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# Shoppers Stop paints the town black & white

By Jhumur Nandi, afaqs!, New Delhi, February 14, 2012

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Shoppers Stop took its End of Season Sale offer closer to its consumers through the outdoor medium by executing an OOH campaign across 25 cities over 440 outdoor sites.



**Shoppers Stop end of season sale OOH campaign**  
Click on the image to enlarge

Shoppers Stop loves saying it in black & white. To promote its end of season sale, this retail chain has painted the town black and white with its posters and hoardings.

The retail brand has used 440 outdoor sites which includes skywalk pillars, bridge panels, bus shelters, traffic booths, billboards, bus back panels, mobile vans, metro pillars, unipoles and pole kiosks across 25 cities.

The two-week campaign kicked off on January 21 and carried on till February 3. It covered 25 cities including Mumbai, Delhi, Noida, Gurgaon, Ghaziabad, Jaipur, Lucknow, Amritsar, Bhopal, Indore, Bengaluru, Mysore, Hyderabad, Vijayawada, Chennai, Aurangabad, Pune, Latur, Ahmedabad, Kolkata, Siliguri, Durgapur, Burdwan, Asansol and Raniganj.

"The main challenge was to procure good sites, as all players from the segment were active in the same period," says Atul Shrivastava, chief operating officer, Laqshya Group.

"The main idea behind the campaign was to display the delightful experience offered by the Shoppers Stop End of Season Sale," he adds.

Shoppers Stop also created some large shopping bags measuring 15 X 8 feet which were strategically placed near Shoppers Stop outlets in various cities across the country.

In another innovation, the retail brand created two innovative billboards of sizes 40 X 30 feet and 40 X 20 feet in Mumbai. These showcased cut-outs of a girl's image, with a round disk attached behind it. While the disk



**Atul Shrivastava**

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rotated in one of the billboards, on the other, lights blinked in a circular motion to draw attention to the creative. All the creatives conveyed the message of 'delightfully low prices' and the discount offer.

**Tags:** [Laqshya Media](#), [Shoppers Stop](#), [Atul Shrivastava](#), [Contract Advertising](#)

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