



## OOH INDUSTRY UPDATES

### Tata Docomo – Uttarayan

The kite festival – Uttarayan is celebrated on a large scale in Gujarat, where the locals get a chance to meet and exchange greetings with each other. The TG was the youth. The campaign is executed on all high traffic junctions, youth hangout places and arterial roads will continue for 45 days. Docomo and Milestone's endeavour to wish Kite Festival to the local people in Gujarat can be seen on the Billboards all over Rajkot, Baroda and Ahmedabad. Large size media options are used



to create impact. The scheme on offer is Local +STD Calls @ 1/2 rate in Rs 45 for 90 days.

### Vodafone: Need for speed

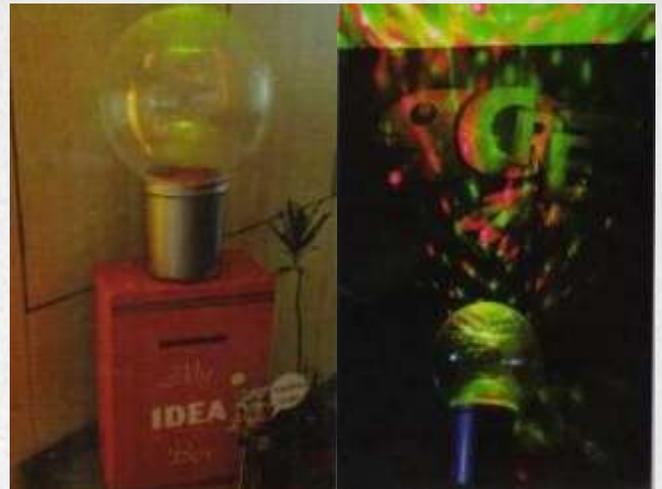
Vodafone's latest campaign is focused at making the internet a source of fun and convenience. The campaign relates near to life situations and showcases how these user-friendly apps can make life easy and comfortable at just one click. Vodafone has come up with eight such messages that talk of different situations showcasing the importance of high speed internet for the prompt use of these apps. The three-week campaign began on January 10, the brand is using several formats such as billboards, hoardings, bus shelters, toll stations, bridge sites, pole kiosks, bus seat backs, Vodafone stores and cinema houses across strategic locations, and on ground activation in colleges in the financial capital of India.



# OOH INDUSTRY UPDATES

## MTS calling ideas

In order to improve the company's overall performance, MTS opened a window of suggestions by calling in ideas and complaints for improvement. To make it attractive, a drop box concept was innovated where the top of the box was shaped in the form of a bulb which signifies IDEA. The execution gave the impression of a laser light & was part of the 'Always on' campaign.



## MTS Mblaze Ultra: Message in black

MTS has launched an OOH campaign in Jaipur, to promote its mobile broadband service, MTS Mblaze Ultra, provides high speed mobile internet. The billboard conveys the message, 'Speed up your internet experience with Mblaze Ultra'. It also displays icons of social media networking sites such as Twitter, Facebook, Yahoo! that they flash one after another. The location was selected as it is one of the busiest areas in Jaipur. The two-month campaign that began on December 25, 2012 is restricted to Jaipur as the product is only available there as of now.

## Salman Khan launches 'Being Human stores' in Mumbai through OOH

Bollywood superstar Salman Khan recently launched his first Being Human flagship store for clothing in India. To announce the launch, the company has launched an innovative campaign that has generated a buzz in the city. The campaign consisted of a teaser & reveal phase. The objective was to gain maximum exposure by the most effective route and reach out to the target audience. Branding using the large media format helped create top of the mind recall at the point of purchase area and reemphasize the brand message.



