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OMI innovates to promote election programming on STAR Ananda



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Thematic innovation

The coverage on the channel empowers the viewer with a ringside view of all the twists, turns, sub-plots and issues on hand with continuous updates, news, views, live on-ground debates, travelogues, and interviews with the big names, performance score cards, opinion polls, and exit polls.



Breaking away from clutter

NEW DELHI: Elections today does not only hold high significance for political organisations but there is another section of society that approach elections with equal earnestness; and that is the media. In sync with this, STAR Ananda, a Bengali news channel promoted by Media Content and Communication Services has branded its Assembly Election coverage special as 'Lal Barir Lorai'.

The coverage on the channel empowers the viewer with a ringside view of all the twists, turns, sub-plots and issues on hand with continuous updates, news, views, live on-ground debates, travelogues, and interviews with the big names, performance score cards, opinion polls, and exit polls.



Standing tall

In a bid to promote this initiative, the channel launched an innovative outdoor campaign in Kolkata. For this, the channel in association of its outdoor partners, OMI, an OOH arm of Laqshya group, has executed head turning innovations. The 10 day long campaign started on May 1.

As part of the innovation, the agency has fabricated a hand with a finger depicting the choice the 'Lal Barir Lorai' election programming on STAR Ananda.

Commenting on the campaign, Vikas Singh, marketing manager, MCCS said, "The idea



Strategic deployment

was to drive home the point that 'for unbiased news during this elections, choose STAR Ananda'. While executing the campaign, we aimed at standing out in the cluttered outdoor environment and to generate "WOW" factor.



Vikas Singh

Hence, the execution skilfully utilises key elements of elections and ties it up with consumer voting for STAR Ananda as the channel of choice for unbiased coverage.

The outdoor innovation has already succeeded in generating good word-of-mouth publicity for the channel, he added.

The innovation has been executed on unipoles deployed at the strategic locations like airport road, Kaikahli and Baguiati in Kolkata.



High on impact

Indrajit Sen, CEO, Laqshya Media, said, "Campaigns based on elections have been carried out previously also by various brands, but nothing to match the

Our content partner in South Africa
WIN
World Outdoor News



Indrajit Sen

impact that has been created with just 3 sites – this only emphasises the power of great ideation and execution of the innovation.”

Atul Shrivastava, COO, Laqshya added, “Laqshya Media has been privileged to promote STAR News Election special programmes like ‘Kaun Banega Mukhya Mantri’ etc. in the past. This time again the occasion was special, however the focus was more on creativity rather than spread.



Grabbing strategic eyeballs

We did brain storming internally and came up with 7-8 innovative ideas which were shared with the client. The consensus came for the one which has been executed in Kolkata. We are really happy that we could deliver what the client wanted. The response to this innovation has been tremendous. We look forward to do many more worthwhile campaigns for the client. ”



Atul Shrivastava

For the records, STAR Ananda is broadcast by MCCS, a joint venture between the two of the biggest names in media, Anandabazar Patrika TV, a 100 percent subsidiary of ABP Pvt. Ltd and STAR News Broadcasting Ltd a wholly owned subsidiary of the STAR Group.

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