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News

OMI creates huge shopping bag for Westside

Aug 12, 2010

Aarti Chhabra, New Delhi



Recently, to create a buzz around the Westside Annual Sale, OMI (Outdoor Media Integrated), the strategic planning and buying agency from the Laqshya Group, fabricated a 3D replica of the shopping bags.

3ft high replica of the shopping bag was placed atop of Meru cabs in Mumbai. Being one of the largest departmental stores India, Westside and OMI wanted to create buzz among people to announce the BIGGEST sale. The Extra-Large sale was depicted perfectly using a larger than life replica of the shopping bag as it communicated the magnamity of the sale quite literally.

Environmental factors were considered while designing and executing the project and the model was made to withstand strong weather conditions.

Similar innovations have been executed on mobile vans, with larger than life bag 15ft tall replica placed on vans.

Uma Talreja, Marketing Head – Westside, said, "For Westside Annual Sale, we needed an eye-catching and differentiated outdoor communication plan. OMI executed this requirement well by using innovations on cabs and mobile vans paying great attention to planning and details."

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The outdoor campaign using transit medium has managed to grab attention. The 21 days campaign was carried across 6 major cities of India including Mumbai, Delhi & Gurgaon, Chennai, Bangalore, Pune and Hyderabad. The 21days campaign got underway from July 3, 2010.

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OMI is a specialist outdoor media agency having expertise in planning, buying execution and monitoring of campaigns. Laqshya Media Private Limited commenced business in 1997 as an outdoor media company. Today, it is a leading Out Of Home (OOH) media organization offering conventional, ambient, airport and other digitized / innovative OOH options pan India.

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1 Comment

From : santosh Tiwari (Orbit Adworks Pvt. Ltd.) - Thursday, August 12, 2010 3:49:40 PM
realy very nice, good job

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