# OOH INDUSTRY UPDATES

## Panasonic's hot and cold initiative

Panasonic has initiated an out of home campaign to advertise its hot and cold air conditioners. The campaign has been executed in Tier I and Tier II cities of Uttar Pradesh and Rajasthan as well as in Delhi. The creatives display pop up LED cut outs of the product. Other backlit pop ups highlight the words 'Panasonic' and 'Hot & Cold AC'. The billboards also showcase Panasonic India's brand ambassador, actor Katrina Kaif

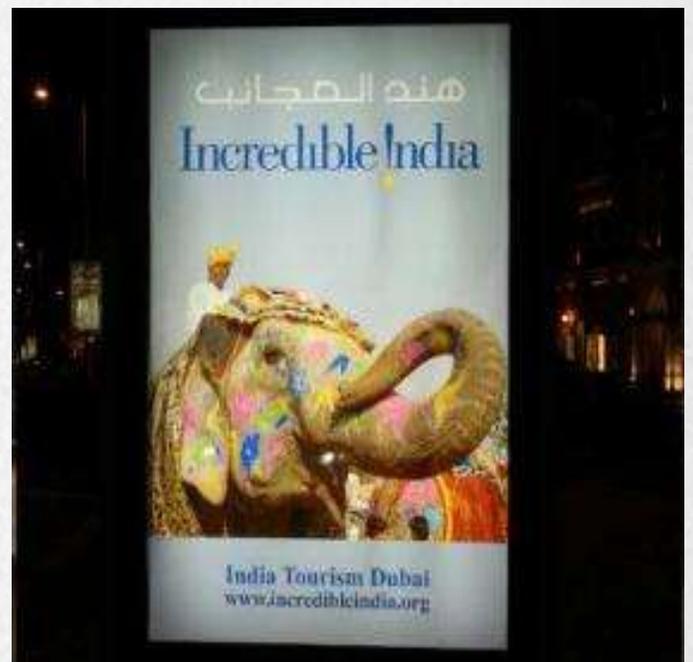
The campaign is spread across large format billboards, gantries, wall wraps and mobile vans.



# INTERNATIONAL UPDATE

## Extensive outdoor presence for 'Incredible India' in Dubai

Aesthetically and beautifully designed air conditioned bus shelters were chosen for the promotion of 'Incredible India' campaign across Dubai. The tourists across nations travelling to Dubai had the opportunities to get exposed to Indian culture in the Arab World. Bus shelters located at landmark locations in and around tourists spots were selected. The campaign projects India as an attractive tourist destination by showcasing different aspects of Indian culture and history. The Middle East markets were extremely important for this campaign, considering the fact that they have evolved as tourist hot spot, attracting millions of visitors each year. The aim of the campaign was to tap the tourist's population by making them notice India as a tourist destination.



