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Milestone Brandcom & Sony MAX play around Badttameezi!

To promote their latest television premier of 'Yeh Jawaani Hai Deewani' airing on January 18, 2014, SONY MAX partnered with Storyboard Brandcom, a division of Milestone Brandcom. The channel is celebrating the campaign thought of "Yahan badttameezi nahi chalegi, badttameezi chalegi to sirf MAX par" using a full 360° marketing campaign that entails the use of various advertising tools. OOH medium also plays a vital role in the promotion along with the on-ground activities. The campaign has been executed in Delhi and Mumbai.



Different locations and formats have been used to send out the message in loud and attractive manner. For Instance, movie theatre promotes are executed where Ranbir Kapoor will be seen at his charmingly nonchalant best asking people to switch off their mobile phones during a movie across cinemas in Mumbai. Numerous auto rickshaws across Mumbai and Delhi have been used for the poster from behind asking people not to do badttameezi in the confines of the vehicles. To tap youngsters, bouncers have been placed wearing t-shirts that would be using the catch phrase of 'Yahan badttameezi nahi chalegi, badttameezi chalegi to sirf MAX par' with the logos across lounges and pubs across Mumbai and Delhi.



OOH INDUSTRY UPDATES

An innovative and twinkling outdoor promotion at Mahim Junction in Mumbai has been executed with the words 'badtameezi' which light up sequentially giving a high recall value for the film. The billboard sports the words 'badtameez dil', which light up consecutively one after the other. The words flow between a larger than life back-lit image of the protagonists of the film on one end and the details of the premier of the film along with the channel logo on the other end. Similar eye catching hoardings are also seen on bus stop shelters at prominent spots in Mumbai and Delhi with the stars of the film in their iconic poses. Landmark locations like Gateway of India will have a line of lollypops reminding people that no 'badtameezi' will be tolerated.

Milestone designed & executed the skit activation at selected Barista outlets across Mumbai. The activity was held at Bandstand Bandra, Lokhandwala Andheri & S V Road Andheri. 9 of the trained actors performed a skit built around argument among the teenagers leading to a chaos attracting maximum attention from the crowd to interrupt the same bouncers intervene with the final revelation saying "Yahan Badtameezi Nahin Chalegi.. Badtameezi Chalegi sirf MAX par



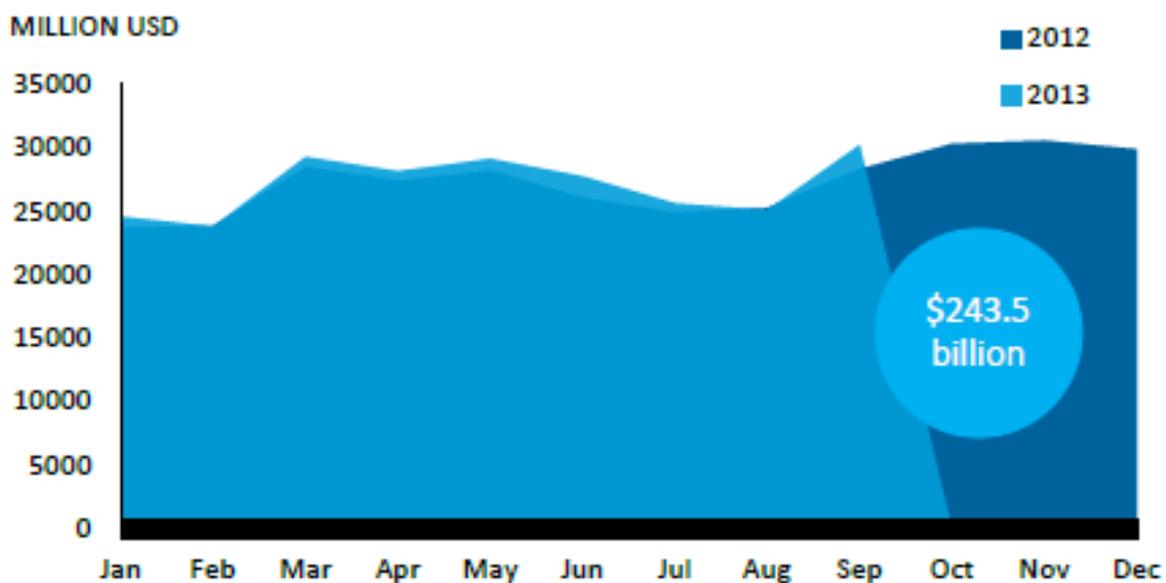
OOH INDUSTRY UPDATES

Global Advertising expenditure trend 2013

By the end of the first three quarters of 2013, global advertising spend exceeded its levels in 2012 by 3.2 percent. Overall, global consumer confidence is holding steady at 94 points and the U.S. economy has posted better than expected results. While European confidence remains lower than the global average at 74, it had its biggest increase since first-quarter 2010.

As signs of optimism continue to spread within the global economy and Asia Pacific's ad market continues to gain momentum, Nielsen will be watching to see if the global advertising market will continue to pick up speed through the close of 2013.

