Advertising Campaign for

EUROSTAR ** SMART PHONE



Campaign 1:

Eurostar ASPIRE

-OUR RATIONALE -

This phone offers you a whole lot more - for a whole lot less.

Though we may not say it directly, the price difference will definitely be an advantage, a big plus.

Even if we are as good as the Samsung S3 or 4, if the price is the same why should I buy Eurostar.

Thus the deciding factor will always be price, and in this case, it is not just AED 50 or 100 less but a whole lost less.

Hence, we should definitely emphasize on the savings.

Today's consumer is spoilt for choice with too many options. We must not become over confident and must not discount the huge price advantage that we enjoy.

So let us show one campaign base done the 'we cost less' idea without saying it so directly but we say that cleverly.

Our brand promise: A lot more. For a lot less

-TEASERS-





coming soon

THE SMART POWER FROM





Fabulous Web Surfing. For Less



THE SMART POWER FROM







Smooth Video Streaming. For Less



coming soon

THE SMART POWER FROM





-LAUNCH AD-



Presenting

The Eurostar



Unlike anything you've seen before!



Eurostar ASPIRE outstanding perfromance & power packed features include

- ▲ Android 4.1.1
- ▲ 16 GB internal memory
- Intuitive interface, enhanced content sharing
- Stream videos & play games
- Browse the web with 4G LTE ■ 1.5 GHz dual core processor
- ▲ Enjoy HD videos on Sharp 4.8" Super HD display to enjoy HD videos
- ▲ 8 MP camera capturing upto 20 photos with zero shutter lag on and more.

For details check out www.EurostarAspire.ae or walk into your closest Eurostar store for a super saver deal today.







Presenting

The Eurostar



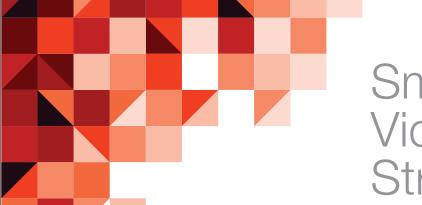
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Smooth Video Streaming. For Less

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Campaign 2:

Eurostar JOLT

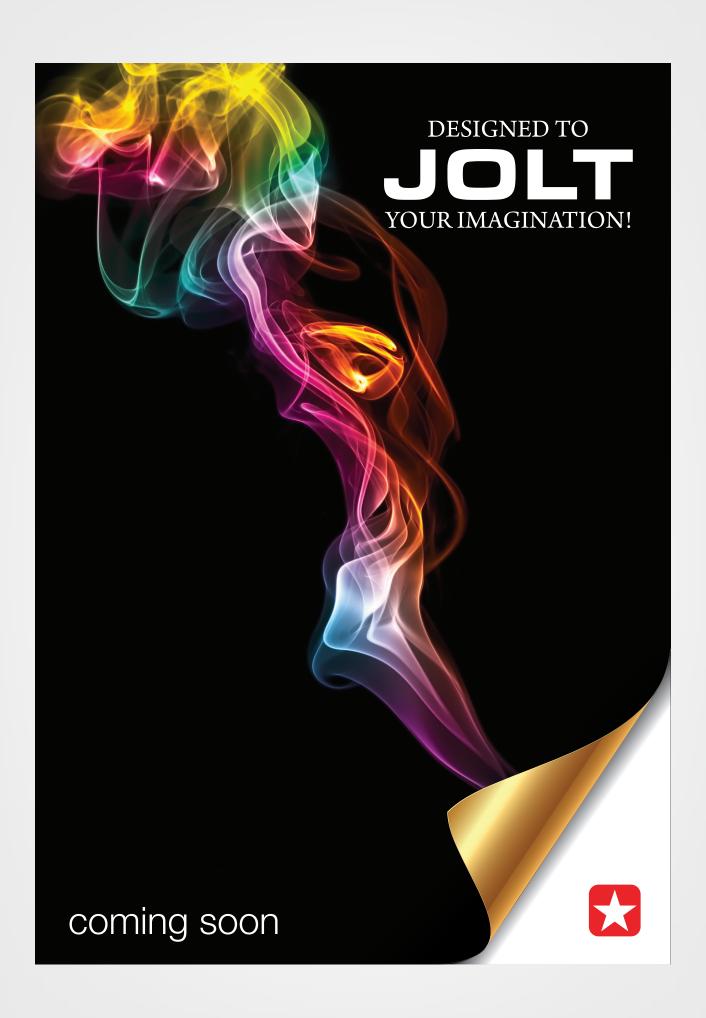
-OUR RATIONALE -

This campaign shows how the JOLT name can be used effectively in the campaign.

