

JETOUR
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Case Study



Jetour T2

Dubai Airport Terminal 2 Car Display

Jetour – Experiential marketing campaign showcasing the new Jetour T2 car model to a premium, high-traffic audience at Dubai Airport Terminal 2.

Campaign Brief

- * Objective: Introduce the Jetour T2 to travelers, increase brand awareness, and create a memorable experiential touchpoint.
- * Activation: Car display at Dubai Airport Terminal 2, positioned in a high-visibility area after security checks, near DDF, running for 30 days.
- * Strategy: Targeted affluent, urban travelers with maximum footfall exposure in a controlled, premium environment.

Campaign Execution

1. **Permissions & Approvals:** Secured Dubai Airport authorities' permissions for placement in a restricted-access area.
2. **Documentation & Legal:** Managed all legal submissions, security checks, and compliance requirements.
3. **Logistics & Setup:** Oversaw car transportation, stage setup, and display installation to ensure premium presentation.
4. **Operational Management:** Coordinated on-site staff, signage, and safety protocols to maintain smooth campaign execution.

Outcomes

- * **High Visibility:** Positioned in Terminal 2 post-security near the Duty-Free area, the display reached an estimated 800,000–1,000,000 passengers over the 30-day campaign.
- * **Guided Engagement:** A hostess was present to introduce travelers to the Jetour T2 features, providing personalized information and enhancing brand understanding.
- * **Brand Positioning:** Reinforced Jetour T2 as a premium, urban, and accessible car choice in the UAE market.
- * **Government Collaboration:** Successfully executed in coordination with Dubai Airport authorities, strengthening relations and paving the way for future experiential campaigns.
- * **Media Amplification:** Campaign visuals and videos were leveraged on social media and brand channels, extending reach beyond the airport environment.



DO YOU HAVE ANY QUESTIONS?

Thank you

"for your support and trust in our brand. Your partnership is invaluable to us, and we look forward to continuing our journey together."