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OMI executes on-ground activation for Delhi Airport Metro Express

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Neha Nagpal

Friday, 26 August 2011 09:00 (IST)



NEW DELHI: In a bid to promote hassle free, swift ride to the Indira Gandhi International Airport (IGI), the Delhi Airport Metro Express Private Limited (DAMEPL), the Reliance Infra-led consortium has rolled out an on-ground activation called 'Fly across Delhi' capitalising on Independence day at the Shivaji Stadium Airport Express Metro Station.

To execute the event, the company hired the services of OMI, the OOH division of Laqshya Group. The activation started between August 12-13 to inform people about the metro service, its benefits, connectivity and speed being the key differentiators. The activation will continue for over two months.



The idea behind the activation is to increase the passengers by influencing the commuters' decision to opt for Delhi Airport metro to reach IGI Airport. The activation is aimed to urge and attract travellers.

Taking in the initiative, Navin Thakur, head of marketing, Delhi Airport Metro Express Private Limited, a subsidiary of Reliance, said, "There were various activities conducted so far and will continue with the common objective to influence the decision of the passenger on the travel mode. Activation till now has been focussed to reach the specific target groups."

"Our brief to the agency was to execute the activation, which is not intrusive, attracts the consumer by itself and engages them in conversations which are in their favour and our belief was that this will work."



"Today, the consumer is well informed and unnecessary push should be avoided. Having said that, to break the clutter you will need to have a strong tool to pull them", Thakur said.

"We wanted to capture the passengers at a point where they make a decision on their mode of travel. For example, if the passenger is at the Airport, we wanted to catch them when they are at arrivals. We approached the outdoor agency to help us with the location at the Airport where the passenger has picked up the luggage and is moving out for their onward journey", he added.



Navin Thakur



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The activation targets the office goers, students and airport traffic. The different activities were executed during the activation such as Independence Day ambience created at



the venue, inauguration of the event by Reliance CEO and his interaction on BIG FM, live band, interactive games -jig saw puzzle, stress buster game, emcee driven games, caricature making, set up of stage, light, sound, back drop, graffiti wall at the venue.

Atul Srivastava, COO, Laqshya Group said, "DAME has been a boon for Delhi-ites in terms of Airport and city commuting and we need to highlight the advantages of the same. By carrying out interactive games, events etc, we are making sure that people relate to what it feels like to travel in DAME. Through this, we have tried to attach the value proposition of the brand by consumer interaction.



Atul Srivastava



DAMPEL also plans to make use mass media communication with campaigns where outdoor media will be a part of the media plan.

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