TRANQUIL
Developers

x

DMS
Data My Site

Case Study

TRANQUIL DEVELOPERS × DATAMYSITE

CASE STUDY

BLOSSOM 76 RED TAXI CAMPAIGN, DUBAI



COMPANY NAME
Tranquil Developers

INDUSTRY
LuxuryReal Estate

WHAT WE DID
TaxiWrap Advertising | Design & Artwork Support | Compliance&Approvals | Printing & Installation | Campaign Reporting

LOCATION
Dubai, UAE

CAMPAIGN BRIEF

TRANQUIL MEDIA

Tranquil– Luxuryrealestatedeveloper promoting their new project, Blossom 76,located inJumeirahVillageCircle (JVC), Dubai.

100+
redtaxis fully wrapped

300,000+ km

90k+
passengers monthly

4M+
estimated impressions on the road

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.



BLOSSOM 76 RED TAXI CAMPAIGN

CAMPAIGN EXECUTION

01

Design & Artwork Support

Provided examples, best practices, and guidance to ensure high-impact visuals that maximize engagement.

02

Compliance & Approvals

Secured RERA certification and RTA approvals for all vehicles.

03

Printing& Installation

Managed professional production and installation of full vehicle wraps.

04

Campaign Reporting

Monitored mileage, routes, and audience impressions to measure campaign effectiveness.

BLOSSOM 76 RED TAXI CAMPAIGN

OUTCOMES

01	Coverage	Taxis traveled 300,000+ km across Dubai over the campaign period, ensuring citywide visibilit y.
02	Audience Reach	90k+ passengers traveled in the wrapped taxis monthly, generating an estimated 4M+ impressions on the road.
03	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.

LET'S BUILD YOUR NEXT BIG CAMPAIGN TOGETHER.

DMS Data My Site

DMS TEAM