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OMI creates 'Delightful' outdoor presence for Shopper Stop's end-of-season sale



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Neha Nagpal

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Maximum exposure

NEW DELHI: With end-of season sale on the roll, the brands are leaving no stones unturned in luring shoppers with 'Sale' and 'discount offers' by creating visibility and awareness through media vehicles at every street and corner.

In line with this, Shopper Stop, the leading fashion and lifestyle retail chain like every year has come up with the end-of-season sale outdoor campaign - 'Delightfully Low Prices'. The two week campaign started on August 6. The 16 city campaign was executed by OMI, a division of Laqshya Media Group.



Vertical attention grabber



Strategic placement

The campaign with stark black and white creatives talk about discounts of upto 51 percent that the consumers can avail at Shopper Stop retail outlets.

Commenting on the end-of-season-sale campaign, Vinay Bhatia, customer care associate and Sr. vice president - marketing and Loyalty, Shoppers Stop Limited, said, "The 'Delightfully Low Prices' campaign for our end of season sale is in line with our service philosophy of creating customer delight. The imagery is extremely eye catching and clutter breaking with a psychedelic play of the primary image in watermarks as the background."



Vinay Bhatia



Large formats deployed

Bhatia further added, "For any promotion, it is most important for a retailer to create maximum visibility in its catchment areas. We have successfully created the right visibility for this campaign of ours through a perfect selection of displays with the help of OMI."



BQS, building reach



Another reach builder

Targeting Sec A+, A, B+ class, the company briefed its outdoor agency to deploy outdoor media in main catchment areas. The outdoor media mix used are billboards, unipoles, wall wraps, mobile vans, BQS, etc.

Additionally, bus back panels have been used to create 'roving' visibility.

Talking on the association with the company, Indrajit Sen, CEO, Laqshya Group, said, "Shoppers

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Indrajit Sen

Stop has always been an inspirational and innovative brand. We are very happy that Laqshya continues to successfully contribute towards this in whatever small way. It is a very fulfilling and fruitful relationship for both of us."



'Roving' visibility



Naveen Jalan

"Shoppers Stop always believed in experimenting. This time around, the campaign was planned a little differently by creating visibility in store catchment area and has worked for the brand", added Naveen Jalan, General Manager, Laqshya Media Pvt. Ltd.

The key cities covered were Mumbai, Delhi NCR, Kolkata, Chennai, Pune, Hyderabad, Bangalore, Bhopal, Vijaywada etc.



Building frequency

This is a fine example of a leading retail brand using outdoor media successfully to create awareness and drive footfalls to its stores during a promotional period.



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