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News

Nissan 'rolls out' airport display

Dec 09, 2011

Aarti Chhabra, New Delhi



Just ahead of the New Year that would be the cause of cheers and celebrations across India, Nissan India has given its customers another reason to rejoice. The 2011 Nissan Sunny, which is the 10th generation vehicle world-wide, has been launched in India.

To mark the launch, the company has launched a novel display in airports to connect with its target group. The campaign is executed by OMI, Laqshya's OOH Agency division.

Nissan undertook the visibility exercise for Nissan Sunny in airports in Mumbai, Delhi, Bangalore & Hyderabad, where product was described through LCD Panel playing TVCs and personnel were placed to field queries related to the car and help people feel the SUNNY – stretched in size, stuffed with features. It is for the first time in Airports that Lead Generations & Feedbacks were computed and shared.

Ravikanth, Regional Head – OMI says, "Nissan is a very special client of ours and we are passionate about the brand building efforts being initiated by them. This airport activity was planned in continuation with the

buzz through OOH Medium. The activity covered the top 4 airports of the country viz Delhi, Mumbai, Bengaluru and Hyderabad. The ongoing promotion at T3, has been treated differently. The product description through LCD Panel amply supported by 16 hour presence of an Executive to answer to the queries of the visitors. It is for the first time in Airports that Lead Generations & Feedbacks were computed and shared with the client on day to day basis. We harnessed on the ample time passengers have while at the airport after the Security check. It has given tremendous mileage to the client and we expect them to repeat such promotion in future as well."



Airports generally witness high footfall from potential customers of cars. The company feels that an activity like this provides consumers with a first-hand experience of the product and, this is the place where marketers can make stronger connections with their consumers. This is also apparent from enquiries that came forth during this activity.

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