

» Delhi & NCR

» Media Search

- Spectacular Billboards <sup>New</sup>
- Traditional Media Locator
- Alternative Media Locator
- Transit Media Locator
- Image Gallery

» Services Locator

- Research Agencies
- Print Production
- Fabricators & Installers
- Monitoring Agencies

» Outdoor Solutions

- Digital Media Displays
- Dynamic Motion Displays
- Retail Solutions
- Innovative Solutions
- Printing Machines
- Consumables
- Software Companies

» The Buzz

- News
- Latest Campaigns
- Campaign Of The Month
- People Movement
- Testimonial

» Learn Glossary

- Outdoor
- Print
- Research

Google Search

GO

Subscribe for Newsletter

GO

Ads by Google

DGScreen

Emerging leader in web-based digital signage advertising systems

[www.dgscreen.com](http://www.dgscreen.com)

• Advertise with Graphisads at the Srinagar International Airport • Advertise at Chandiga

Vote | Poll | Jobs | Franchise

## News

### OMI rolls out larger than life OOH campaign for Videocon d2h

Feb 21, 2011

Aarti Chhabra, New Delhi



266 channels along with the highest number of multilingual channels in Oriya, Bengali, Marathi, Punjabi, Telugu, Kannada, Malayalam, Tamil.

Videocon d2h, the Direct-to-domestic service provider, the first & only company to offer a range of Satellite products, is now offering maximum numbers of channel and services in the country. Videocon d2h offers around 266 channels and services overall. This too includes the highest number of regional language channels like Marathi, Bengali, Oriya, Punjabi, Telugu, Kannada, Malayalam, Tamil etc. OMI (Outdoor Media Integrated), the strategic planning and buying division of the Laqshya Group, has rolled out a larger than life OOH campaign to promote the same.

The company's extensive outdoor promotion has covered Kerala, TN & Andhra Pradesh and will run for 3 months with over 50 sites.

The Campaign executed for Videocon d2h by OMI, is an intelligently conceptualized and planned OOH visibility. The clients brief was to reach its TG and expose them to their communication, through multiple touch

points. Planning was done on the basis of Demographics and Travel patterns in the cities. The campaign



Amit Buchasia

covers all arterial routes. Designer BQS and billboards have been taken to give the desired frequency to catch eye balls.

Speaking to allaboutoutdoor, Amit Buchasia, Sr Manager Planning & Buying, Omi, said, "The campaign was a task as it involved heavy logistics in more than 20 tier II & III towns down south, and smooth roll out was of prime importance."



Indrajit Sen

Adding further, Indrajit Sen, CEO – Laqshya Group said "Our association with Videocon group has been long standing and its always a challenge to undertake OOH responsibilities of such a conglomerate, which I'm glad that we have successfully met everytime".

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).

Advertisement

Connect with Affluent Business Professionals Everyday.

Premier Office Media

Planning your Next Campaign?

Ask for a Media Plan.

QUICK REQUEST

Not enough time to browse? Send us your request.

Vinyl/Flex Printing at Best Rates!!

Send

DGScreen

Emerging leader in web-based digital signage advertising systems

[www.dgscreen.com](http://www.dgscreen.com)

Sign Board Agencies

Get suitable Sign Board Agencies to call you with the lowest rates.

[YellowPages.Sulekha.Com/Bangalore](http://YellowPages.Sulekha.Com/Bangalore)

Media Planning Training


In-house media training. Use audited media to reduce risk!

[www.buysafemedia.com](http://www.buysafemedia.com)

»

Ads by Google

 Share a News!

 Email this page to Friend!

[Archives](#)

Here's some Comments we received from the industry...

**0 Comment**

[Share Your Views](#)

Your Name :\*

Company Name :\*

Your Email :\*

Comment :\*

[Send](#)

#### Other Headlines

Krishnendu Ghosh joins MOMS as GM a€" North & East 

Tata DOCOMO targets youth in Indore with its 3G services

Network Media Solutions installs innovative DOOH display at Mumbai Airport

LIC offers empanelment opportunity

Milestone Brandcom delivers an innovative campaign for Tata Photon Plus 

[Home](#) | [About Us](#) | [Contact Us](#) | [Advertise with Us](#) | [Support](#) | [Site Map](#) | [Privacy Policy](#) | [Disclaimer](#)

© All About Outdoor Media . com Pvt. Ltd.

[This site is best viewed in Internet Explorer 6.0 or higher versions, at a resolution of 1024 x 768 pixels](#)