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News

OMI generates buzz for Axis Bank Debit Cards in Mumbai

Feb 25, 2011

Aarti Chhabra, New Delhi



In a move to increase Debit Cards usage in India various banks have offered cash back's in the range 2-5% depending upon the amounts spent on the card. Axis Bank has come up with an irresistible cash back offer which is worth having a look or to use. All you have to do during this offer period is to use your Axis Bank Debit Card for all your retail transactions, like shopping, online shopping, should be made in order to be eligible for this offer. Get up to 5% cashback every week on spends of Rs.3, 000 and above with your Axis Bank Debit Card. Outdoor Media Integrated (OMI) a 360degrees Out-Of-Home Media solution specialist, a division of Laqshya Media, recently executed an equally irresistible campaign for Axis Bank.

Generating curiosity among the consumers on how to save money on shopping, the campaign is successful in capturing the eyeballs.

The objective of the campaign was to tap into the heavy outgoing traffic for the shopping season. The planning was done keeping this objective in mind. So, instead of pasting the cities haphazardly, the agency concentrated on few selected areas which were derived by their propri-

ary planning tool – CTAG. The campaign uses a media mix of traditional media formats like Hoardings, and bus shelters.



Amit Buchasia

Speaking to allaboutoutdoor, Amit Buchasia, Sr. Manager, OMI, said, "With use of our proprietary planning tool, the campaign was planned & executed in Mumbai, and is well appreciated."

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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