# OOH INDUSTRY UPDATES

## [Latest Campaigns by Milestone Brandcom]

### Colors

IAA Leadership Awards



### Colors

Na bole tum



### Colors

Sanskaar



### Colors

Screen Awards



### Fastrack

25% off



### Tata Docomo

Uttarayan



### Mc Donald's

Happy Price Menu



### Mc Donald's

Happy Price Menu



### Mc Donald's

Store Launch - Mulund



### British Airways

To fly, to serve



### Tata Sky

Tata sky



### Inkaar

Movie promotion



# OOH INDUSTRY UPDATES

## [Latest Campaigns by Milestone Brandcom]

### British Airways

Visit Britain



### Garnier

BB Cream



### Garnier Men

Garnier Men



### Loreal

Total Repair 5



### Emirates

Warsaw Daily



### Signature Premium

Signature Premium



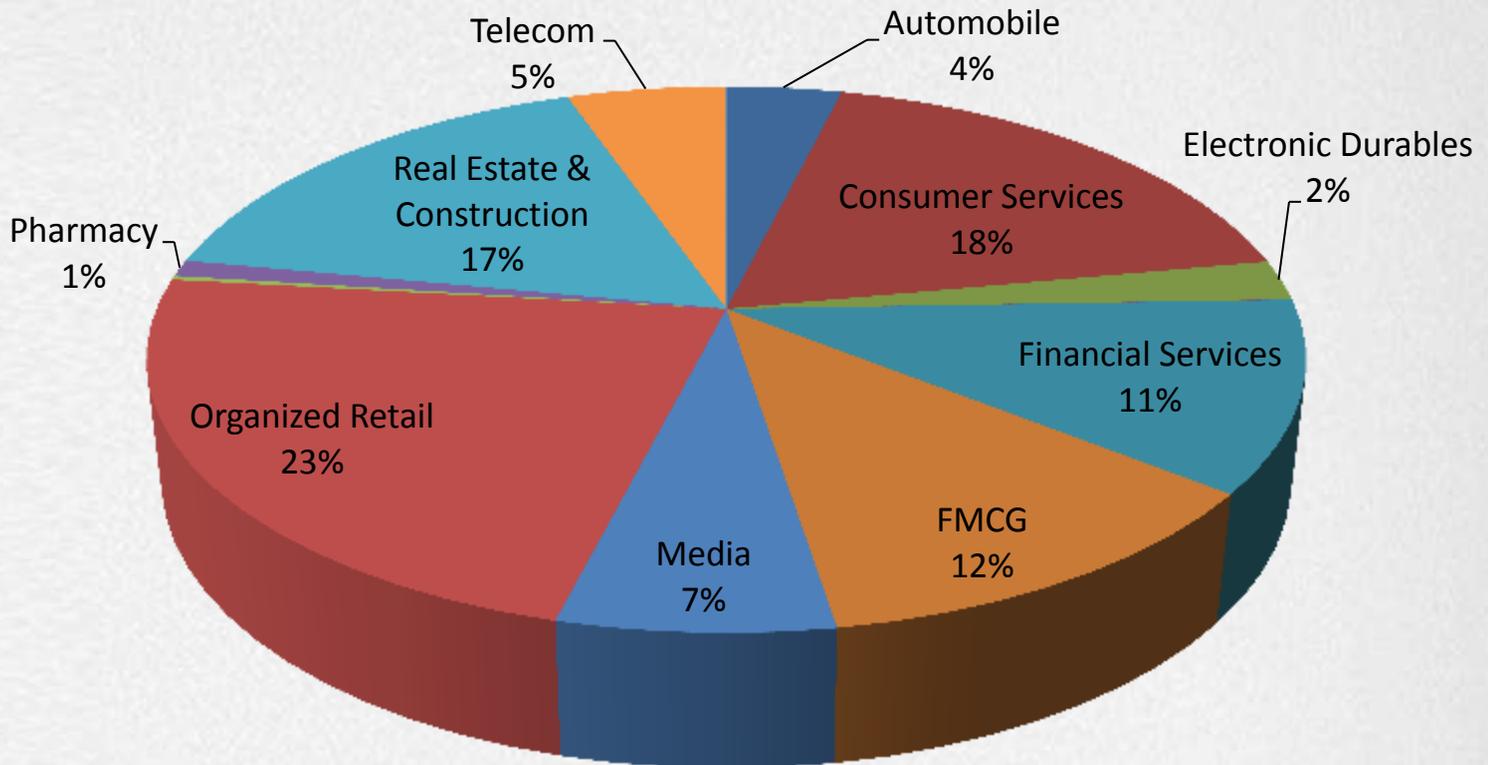
### Pantaloons

50% off sale



# OOH Media Consumption by Sector

## [Jan'13]



Organized Retail Sector continues to hold the position of the highest spender for Jan'13 like last month. The trend of increased spends can be noticed across industries. The highest OOH Spender has increased its spend by 41%. Second highest spender, i.e. Consumer Services Sector has increased the spend by 55%. Similar is the case with Real Estate Sector. Hero Motor Corp and Hyundai have spent the maximum amongst all the automobile players. (a) Banking & Financial Products, (b) Airlines, (c) Educational Institutes and (d) Films, each, have large share of spend in the Consumer Services Sector. Educational Sector and Real Estate Sector have the maximum number of brands under OOH Investment. FMCG brands maintained good visibility throughout the month.

