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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?

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."