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Case Study

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CASE STUDY

JETOUR T2 DUBAI AIRPORT TERMINAL 2 CAR DISPLAY



COMPANY NAME
Jetour

INDUSTRY
Automotive

WHAT WE DID
Experiential Marketing | Airport Car Display | Permissions & Approvals | Logistics & Setup | Operational Management

LOCATION
Dubai Airport Terminal 2, UAE

CAMPAIGN BRIEF

JETOUR T2

Jetour – Experiential marketing campaign showcasing the new Jetour T2 car

model to apremium, high-traffic audience at Dubai Airport Terminal 2.

30 days
campaignduration

800,000-1,000,000
estimated passengers reached

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.





JETOUR T2 CAR DISPLAY

CAMPAIGN EXECUTION

01

Permissions & Approvals

Secured Dubai Airport authorities’ permissions for placement in a restricted-access area.

02

Documentation & Legal

Managedall legal submissions, security checks, and compliance requirements.

03

Logistics & Setup

Oversaw car transportation, stage setup, and display installation to ensure premium presentation.

04

Operational Management

Coordinated on-site staff, signage, and safety protocols to maintain smooth campaign execution.

JETOUR T2 CAR DISPLAY

OUTCOMES

01	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.
02	Guided Engagement	A hostess was present to introduce travelers to the Jetour T2 features, providing personalized information and enhancing brand understanding.
03	Brand Positioning	Reinforced Jetour T2 as a premium, urban, and accessible car choice in the UAE market.
04	Government Collaboration	Successfully executed in coordination with Dubai Airport authorities, strengthening relations and paving the way for future experiential campaigns.
05	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.

LET'S BUILD YOUR NEXT BIG CAMPAIGN TOGETHER.

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DMS TEAM