

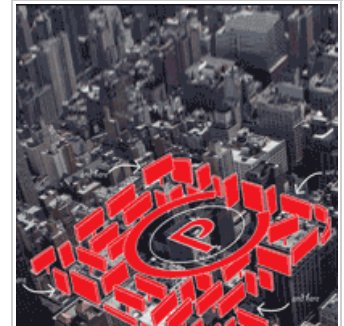
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Poll

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

- Yes
- No
- Can't say

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OMI creates the big picture for LG's 'Infinia' LED TV



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Neha Nagpal

Monday, 27 September 2010 09:00 (IST)



Composite branding at a premium location: At its very best



Wide format, providing all encompassing visibility



Check this out for visibility & impact

NEW DELHI: The run-up to the festive season will see a host of consumer brands marking significant presence in the outdoor domain with compelling value propositions. Consumer electronics major LG Electronics has taken the outdoor route to build the tempo for the busy season ahead and to promote its new flat panel display (FPD) LED TV 'Infinia'.

To take the brand communication to a wider audience, LG Electronics has partnered with OMI, a division of Laqshya Media, to promote 'Infinia' well up to Diwali. Inhouse agency LG Ad is integrally associated with campaign that has been rolled out in 45 cities across the country. The creatives for the campaign, which also feature brand ambassador Akshay Kumar, have been developed by Rediffusion DY&R.

Commenting on the campaign, Lakshmikant Gupta, chief marketing officer, LG Electronics India Pvt Ltd, said, told network2media, "With the new LG Infinia, LG wants to present the buyers a new entertainment experience never felt before. The idea behind the outdoor campaign was to increase the awareness about the new product amongst the TG and to convey the product's most advanced features."



large format, frontlit display deployed for this campaign



Lakshmikant Gupta

The campaign has used a wide variety of media formats like billboards, unipoles, bridge panels, gantries, mall facades and bqs. "We wanted to be visible at all strategic locations using highly impactful sites," he added.

The outdoor agency has made the brand visible at all strategic and prominent locations in the target cities using impactful sites that touch SEC A, A+ segments.

The agency has deployed LG LED displays on the daily routes of the affluent class. Large hoardings near Hyderabad and Bangalore airports were also used for the campaign. To catch the eyeballs, a 3D effect was created on the displays at select points with cutouts of Akshay Kumar.



3D imagery, building aura & stature

Talking about the client brief for the campaign, Atul Srivastava,



Atul Srivastava

senior VP & business head (north & east), Laqshya Media, said, "It is always important to be associated with a strong brand like LG. Now, with LG Ad taking care of OOH requirement, it was even a case of partnership. The client's brief was to identify sites that match the brand communication. The challenge was in ensuring the availability of such sites and balancing the widespread visibility in the form of a campaign. I'm happy that we could deliver such a high impact campaign."

The long-duration pan-India outdoor campaign is a definitive path for LG to establish a dominant position in the FPD segment. The 'Infinia' offering has what it takes to hold that position with features like 3D display, broadband TV, wireless solutions and full LEDs.



Standing tall, avoiding clutter, maximising impact

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