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### OMI launches engaging and innovative outdoor promotions for Shoppers Stop



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Neha Nagpal

Friday, 17 February 2012 09:00 (IST)



Unmistakable halo

NEW DELHI: Keeping its enduring promise of coming up with bundle of discount during every season end, Shoppers Stop has once again flaunted its end-of-season sale using outdoor media effectively. The leading fashion and lifestyle retail chain has launched an innovative and engaging outdoor campaign – 'Delightfully low Prices'. The company has once again vested the campaign execution duties with OMI (A division of Laqshya Media Group).

The ongoing campaign which started on January 21, was launched in 22 cities that Shoppers Stop stores are present in. The names include key cities like Ahmedabad, Aurangabad, Amritsar, Bangalore, Bhopal, Chennai, Delhi, Durgapur, Gurgaon, Ghaziabad, Hyderabad, Indore, Jaipur, Kolkata, Latur, Lucknow, Mumbai, Mysore, Noida, Pune, Siliguri and Vijayawada.



The campaign informs about the end-of-season sale with discounts of up to 51 percent that the consumer can avail at Shoppers Stop outlets. Keeping the displays in the standard black and white theme, the company has come up with some head turning innovations at key locations in Mumbai. The innovation at JVPD junction showcases the efficient use of lights. Keeping the theme in mind, the agency has used white lights and played with it in such a manner that creates blinking effect behind the jut out of the model.

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The aura of 'Twin' innovations

While on another site placed at Goregaon ROB, the agency has used a motorised innovation on a hoarding and presented in a very impressive manner. The agency has used the rotating jut out of the background image and created a halo effect by the use of appropriate use of lights. On both the innovations, lights and jut outs played important roles.



Smaller formats



Vinay Bhatia

Vinay Bhatia, customer care associate and senior VP marketing and loyalty, Shoppers Stop, said, "The objective of the campaign is basically to make the 'Delightfully Low Prices during the 51 percent Off Sale' come alive across different media."

While talking about the newness in the campaign this year, Bhatia shared, "We have used a much differentiated form of outdoor in a few key sites. Instead of static creatives, we have used motorised innovations.



Strategic placements

This basically has the background graphics of the model actually moving and is lit in a very interesting way. Overall, this ensured that you are bound to notice the site despite all the clutter in outdoor today."

"We have also used a very interesting form of Out-of-Home media in the form of 'door tags' that we have put on our customers doors in housing societies. This also ensured that our creative does not go un-noticed through this very unique media", he said.



The innovative 'Door Tags'



Building frequency

Adding momentum to the digital and social media marketing initiatives, the company has created an Augmented Reality (AR) application for the Shoppers Stop Upto 51% Off End of Season Sale. Explaining the same, Bhatia said, "The sale advertisements across major print publications feature an AR code that readers can trigger by using a specially developed application that can be downloaded from the Android or iTunes market.

With the help of this application, readers can activate an AR set-up in which, they can view certain 'secret offers'. These 'secret offers' are

otherwise not visible to the naked eye. On viewing the augmented reality graphic, the readers can click on desirable deals and in-turn be routed to a microsite where an actual purchase can be made. Apart from this we have also used QR codes extensively."



High impact



"Augmented Reality in India is still in a nascent stage, so this campaign is one of its kind in the country", he added.

While speaking about outdoor as an advertising medium, Bhatia said, "Outdoor is a key media in our media plan mix. We believe, especially from a retail context, that this is one of the best catchment media to deliver our message. Outdoor combined with innovative motorised sites combined

with door tagging has delivered very well for us."

The company with this campaign has targeted the consumers over 15 years falling under SEC A, B; in and around store catchment areas. To attract them, the company selected media on the basis of location, effectiveness, cost etc., also keeping the brand image and TG in mind at the same time.



Mobile vans deployed



Straddling exposure

To attract them, the mix of outdoor media formats has been used such as hoardings, gantries, pole kiosks, bus shelters, bus back panels, metro pillars etc. Also, in order to pull consumers visiting malls, mall media like mall facades and standees at the entrance of outlets have been used. This helped the company attain good visibility and dominance in the vicinity of their existing and new launched stores.

Sharing his views on the association with the company, Atul Shrivastava, COO, Laqshya Group, said, "Team Laqshya takes pride in its association with Shoppers Stop. The deliveries in terms of visibility and innovations had always been the best. OMI is privileged to have the highest rate of client retentions as compared to any other agency and Shoppers Stop tops the list of longest association."



Atul Shrivastava

Shrivastava added, "Excellence is an ongoing process and Laqshya group has been working on several new concepts in value additions. We are sure to pass on these advantages to our clients and highest possible OTS per rupee spent in this campaign is one of these. We look forward to ensure that every campaign in future also matches with the equity, this prestigious brand enjoys."

Apart from outdoors, the company has also used social networking sites like Facebook – where they have a fan base of 2 million +, Twitter and Youtube to spread the scale of the campaign.



At eye level

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