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News

STAR Ananda launches outdoor innovation

May 11, 2011

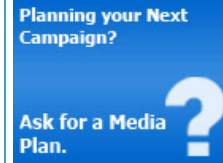
Aarti Chhabra, New Delhi



Star Ananda, India's First National Bengali News Channel, is going all out to promote itself. The channel has launched an innovative outdoor campaign in Kolkata, consisting of a Realtime Hand impression to promote its Assembly Election coverage special 'Lal Barir Lorai'. West Bengal six phase assembly elections are presently in process and their final result will be declared on 13th May, 2011. Till then it is suspense that who will win this election.

The Hand impression went live from 1st May 11. It consists of an almost 20-foot long Realtime Hand impression implying voting hand. The West Bengal legislative elections were meant to be an acid test for news media in a very politically aware West Bengal. STAR Ananda has thus gone all out with a thumping endorsement for its positioning as the expression of the Bengal on the move, and for its mandate as the Voice of the Bengali. 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. The outdoor agency that has worked on the campaign is Outdoor Media Integrated (OMI), a division of Laqshya Media.

Advertisement



Vikas Singh

Commenting on the campaign, Vikas Singh, Marketing Manager, MCCS, said, "The idea 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. Hence, the execution skillfully utilises key elements of elections and ties it up with consumer voting for STAR Ananda as the channel of choice for unbiased coverage."



Indrajit Sen

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

Indrajit Sen, CEO, Laqshya Media, said, "Campaigns based on elections have been carried out previously also by various brands but nothing to match the IMPACT that has been created with just 3 sites – this only emphasizes the power of great ideation & execution of the innovation."

Atul Shrivastava, COO, Laqshya added "Laqshya Media has been privileged to

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Atul Shrivastava

promote Star News Election special programmes like "Kaun Banega Mukhya Mantri" etc. in the past. Wide spread 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 executed in Kolkata. We are really happy that we could deliver, what client wanted. The innovation has helped public awareness on casting the vote and response too has been tremendous. We look forward to do many more worthwhile

campaigns for the client. "

STAR Ananda is India's First National Bengali News Channel. Introducing a paradigm shift in the broadcast of regional language news, STAR Ananda reflects the heritage of an impressive parentage and provides in-depth and extensive coverage of local, national and global news. Headquartered in Kolkata and housing state-of-the-art production facilities, STAR Ananda boasts an extensive bureau network, bringing to the Bengali viewer unparalleled, comprehensive and incisive news coverage. With an over 40 per cent majority marketshare in the Kolkata and West Bengal markets amongst all news channels in launch week, STAR Ananda continues to consolidate, adequately reflecting the aspirations of the Bengali people.

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