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Are OOH innovations conceptualised in conjunction with the overall brand objectives?

- Yes
- No
- Can't say

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OMI sets the stage for Videocon d2h to roll out a pan-India outdoor campaign



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network2media Bureau
Thursday, 28 October 2010 09:00 (IST)



Premium, large scale, high value campaign delivered

NEW DELHI: With competition hotting up in the DTH segment, the accent has shifted to value propositions like speed of service delivery, economical pricing and choice of channels. Videocon d2h has packaged both the price factor and efficiency of service in its latest round of brand communication. In the outdoor, the company has partnered with OMI (Outdoor Media Integrated), the strategic planning and buying division of Laqshya Group, to run a national campaign highlighting the product offering of 'Rs 888 For Set Top Box And One Month Of Diamond Pack Worth Rs. 292 Free'.

OMI has executed the campaign in 78 locations covering Tier I and II cities. The campaign, which began on October 16, will continue until mid-November.



Indrajit Sen

Commenting on the campaign, Indrajit Sen, CEO, Laqshya Media, said, "We are very happy to have a client like Videocon d2h and we believe that their current offer combined with prompt service will revolutionise the DTH market in India."



High visibility, strategic placement optimises visibility

"OMI has successfully planned and executed their campaigns earlier and in this current visibility drive we have created memorable flashes for Videocon d2h to build high recall and strong brand association.



Cut-outs on premium displays help in garnering higher registration

This campaign has further demonstrated our ability to deliver innovative solutions across diverse markets," he said.

The objective of the campaign was to get the TG to identify with the newly launched scheme through multiple touchpoints. The brief to OMI was to advise on getting maximum exposure and visibility. Hence, the sites chosen were those in larger residential areas and at main traffic junctions.

On this, Amit Buchasia, senior manager - media buying & planning, OMI, said, "Though the client's brief looked simple, it was quite a task achieving the objective. The festive season,



Looming, 'Tall', vertical presence created



Bus shelters deployed to maximise frequency & reach



Amit Buchasia

coupled with the pressure to acquire the best sites and a short lead time were the key challenges that we faced. However Laqshya's network in 22 cities helped in the selection of the right media sites and in getting the best deals and monitoring the campaign."

Out of the 419 sites used, most are large media formats. Innovation was done in terms of cut-outs of '888' at several key locations. A judicious mix of billboards, unipoles and mobile hoardings has given the campaign the reach and frequency that the brand has so desired.



Large format, premium display bearing the campaign creative

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