We create a new brand terminology, not just a 'smart phone' but a 'smart power phone'

-TEASERS-



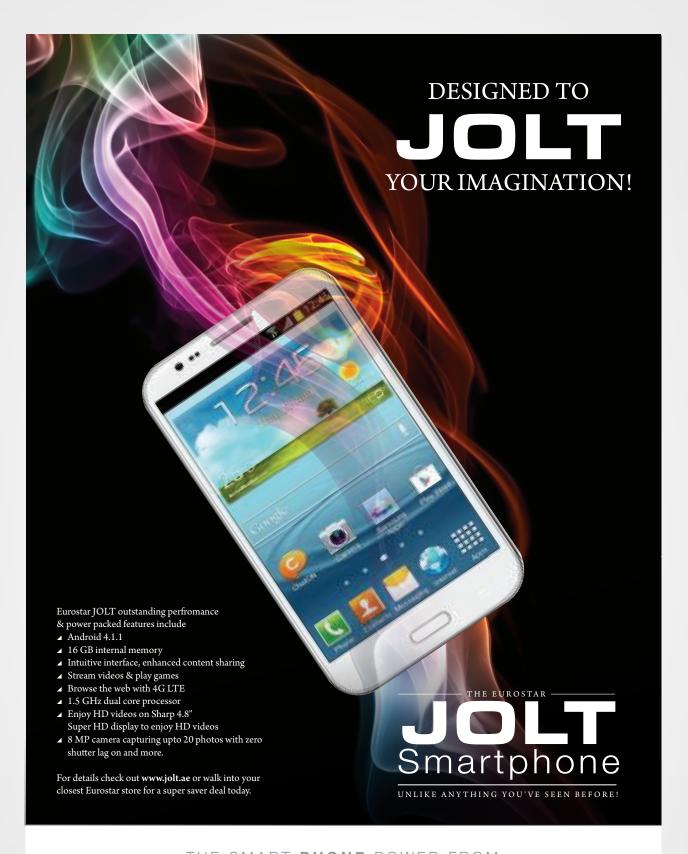




-LAUNCH AD-







EUROSTAR **





Campaign 3:

For the Eurostar ACE

-OUR RATIONALE -

This is a smart phone with all the features you desire minus the hassles and the high expense Thus we are not just smart, but smarter.

Yes, we can focus on the 'er'

Our brand promise: Smart Phone. Smarter Deal!

Plus:

We create a new brand terminology, not just a 'smart phone' but a 'smarter power phone'





Spending quality time with family just got cozier











- Enjoy HD videos on Sharp 4.8" Super HD display to enjoy HD videos 8 MP camera capturing upto 20 photos with zero shutter lag on and more.