# INTERNATIONAL OOH

## Choose your holiday of a lifetime!

The Adelaide Airport engaged visitors and built excitement around the chance to win a trip by spending money with the airport retailers. Three awesome 'holiday of a lifetime' packages were created to inspire people from different backgrounds. A romantic Bali retreat, an adventure holiday in New Zealand, a Gold Coast family theme park holiday.



## End of the world 21.12.2012

SEAT placed the brand new SEAT Leon FR in an emergency survival box, at the Winterthur main station. The car is full of innovations and protects its driver both actively and passively to meet highest driving safety standards. The perfect vehicle to make it to safety, in case of the apocalypse. Survival candidates may sign up for the car until 20th Dec 2012 at 12:12 on [seat.ch/maya](http://seat.ch/maya). Should the world effectively end, the winner may keep the car. If not, he may keep the car until Dec 28th 2012.



## Kit Kat: Free No-WiFi Zone

The world is becoming one big WiFi zone. It's available in bars, restaurants, trains, airports, supermarkets.. There's even WiFi on Mount Everest. Result? People are constantly online. Time for a break. So a Free No-WiFi Zone was created. In a radius of 5 meters, all signals were blocked so people could escape e-mails, updates, tags or likes. Instead, they could enjoy a good old newspaper or a hardcover book. Some even had a real conversation. Whilst eating a Kit Kat of course.



## Aqua fresh white & shine

A low cost way to convey the white & shine message was to use images of a smiling woman on a poster, impenetrable to the lighting excluding the teeth and the product area were used. When the lighting inside the billboard was turned on at night, the ordinary toothpaste poster of the smiling woman, turned into a gorgeous white smile which was a result of using aqua fresh.

# BRAND ACTIVATIONS

## Amex builds enthralling presence at Delhi airport

American Express embarked on an innovative OOH initiative at the T3 terminal of the Delhi airport and used multiple touch points to reinforce the core campaign message to their TG. The aim was to increase recall through constant interaction with the passengers during their journey through the airport. In a first of its kind initiative, a virtual mannequin was used to greet customers and display the features of the new Amex JET card at the T3 terminal. The innovative display was precursor to the engagement zone inside the security hold area. The objective being to identify Jet Airways Platinum, Gold and Silver members



& persuade them to visit the kiosk. The passengers were educated about the features of the new JET card and were encouraged to provide their contact details in order to provide them with the right financial solution to their needs. The passengers sharing their details were gifted with a name tag and a pen drive in the shape of an Amex JETCard in order to further increase top of mind recall for the campaign.

## Maruti Suzuki – Estilo's 'Shop Big Win Big' contest

Maruti Suzuki Estilo is running the 'Shop Big Win Big' contest during the 'Monthly Bachat Bazaar' period (Jan 1 – Jan 8), wherein, the winner stands to win the Estilo. The contest eligibility is led by customer ticket size value of Rs.1500+ and is being promoted in the stores

by way of co-branded elements such as danglers, wobblers, standees, drop downs, tent cards as well as in-store announcements. 'Monthly Bachat Bazaar' is one of Big Bazaar's flagship properties running from the 1st to the 8th of every month, during which period, the stores see higher number of customers wanting to make the most of the deals on offer.



## Bangalore International Airport & Air France surprise passengers on Christmas Eve

Bengaluru International Airport Limited (BIAL) & Air France surprised the passengers of the Air France Flight flying in from Paris to Bengaluru on Christmas Eve, instead of their luggage they were greeted by red gift boxes. The boxes were addressed to the respective passengers and contained gifts specific to their age group and gender. The activity created a lot of Buzz and publicity for Air France as the passengers shared this delightful experience with their family and friends. The activity left a lasting impression on the consumers mind and created a special position for the Brand.

# BRAND ACTIVATIONS

## Milestone Connect engages with Tennis lovers at Aircel Chennai Open '13

Aircel appointed Milestone Connect, an event & sports promotions division of Milestone Brandcom to create brand engagements & promotional activities at the Aircel Chennai Open '13 from 31st Dec '12 – 6th Jan'13.



