

ONE WORLD INTERNATIONAL SCHOOL RIYADH CASE STUDY

How One World International School Riyadh achieved effective results by harnessing the power of Motivate Val Morgan's dedicated cinema planning and measurement platform

Background

One World International School (OWIS) Riyadh, a renowned American curriculum institution under the Singaporean Global Schools Foundation (GSF), strategically leveraged cinema as a prominent media touchpoint for the launch of its inaugural campus in Saudi Arabia.

The primary goal of the campaign was to generate extensive awareness and attract prospective students, positioning OWIS as the preferred educational institution catering to students from Kindergarten to Grade 5.

The campaign targeted parents with children aged 4 to 10 years, with primary emphasis on Saudi nationals and Arab expatriates, followed by Asian and American expatriates.

Solution

To effectively reach their target audience, OWIS was offered a 'Follow a Movie' cinema campaign aligned to the most anticipated English blockbuster kid's movie of the year - Minions: The Rise of Gru, via the 'By Package' route of CinePlan.

Motivate Val Morgan made a commitment guaranteeing 18,000 admissions across five of the most prominent cinema locations in Riyadh. In the event the agreed admissions target was not achieved within the initial movie campaign, Motivate Val Morgan further committed to extending the campaign to another kid's movie until the guaranteed admissions were met.

Agency Quote

"Cinema advertising offers an exceptional platform for brand building, creating salience, and enhancing recall, and its ability to leverage geo-targeting ensures precise reach to the desired target audience. Motivate Val Morgan's CinePlan and CineMeasure dashboard streamlined the planning journey, and not only did it provide valuable insights into audiences, but facilitated efficient tracking of admission figures. We are glad we chose cinema as a component of GSF's media mix for the OWIS campaign. The client expressed great satisfaction with cinema's deliverables and plans to include it in future campaigns as a valuable media channel."

Prince Arora – Managing Director, Shells Advertising

Results

Guaranteed admissions were surpassed by:

almost
2X
In the first two weeks

The overall campaign surpassed guaranteed admissions by:

an impressive
211%

Conclusion

Building upon the success of the OWIS campaign, GSF moved forward with securing another 'Follow a Movie' campaign, aligned with the highly anticipated release of Transformers: Rise of the Beast in the UAE, for another esteemed school under their umbrella – Glendale International School.

The ongoing inclusion of cinema in GFS's media mix highlights their unwavering confidence in the medium's effectiveness, recognizing its power to captivate audiences through impactful messaging.