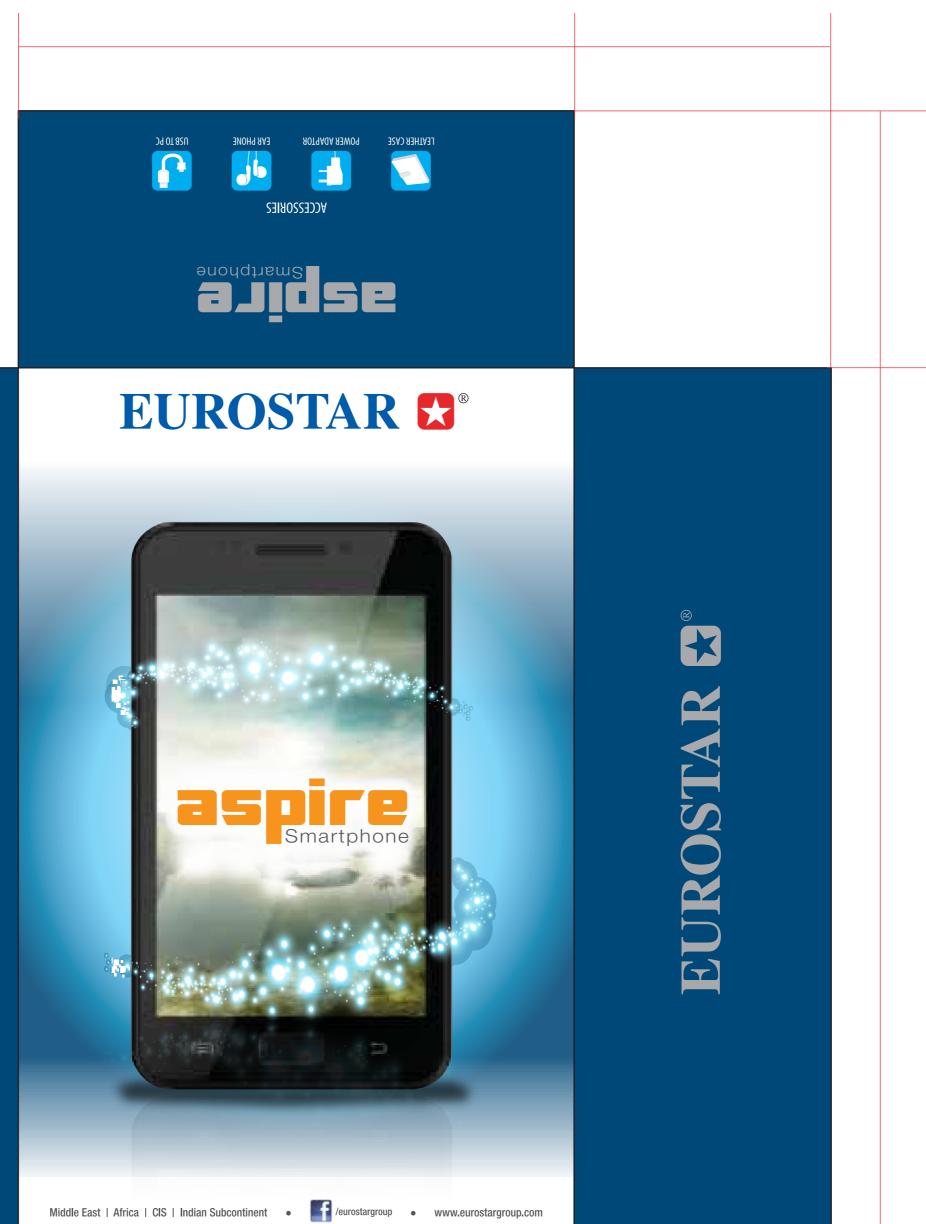
For details check out www.smarter.ae or

walk into your closest Eurostar store for a super saver deal today.



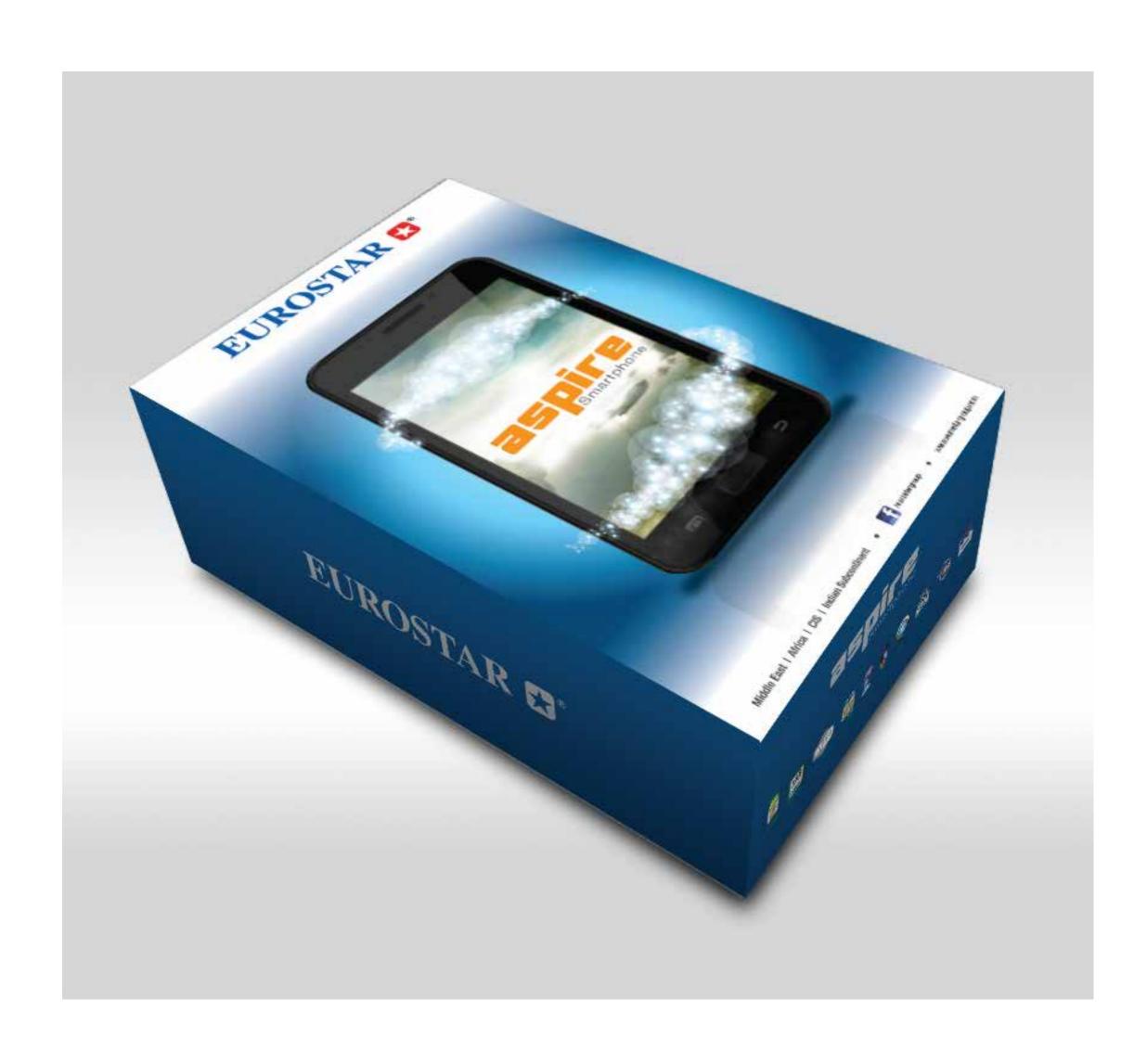


-PACKAGING-





EUROSTAR #3®













THANK YOU