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Laqshya Media creates imposing presence for 'Jaguar' at Hyderabad Airport



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Neha Nagpal

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Stature led

NEW DELHI: As the volume of air passenger traffic increases, airport media properties become definitive for car brands to showcase their new models. Airport advertising assures visibility of the brand message to customers and thus has become the most preferred route for most of the car brands seeking to connect with the most affluent segment of the population.

Laqshya media which holds the advertising rights for media and marketing properties at Rajiv Gandhi International Airport, Hyderabad has given premium space to Tata Motors Ltd, to promote the launch of its high-end car, Jaguar XF Diesel S. The execution of the campaign has also been done by Laqshya Media Group. The month long campaign was rolled out on May 17.



High visibility



Indrajit Sen

Talking about the campaign, Indrajit Sen, CEO, Laqshya Media, said, "Hyderabad Airport provides the very rare brand and media synergy which premium brands need but which is so hard to come by. We are sure more premium brands will join us in the near future."

Commenting on the displays at the airport, Shashi Sinha, Sr. VP - national asset sales, Laqshya Media, said, "Hyderabad Airport with its exquisite media units and the very premium media environment is fast becoming the favoured advertising destination for premium brands. Jaguar Land Rover gets the befitting media location, connect-dominance and very premium media environment which together magnify its 'luxury quotient'."



Shashi Sinha



Premium exposure

The campaign which targets the HNI individuals showcased the car's display at the highly visible parts of the airports.

The company has used six-mullion signs (backlit) units clubbed as a package to address 100 percent departing passengers. In addition to this, check in hall was chosen, as it is a common area for all (domestic and International) travellers. This also gives the brand visibility from any corner of the 'Check In Counters' irrespective of their locations.



Quality presence

For information, "The Jaguar XF is a brilliant car from the British car manufacturer, now owned by Tata Motors, as it has managed to bring together the element of a sports car with that of a luxury sedan in a coupe-like design that can best be described as visually exciting. There is no doubt that the car looks the part and has been doing decent numbers

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Premium environment

since its debut on Indian shores.

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