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OOH INDUSTRY UPDATES

Axis Bank breaks through with an impressive outdoor campaign by Milestone Brandcom

Axis Bank, one of the most premier brands in the country, associated with Milestone Brandcom for their latest outdoor advertising campaign “Badhne Ke Kai Naam Hai”.

Targeted at the SEC A & B category of consumers, the pan-India campaign saw Deepika Padukone as the face of the brand, talking about her dreams and progress in life. The campaign ran from 27th June – 17th July '14 and used a mix of over **500** high impact touch points such as mall facades, metro trains, bus shelters etc. across **33** cities in rural and urban India.

Milestone is known for creating high-impact outdoor campaigns that have gone down as landmarks in the brand's overall communication and the Axis Bank campaign was no different. The agency has encapsulated the essence of the bank with images of personal milestones in an individual's journey. The campaign brief focused on positioning the bank as a “Young and Progressive” one while striking a chord with the consumers about their personal ‘progress journeys’.

Nabendu Bhattacharyya, CEO and Managing Director, Milestone Brandcom said, “Axis Bank is one of the biggest and most trusted brands across the country, be it rural or urban India. Their previous campaign was one of the most successful campaigns in creating brand recall, making this project a challenging one. We have used a combination of traditional and non traditional media to catch the consumers attention and to reach out to them on a more personal level. We have received a lot of positive feedback so far and hope that it does build on the brand image of Axis Bank.”



OOH INDUSTRY UPDATES

Milestone Brandcom helps Tata Docomo users get lucky & meet the Powerstar

This Monsoon Docomo is promoting Kannadiga movie POWER associated with their new product by offering Local & STD calls @1p/2sec with 90 days validity. Also, the consumers get a chance to meet the Power star Puneet Rajkumar.

Tata Docomo took the opportunity to launch this upcoming movie, Kannadiga across the OOH space of communications with an objective to create some hype among the youth. The media objective was to drive footfalls to the theaters and increase brand awareness.

The campaign was for a duration of 21 days with 112 media units was spread across youth centric touchpoints to optimize the movie promotions in Bangalore & other adjoining upcountry towns.

A creative innovation was executed on 5 large

format, high impact billboards. Large format media at key junctions and arterial routes was chosen by Milestone Brandcom across Karnataka with focus on main arterial roads, colleges, youth hangout places and high traffic junctions. Residential areas where the TG resides were part of the core focal points of the campaign. All media was strategically placed to create high visibility in the city.

The campaign was widely visible and appreciated by the client & consumers.



OOH INDUSTRY UPDATES

Multiple brands partner up at Rajiv Gandhi International Airport to showcase 'Azaadi Ki Udaan' on Independence Day



As part of the celebrations, models of the major structures that we associate our Independence with, were placed at strategic locations at the Airport. Apart from this the entire airport was decorated with Tricolored balloons, and lighting. This gives the ambiance, the look and feel, needed to take us back to our struggle for Independence. Along with the



decorations, several kiosks and co-branded standees are also setup.

LIC painted the Tri-colors on passengers, and pinned our Tiranga on their clothes who volunteered for it and the passengers loved it. Kiosks of Kashish display their latest apparel collection, Pride India's Kiosk offers multiple options to people looking for their dream home, Godrej's Kiosk exhibit latest Hi-Tech security and locking system. About 5 lac passengers went through the terminal during the tenure of the celebrations.

Red FM's Cost effective Out of Home Campaign

An effective OOH campaign does not always need to be of bigger size and money. Red FM's placed over 12000 "No Parking Boards" on a wide variety of Resident Welfare Associations (RWA) across different parts of Delhi. The Campaign is a part of Red FM's annual mass visibility exercise with an aim to do brand building and aiding in brand retention.



Dr. Fixit: Rain check

The waterproofing brand is intelligently using Mumbai's auto rickshaws to convey its message. The message is accompanied by the image of Dr Fixit beneath it to strengthen the communication. The idea behind the execution was that the auto rickshaw's flap protects water from coming in. So our idea behind the messaging is 'Paani ko Andar Ghusne Na De'.

OOH INDUSTRY UPDATES

HBO creates a big impact for the premiere of 'Man of Steel'

HBO, brings viewers more reasons to tune in with the premier of Superman Man of Steel on Sunday August 24 through a 360 degrees promotional campaign.

The deployments were done in a way as to cover all arterial routes, commercial hubs and other such significant areas. The idea was to



provide high impactful visibility in market.

TOTAL Lubricants dominates Delhi's super premium aerobridges

TOTAL Lubricants has wrapped 48 aerobridges at the Indira Gandhi International Airport, Delhi airport to reinforce its brand presence in the Indian market. The brand has entered into a three-year deal with TIMDAA that handles the advertising rights at the airport. The branding is visible to all the landing passengers as well as the ones in the holding areas. Aerobridges across the world are a highly



valued media and one of the most challenging OOH properties to maintain.

OOH INDUSTRY UPDATES

[Campaigns by Milestone Brandcom, Aug'14]

Franklin Templeton

Shubh Laabh



L'Oreal

Total Repair 5



L'Oreal

White Perfect Laser



Radio Mirchi

The Meera & Suren show



Axis Bank

Cash Se Aage Badho



Tata Docomo

Power Star



Casio

New Styles



McDonalds

Saucy Wraps



Colors

Udaan



Muthoot

Maximum Value



Bajaj Auto

125 DTS-i



OOH INDUSTRY UPDATES

[Campaigns by Milestone Brandcom, Aug'14]

Uninor – ROM

All calls @25p /min



Uninor – AP

All calls @25p /min



Uninor – UP(E)

STV 6



Uninor – UP(W)

STV 6



Uninor - Guj

All local calls at 25p per minute



Uninor - ROM

Unlimited calls at Rs. 68



INTERNATIONAL

7-Eleven: Wedding chapel

During this year's Pride parade in Stockholm, 7-eleven wanted to show they're open to everybody - literally. Thus, they transformed one of their stores into a wedding chapel where people could celebrate their love and get married for real.



Fit Curves – Poster Pillar Workout

In the city of Belgrade, Pillar Posters are a popular means of advertising. Through time however, these pillars get chubby with layers and layers of posters on them. In order to promote the new 30 minutes workout for FitCurves gyms, the mid-section layers of posters were carved out. The pillars now resembled a human figure with curves. The newly shaped pillar aptly carried the message.



Nutrella: Friendly mirror

In an attempt to promote the brand, Nutrella came up with the concept of 'Friendly Mirror'

The idea behind this was to actively engage passers by to stand in front of the mirror. In an attempt to put a smile on peoples face with small everyday gestures, once the person stood in front of the mirror; it began talking to them, complimenting them, sending them free gifts. When you least expect, a smile changes your day. Nutrella, Awakens the smile in you! Watch the video [here](#)





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* The content is a compilation of industry information from leading global advertising media publications & web portals.