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Developers

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Case Study



## Tranquil Media

### Blossom 76 Red Taxi Campaign, Dubai

**Tranquil** – Luxury real estate developer promoting their **new project, Blossom 76**, located in Jumeirah Village Circle (JVC), Dubai.

#### Campaign Brief

- \* **Objective:** Increase brand visibility and drive enquiries for Blossom 76.
- \* **Activation:** 100+ Red taxis fully wrapped with campaign visuals, moving across **Dubai city and airport routes**.
- \* **Strategy:** Optimized **route planning** to cover high-traffic areas including airports and major shopping malls.

## Campaign Execution

- \* **Design & Artwork Support:** Provided examples, best practices, and guidance to ensure high-impact visuals that maximize engagement.
- \* **Compliance & Approvals:** Secured RERA certification and RTA approvals for all vehicles.
- \* **Printing & Installation:** Managed professional production and installation of full vehicle wraps.
- \* **Campaign Reporting:** Monitored mileage, routes, and audience impressions to measure campaign effectiveness.

## Outcomes

- \* **Coverage:** Taxis traveled 300,000+ km across Dubai over the campaign period, ensuring citywide visibility.
- \* **Audience Reach:** 90k+ passengers traveled in the wrapped taxis monthly, generating an estimated 4M+ impressions on the road.
- \* **Business Impact:** Campaign resulted in a notable spike in project enquiries, significantly boosting interest in Blossom 76.





DO YOU HAVE ANY QUESTIONS?

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*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."