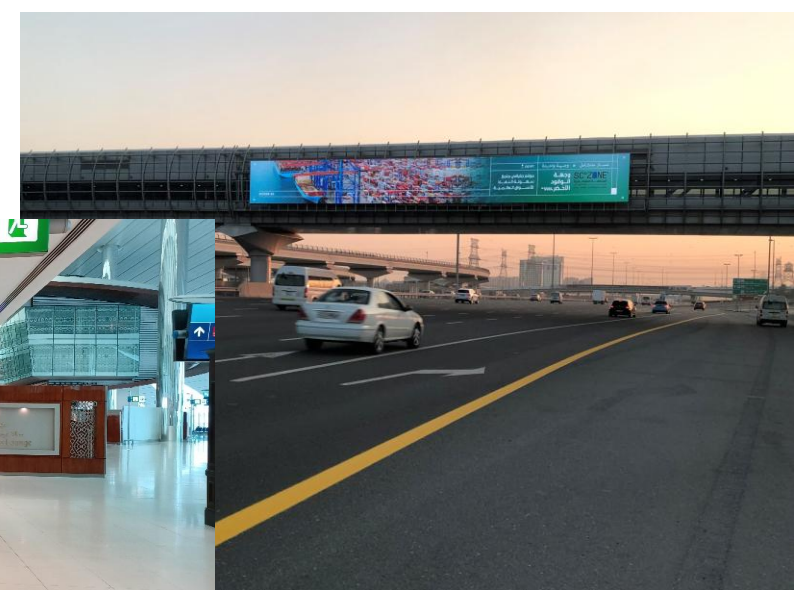
Strengthen awareness and visibility of SCZone among global and regional business audiences through high-impact business-focused television programming as part of COP27 activities.

Execution Approach

Selective presence across leading international and regional television news networks, with a focused placement strategy within business and economy-related programming aligned to the target audience's interests.

Strategic coverage across primary markets namely UAE, France, Germany, UK, USA and China

Utilizing out of home assets as well the countries' capital airports to raise awareness and invite participation during COP27 namely; Dubai International Airport, Paris Charles de Gaulle Airport, Frankfurt Airport, London Heathrow Airport, JFK International Airport and Beijing Capital International Airport



RDH

Campaign Objectives:

Launch RDH as a new entity in the UAE market by introducing its vision, mission, and unique value proposition to target audiences.

Target audience:

Focus on users aged 28–60 with interests in property, home design, or life events like moving and geo-target affluent areas for better lead quality..

Execution:

Create pre-launch buzz, then scale awareness through a multi-platform rollout combining storytelling, audience targeting, and localized creative for both corporate and public audiences.

Coverage:

UAE, UK, and South Africa

TOTAL IMPRESSIONS		TOTAL VIEWS		OVERALL CLICKS DELIVERED	ENGAGEMENT RATE
156,764,715		12,200,569		600,241	2.19% 15% HIGHER THAN INDUSTRY BENCHMARKS

