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News

OMI on a roll after delivering an 'OOH Hat Trick' for UTI MF

Apr 28, 2011

Aarti Chhabra, New Delhi



Looking for ways to invest? Why not try investing with UTI Mutual Fund. It's swift, simple and secure. UTI MF offers various products and services. They were also recognized as the most Investor-Friendly Fund House of the Year by CNBC-TV18-CRISIL @ the 2011 Mutual Funds Awards. UTI MF is more than investing. To spread awareness about its three key investment plans - UTI Equity Fund - 'Flexibility that takes you higher', UTI MF - 'Most Investor Friendly Fund House for 2 years in a row' and UTI MF Taxsaving - 'aim for more', the financial major has embarked on a campaign that has used the outdoor medium significantly. The campaign is cranked by Outdoor Media Integrated (OMI), a division of Laqshya Media.

This is the third time in a row that UTI has entrusted OMI with these duties in the last two months. The campaign started in 3rd week of March with the promotions of UTI MF Taxsaving, following this, the campaign of "UTI MF - Most Investor Friendly Fund House for 2 years in a row" started. The third campaign was to promote the "UTI - Equity Fund" started in second week of April and is likely to continue for three weeks. The campaign has been rolled out in key cities including Delhi, Mumbai, Bangalore, Hyderabad, Chennai, Pune, Cochin, Goa, Ahmadabad and Kolkata.

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A Media Mix of billboards, BQS, Metro tower, Public Utility, Flag Pole, Unipole, Metro Platform Signage and Mobile Van were used to communicate the message effectively and establish the desired registration and recall ratio.

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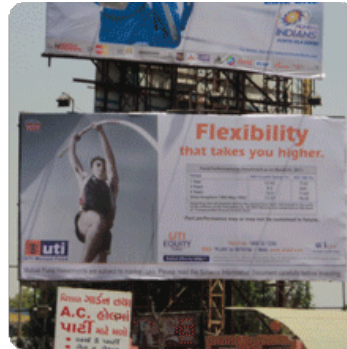
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Jaideep Bhattacharya

Jaideep Bhattacharya, Group President and Chief Marketing Officer UTI Mutual Fund, said, "Outdoor for us is a strategic medium which has longevity and frequency. In fact for all our campaigns we account for an extensive outdoor component. If chosen correctly and based on deployment across strategic locations the medium can be extremely beneficial to the advertisers. The overall campaign objective of sustenance can be well achieved by the said medium.

On the efficacy of the medium, Bhattacharya, said, "We target across investor profiles right from long term investors to early starters. Through the outdoor, we are communicating about various schemes available from UTI MF. In the current campaign we are not only mentioning about UTI Equity Fund and its features and benefits but have also mentioned about the scheme performance for 1/3/5 years in comparison to the BSE 100 index. The objective being to empower the potential investor to take an evolved call. Going further we will also be looking at doing some on ground activations like road shows; which the company keeps doing at specific intervals. Such activities serve as a strong investor education tool and enable an active engagement for both the investor and fund house. Today only ATL does not work. ATL and BTL works in combination. The engaging communication can help investors take an evolved decision."



Indrajit Sen

Indrajit Sen, CEO, Laqshya Media, said, "We have partnered UTI MF in many challenging assignments over the last 3 years and each time has been a renewal of our bonds. UTI-mutual funds are so well penetrated that plans for all out-of-home communications have to emanate from very in-depth knowledge of each city that we roll out – which is also fun because that's an area of strength for Laqshya & allows us an opportunity to rework our databases and keep them up-to-date. The success that UTI- MF is seeing from this innovative campaign rollout speaks volumes of their closeness with changing market realities and leadership in the mutual fund industry. "



Naveen Jalan

Adding to this Naveen Jalan, GM, Laqshya Media, said "UTI MF has been A LITTLE SLOW on the OOH front for a while now, but coming back with 3 back to back campaigns IS something new in MF scenario. These campaigns have been carried in the TOP 10 cities collectively for 45 days & more."


The campaign which inaugurated successfully is still rolling out, creating maximum visibility and responsiveness to the targeted segments.

For the record, Laqshya offers a compelling proposition of media ownership assets (in multiple formats) and 360° Out-Of-Home Media Solutions under the

same roof, thus offering an unprecedented, enduring differentiator to clients. Laqshya functions largely through three divisions, OMI (Outdoor Media Integrated) - the Largest Independent OOH Media Agency in India, Laqshya Outdoor - diversified portfolio of media assets in the Out Of Home space and enjoys a

pan India presence and Laqshya Airport: Laqshya owns exclusive brand promotional rights for the IGI Airport Terminal 3 (New Delhi), advertising rights at Rajiv Gandhi International Airport (Hyderabad) & the Bandaranaike International Airport (Colombo, Sri Lanka).

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