

**A+** **A-** Report a problem Print this page Email this page Tell a friend

News>Full Story

Laqshya's OOH innovation for Star Ananda's poll campaign  
 May 11, 11  
 Tasneem Limbdiwala

Laqshya OMI has initiated an election specific OOH campaign for Bengali channel Star Ananda for the Kolkata market. The campaign, which kicked off on May 1, 2011, was for a period of 10 days.

Speaking on the campaign and the concept, Atul Shrivastava, COO, Laqshya Media, said, "Laqshya Media has been privileged to promote Star News' Election special programmes like 'Kaun Banega Mukhya Mantri' and so on in the past. Widespread campaign was offered to them in the past. This time again the occasion was special for a sensitive client like Star News, however, the focus was more on creativity rather than spread. We did brain storming internally and came up with 7-8 innovations, which were shared with the client. The consensus came for the one which has been executed in Kolkata."

He further said, "We are really happy that we could deliver what the client wanted. The innovation has helped create public awareness about on casting one's vote and the response has been tremendous. We look forward to do many more worthwhile campaigns for the client."

The unique feature of the campaign involved a real time hand impression implying a voting hand. The campaign covered three unipoles in the Kolkata market, titled 'Lal Badi Ladai'.

Indrajit Sen, CEO, Laqshya Media, added here, "Campaigns based on elections have been carried out previously by various brands, but nothing to match the impact that has been created with just three sites – this only emphasises the power of great ideation and execution of the innovation."

| MOST POPULAR  | MOST EMAILED |
|---|--------------|
| 1. Effectiveness & Engagement will lead to Investment: Coca-Cola on Digital |              |
| 2. Indian Digital Media Awards: And the nominees are...                     |              |
| 3. <b>Pitch Exclusive:</b> The Blackberry dilemma                           |              |
| 4. Devapriya Khanna quits Carlsberg India                                   |              |
| 5. <b>Guest Article:</b> Twist in the Tail for search marketing             |              |
| <a href="#">Complete Most Popular List »</a>                                |              |

**More OOH Stories**

- OOH advertising industry gears up for new service tax rules - May 09, 11
- RBNL's Big Street innovates for Yashraj's Y-Films launch - May 05, 11
- Aaren Initiative brings out larger-than-life appeal of Nokia E7 - May 02, 11
- Gourav Tandon floats Apex Integrated Marketing - April 15, 11
- Mudra Max unwraps first of its train branding initiative for PepsiCo - March 31, 11
- Percept Out of Home wins Panasonic's new AC range - March 30, 11

[Complete List »](#)



send comment to editor

Laqshya OMI      Star Ananda      Atul Shrivastava      Indrajit Sen

Post your Comments    [Click here](#) || [Hide](#)

▶ Today's other headlines

- **Flashed Yesterday:** Jaibeer Ahmed joins Saatchi & Saatchi, Delhi as VP
- Ministry of Food Processing Industries looks for Media cum advertising agency
- Cadbury Dairy Milk -the Indian 'Meethai'
- MTS ups digital spends to 15 pc; rolls out new campaign
- MWG TAG bags creative mandate of Blackberry apparel
- India Radio Forum 2011 to highlight interactivity in medium
- Star News MQ 2011: 3 quizmasters to test Kolkata's Media Quotient today
- Clarks to invest 15 pc of turnover in brand building

▶ Suggested stories

Chase credible content, TRPs will follow: MCCS' Shazi Zaman in a candid conversation - November 06, 10

- Chase credible content, TRPs will follow: MCCS' Shazi Zaman in a candid conversation - November 02, 10
- TAN adds TV Today Group, Star News, Star Ananda, Star Majha to Live.Indiatimes.com - June 03, 10

|                    |  |
|--------------------|--|
| ▶ Content is King  | Simon Spalding, Regional CEO, Europe and Asia Pacific, Fremantle Media |
| ▶ Dialogue         | Sanjay Gupta, CEO and Editor, Jagran Group                             |
| ▶ Brand Speak      | Shefali Chhachhi, Director, Marketing, Max Bupa                        |
| ▶ Face2Face        | <b>New</b> Face2Face   |
| ▶ Rewind 2010      | Recession...Recovery...Renaissance...Coming Back to Life.              |
| ▶ Izone            | Romi Mahajan, Worldwide Director, Microsoft                            |
| ▶ People Movement  | Movement across Industry   |
| ▶ Out of Home      | Jignesh N Sharma, Co-Founder, Hype Integracomm                         |
| ▶ Radio Channel    | Rana Barua, Business Head, Red FM                                      |
| ▶ PR Watch         | Atul Ahluwalia, President, Corporate Voice   Weber Shandwick           |
| ▶ Industry Omnibus | Legal and Ethical Aspects of Advertising- Dr. Sheetal Kapoor           |
| ▶ W2 P H C HP      | Window P H C HP  |
| ▶ View Point       | Benedict Hayes, Head of Search, Communicate 2                          |

**naukri.com**  
India's No. 1 Job Site

**Best Jobs for You - Apply Now!**

**Post Your Resume**

▶ 2,00,000 Jobs



ActiveMedia is now **2ergo**

Visit [www.2ergo.com](http://www.2ergo.com)  
To know more

© exchange4media 2011

▶ Beyond Numbers: **64m exclusive** Analysis Updated every week

|   |                           |
|---|---------------------------|
| <b>Television:</b>  |                           |
| ▪ TV channel promotions in print up 7 pc during 2008: AdEx Analysis         | January 20                |
| ▪ Overview of advertising by consumer durables on print in 2007: AdEx study | January 08                |
| ▪ Automobile Sector sees 10 pc hike in ad volumes in 2006: AdEx study       | March 13                  |
|   | <i>More such analysis</i> |

|  |                           |
|--|---------------------------|
| <b>Print:</b>  |                           |
| ▪ Snapshot of Stationary Advertising in Print during Jan – Dec '10               | May 17                    |
| ▪ Snapshot of Toys & Indoor Games' Print Advertising during Jan – Dec '10        | May 10                    |
| ▪ Snapshot of Properties & Real Estate Advertising in Print during Jan – Dec '10 | May 03                    |
|  | <i>More such analysis</i> |

**Jobs on exchange4media** exchange4media.com Jobs & Career

- Sub-Editor / Senior Sub-Editor and more from Web 18
- Research Analyst Reporter/Correspondent and more from CNBC TV 18
- Media Solution Head (Chief Manager/ AGM), Regional Manager (Manager/ Sr.Manager) from Amar Ujala
- Branch Manager from Mathrubhumi
- Part Time & Full Time Faculty for teaching SEO, SEM, SMM from Ignition (Ignitee Digital)

**For More Updates on Jobs visit Jobs & Career website**

▶ Archive

|                 |   |
|-----------------|---|
| Category :      | Advertising   |
| Choose a date : | from 20 5 2011 to 20 5 2011 <input type="button" value="go"/> |

[top ▲](#)

---

[Home](#) | [About US](#) | [The Team](#) | [Contact US](#) | [In Press](#) | [Terms of Use](#) | [Advertise with us](#) | [Our Tour & Travel Operator](#) | [Articles](#) |

[E-book](#) | [Press Releases](#) | [SMS Push](#) | [Site Map](#)

Access [exchange4media.com](http://exchange4media.com) on your mobile [www.exchange4media.mobi](http://www.exchange4media.mobi)

---

This site is best viewed in Internet Explorer 6 & above at 1024 X 768 resolution.

Copyright © : 2010 Adsert Web Solutions Pvt. Ltd. New Delhi, India. All rights reserved.

Hosted by  **Pugmarks**