An experience zone was created to give tennis lovers a complete in-stadia experience of all the tennis matches held during the tournament. Series of engagement activities were held for visitors like on-the-spot engagement games and other activities like a motion sensor game where they experienced a tennis match virtually. Branded merchandise give-aways like T-shirts, sippers, sling bags and caps, along with match tickets further enthralled the audience at the zone. The objective for this association was to highlight the various 3G services that Aircel offers across its Circles.



During the tournament, A 'Wackiest Fan contest' was held which was amplified through Facebook print ads. As a gimmick for this contest, 5 promoters roamed around the venue with a larger than life branded T-shirt with the message 'Are you the Wackiest Fan?' This contest was open to all those who attended matches in the Stadium. Milestone Brandcom also ensured strategic branding in & around the venue for the Title Sponsor - Aircel.



To connect with the HNI segment during this tournament, a party was also organized exclusively for all Tennis players, socialites, celebs and other top niche crowd in Chennai. Milestone was responsible for handling the production, ensuring a smooth flow to the show, branding, décor and the technical and logistical requirements. DJ Lil' B aka Bhavini Shah grooved along to keep the party going.

# BRAND ACTIVATIONS

## Milestone Connect manages the press conference of Life OK's new reality TV series launch – 'Welcome-Baazi Mehmaan Nawaazi ki'

In a country that takes to heart the saying Atitheo host Devo Bhava, Life OK brings the sentiment alive with the latest show "Welcome – Baazi Mehmaan Nawaazi Ki", hosted by television superstar Ram Kapoor. The one-of-a-kind reality TV series is a fun filled family entertainment that celebrates India's obsession with playing the perfect host. Milestone Connect, an event & promotions division of Milestone Brandcom, plays along as the perfect host and manages the Press Conference of this new reality TV series held at The Westin, Goregaon-Mumbai on January 18.



With this exciting new content, audiences will witness some of the craziest moments on Indian television as 5 popular celebs vie to outdo each other each other in a competition of Mehmaan Nawaazi.

Milestone Connect was responsible for handling the on-ground production, ensuring a smooth flow to the show, backstage management, stage design and structure, stage management, and the technical and logistical requirements. The press conference was hosted by Alekh Sangal.



Packed with lots of mirch masala moments, the series will provide a daily dose of high voltage entertainment. The best celebrities from television and beyond, will battle it out in this dhamaakedaar race of Mehmaan Nawaazi. Life OK has constantly dared to be different and serving up a fresh new show with a desi tadka that starts 21st January, every Monday to Saturday at 10pm. Guided by the philosophy of 'Cherish what you have' Life OK presents this fun new reality series to showcase the hidden cooking and hosting talent of every Indian to be the perfect entertainer & host.



# NEW MEDIA MONETIZATION

## E-RICKS

E-RICKS is an eco-friendly initiative by ECO ACTIVATE and is recognized by Govt. of Delhi & MCD. This Eco friendly vehicle helps in reducing carbon emissions and provides a great opportunity to put your brand among the masses, as the branding space on E-RICK which is at the eye level of the targeted audience creates a direct interaction with them.



The Branding on E-RICK has flexibility and gives exposure to your brand right in all those market and commercial areas where no other branding options are available. E-RICKS are parked in front of mall areas, metro stations and in main markets which provides great mileage and maximum value for money.

**As this is a unique way to help our Planet, and invest in CSR**

## Audio Spot Light

Audio Spot Light is a revolutionary Directional Audio Technology. This product creates sound in a narrow beam just like light. The sound can be beamed much the same way as light is using path breaking "Audio Spotlight" technologies. Just aim the flat, thin speaker panel to your desired area, and provide all of the sound and none of the noise. Just like a laser beam is directed on a single person; this audio can be targeted to one or a group of people in a particular radius at a location. The product is currently being used globally and has endless applications in real and digital world.

The [video](#) shall be helpful in explaining the working of the device.





# monthly milestones

news on outdoor world

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