

BNW

BNW DEVELOPMENTS
بن ان دىو للتطوير المصارى

x

DMS

Data My Site

Case Study

BNW Developer – Outdoor Campaign Audit & Optimisation

Audit, validate, and optimise BNW Developer's UAE outdoor network for better visibility and ROI.

Campaign Scope

400

Bus Stops

key urban zones

200

Buses

full and partial wraps

50

Hoardings

premium arterial routes

Audit Approach



On-ground physical verification



Photo documentation and geo-tagging



Compliance checks against booked inventory



Visibility and illumination assessment

On-Ground Reality vs Planned Deployment

The audit exposed major compliance gaps between booked media and what was actually installed and active across the UAE.

Critical Observations



10 Bus Stops — Non-Functional Lighting

Lighting failures reduced night visibility.



5 Bus Stops — No BNW Branding Installed

Paid slots had no creative.



Multiple Sites — Outdated Creatives

Old visuals weakened campaign consistency.

Bridge Hoardings — Missing BNW Branding

Premium sites were left unbranded.

Root Cause Analysis



Vendor Execution Gaps

Contracted standards were missed.



No Real-Time Monitoring

Issues went unnoticed for too long.



Poor Creative Rotation

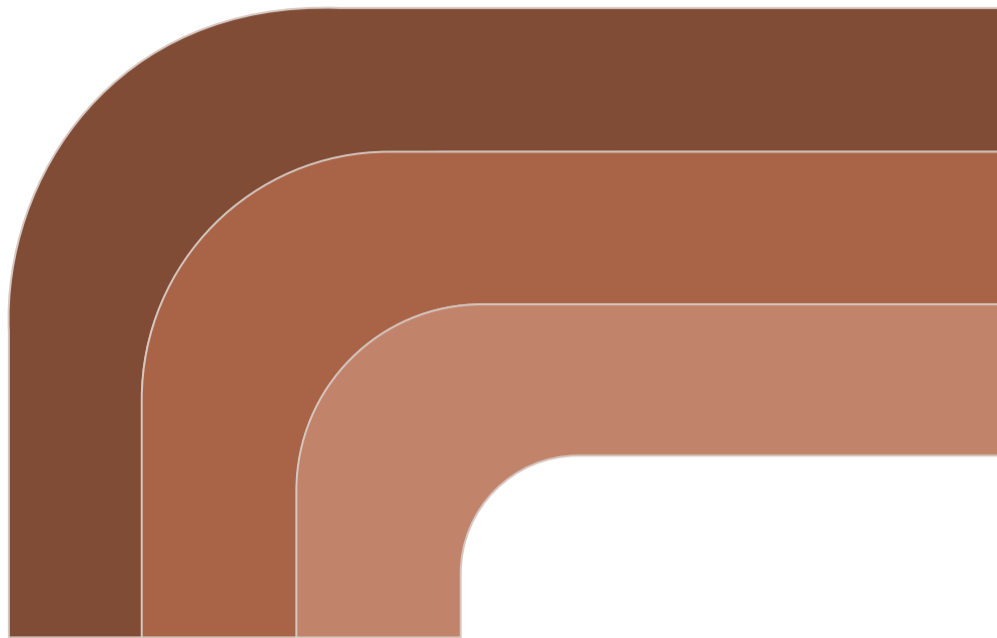
Asset updates were handled inefficiently.



A significant portion of media spend was **underperforming or wasted** due to non-compliance and operational lapses — with high-impact visibility opportunities entirely missed.

Driving Efficiency & Maximising ROI

BNW turned audit findings into immediate action and tighter governance.



Problem: Non-compliance

Action: Correct & Govern

Result: Optimised Visibility

Strategic Actions Implemented



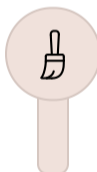
Lighting Rectification

Rapidly repaired all 10 units.



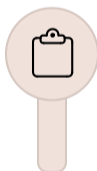
Branding Reinstallation

Restored branding across missed sites.



Creative Refresh Rollout

Deployed updated visuals across stale sites.



Vendor SLA Enforcement

Introduced compliance tracking and accountability.



Periodic Audit Framework

Established ongoing reviews to prevent recurrence.

Resulting Benefits

100%

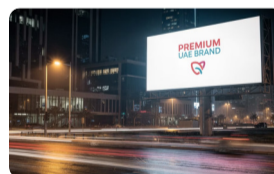
Inventory Utilisation

All booked assets now deliver visibility.

650+

Assets Optimised

Assets were brought into full compliance.



Optimised Cost-to-Visibility Ratio

We cut leakage and reclaimed prime placements.



Data-Backed Decision Making

Audit data now guides future planning.

"This audit transformed BNW's outdoor campaign from a static media deployment into a **performance-driven visibility engine** — with every asset working as hard as the brand it represents."

Results



Lights Not Working



No Bus shelter founded



No BNW Ad founded



Old Creatives not replaced

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."