

» Delhi & NCR

» Media Search

- Spectacular Billboards ^{New}
- 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

[Outdoor Media Planning](#)

We Undertake
Outdoor Media
Planning for All India
Campaigns
[AnuragAdvertising.com](#)

[Digital Printing - India](#)

Posters, Manuals,
Brochures & More
Call for a quick quote
today!
[www.PrintingServices.in](#)

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

Vote | Poll | Jobs | Franchise

News

LG goes all out for BL40 Chocolate

Feb 24, 2010

Aarti Chhabra, New Delhi

LG is known for its array of new products. It has expanded its Chocolate Edition mobile phone range in the Indian market with the launch of LG BL40. Now, the global leader and technology innovator in mobile communications has used outdoor heavily to create buzz around the new LG BL40. The campaign has been executed by OMI (A Division of Laqshya Media Pvt. Ltd.) servicing LG for more than two years.

The idea behind the campaign was to promote the new LG Chocolate device which boasts a 4-inch wide HD LCD screen that offers 800 x 345 pixel resolution. This 'fashion diva' of LG also sports a superior quality 5 megapixel camera. OOH, has been spread out in nine cities including Mumbai, Bangalore, Pune, Ahmedabad, Hyderabad, Delhi NCR, Chennai, Kolkata and Surat for duration of 21 days using a media mix comprising of unipoles, billboards, gantries, bridge panels, bus shelters, LED screens, malls and multiplexes media targeted at the premium SEC A/A+ segment. The media plan has been chalked out carefully and all the important junctions have been carefully plotted and selected to give omnipresence to the messages and exposing the TG to the creative. For the campaign, LG has taken up more than 100 sites pan-India.



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

Buy LG Cookie Plus

Only @ The Ezone Blindfold Sale MRP
Rs.9500 Sale Price Rs.5450
[Ezone.FutureBazaar.com](#)

World Education Fair 2011

Study in uk,usa,can,aus,nz,sing,fra Meet
60+ Top Unis from 8 countries
[www.worldeducationfair.com](#)

Creative Website Design

Looking for a world class website for your
organization
[www.vrminfotech.com/WebsiteDesign](#)



Ads by Google



Sudhin Mathur

Mr. Sudhin Mathur, Business Group Head, LG GSM said on the ongoing OOH campaign, "I'm really happy with the efforts put in by our marketing team to develop such a creative campaign on the LG Chocolate. Even the best of products fail if the communication is not in line with the product and audience. This campaign has been highly appealing, innovative and impactful. LG Chocolate has been one of our highly acclaimed product as its wide screen ensures you enjoy to fullest while browsing. The 360 degree approach has resulted in huge success of the campaign which has ultimately driven responses and created a new image for our consumers and impacted sales. Hope to move ahead in the same direction to bring LG as the most desired brand of consumers."



Atul Shrivastava

Discussing the campaign, Atul Shrivastava, Business Head, North & East, OMI, told allaboutoutdoor, "LG's quest for quality has always inspired us to fine tune their campaigns to the best of our skills. This particular campaign has 'quality' as basic theme and its showing all over the cities, wherever it has been launched. We discussed all our inputs and suggestions with the client, before the plan was finalized. Valuable inputs came from them as well and our suggestions were given due weight age. No wonder, we all have a reason to be happy with the success of the campaign."



For the record, Outdoor Media Integrated (OMI) is a specialist in offering out of home services. It is the largest independent OOH media agency in India with a vision to break many a barrier in this exponentially growing medium. It has 22 own offices in the country and 4 offices abroad. It is the largest amongst OOH agencies, which have no affiliation to any main line advertising agency. Within a span of 12 years, it is associated with some of the best corporate of India. Their client list includes HDFC Bank, Kingfisher Airlines, Virgin Atlantic, KLM Airlines, Zee Network, Diageo, Bausch & Lomb, Shoppers Stop, Carlsberg, LG Electronics, UTI MF, & SBI MF among others.

Share a News!

Email this page to Friend!

Archives

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

3 Comments

From : Anant (Planet Advertisers) - Saturday, February 27, 2010 10:31:20 AM
nice innovation. Laqshya is unbeatable in OOH arena.

From : Abhay (OOH Media) - Thursday, February 25, 2010 5:40:21 PM
OMI deserves true accolades for the LG campaign. Congratulation & keep up the good work!!!

From : Rajesh Kumar (Shikha Arts) - Thursday, February 25, 2010 12:31:32 PM
brilliant sites covered wrt the brand image. highly impressive

Share Your Views

Your Name :*

Company Name :*

Your Email :*

Comment : *

Send

Other Headlines

MOMS breaks the clutter with an innovative outdoor campaign for DOCOMO

Global Advertisers creates OOH buzz for Hum Dono Rangeen

Surat Municipal Corporation goes the CSR way with a new campaign

ITC's Fiama Di Wills unveils the new Anti Hair Fall Shampoo in style

Percent Activ has the mandate for Dabur's Ovalife RTI Activation

[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](#)