ADVERTISING EXPENDITURE TREND



OOH INDUSTRY UPDATES

Print war between TOI and HT spreads to outdoor

The famous adage to take a fight outside seems to have taken a literal meaning off late with 'battle of billboards' becoming a common site on roads. The recent displays in Gurgaon took this 'innocent' game to a new level altogether. The battle started between Hindustan Times and Times of India over readership supremacy in Gurgaon.

Having been rated the largest-selling English language daily in Gurgaon for the 9th time in a row, according to the latest round of the Indian Readership Survey (IRS) findings released by the Media Research Users' Council, Hindustan Times recently launched a campaign saying 'HT>TOI Certified by IRS 9th time in a row'.

Times of India put up a clever reply to encounter this claim saying 'Times of India =



2.5 X Hindustan Times'. The implication being a direct hit at Hindustan Times readership campaign.

What happened next? Hindustan Times changed its creative saying 'HT is Gurgaon's No. 1 read newspaper, certified by IRS 9 times in a row. Guess who is the No. 2". Now what should happen next? Wait and watch!

Quikr goes OOH

The Internet is cluttered with thousands of websites and consumers are constantly looking for the best platform that can help them address various day to day needs as a buyer or seller. Quikr is now looking at increasing the reach of its platform even further by demonstrating the wide range of categories across which transactions happening on the site ranging from electronics to cars & bikes, household goods to real estate etc. and has launched an outdoor campaign.

High impact sites at relevant locations were chosen for the outdoor campaign. In the current campaign, premium sites in Delhi NCR, Mumbai and Bangalore have been covered.



Yes Bank dominates Mumbai's super premium aerobridges

Following on from the success of last year's popular outdoor campaign initiative across the Mumbai airport, Yes Bank has extended its campaign for another year, i.e, for the year 2014. This is in sync with the overall strategy of delivering the highest ever sustained 'TRPs' and impact at the Mumbai airport.



OOH INDUSTRY UPDATES

Kolte Patil developers enter Mumbai with a bang

Kolte-Patil Developers Ltd has now headed to Mumbai with some upscale re-development projects. In their endeavour to reach out to the Mumbai home buyers, they rolled out a unique Outdoor campaign. The campaign focuses on the real life situations of the people of Mumbai, who pay high prices for really small spaces. While empathizing with their situation through the campaign, the outdoor medium has been used in an innovative and unique way to enable viewers to relate to the size of their

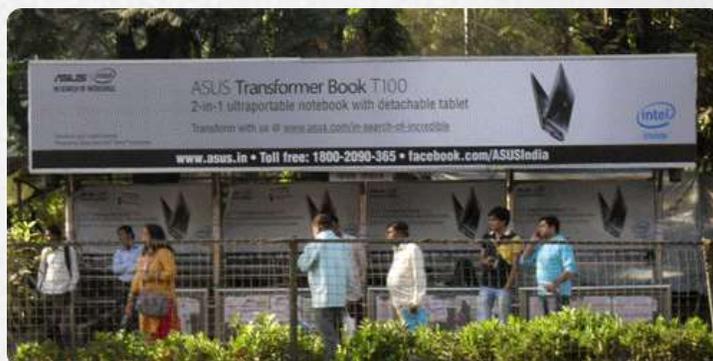
current homes. It very effectively created life-size match boxes and installed them at strategic locations like Marine Drive, Bandra, BKC, and Linking Road etc.



Asus creates a buzz on OOH

Asus India launched the Transformer Book T100 OOH campaign partnered with Street Talk. The outdoor campaign has been targeted towards Sec A & B, tech-savvy Youth and corporate audience. The campaign is deployed in selected cities i.e. Delhi, NCR, Mumbai and Pune for the duration of 15 days. The OOH media plan was spread across an assortment of media formats such as billboards, Unipole, bus shelters, pole kiosks, etc. The campaign is aiming at creating awareness about the new transformational gadget which solves the

purpose of Laptop as well as tablet that Asus has introduced which is DETACHABLE to convert.



BRAND ACTIVATIONS

'Merry go Round' with HDFC

HDFC launched an experiential campaign called 'Merry go Round' to create buzz about their Young Star Plan. The idea was aimed at establishing birthday's as an occasion for parents to start financial planning for their children's future. The activity was executed mainly in malls. The activation was an extension of HDFC Life's Young Star TV Campaign and was aimed at engaging with parents through a contextual experiential initiative for children, bringing to live the campaign thought - the best gift you can give your child is a secure future.

The outdoor campaign was designed to provide a birthday party like experience for the children, thereby engaging with the parents. The children were invited to sit in the toy air plane and the toy rocket for a joy ride of a few



minutes. While the child enjoyed the ride, the parents were exposed to a contextual message from the brand, "This air plane ride sure was fun! But will it take your child to Stanford?" and "This rocket ride sure was fun, but will it help your child launch her business?". The joyride was free of cost.

Amidst a birthday party set up, there was a 'merry go round' fabricated like a toy aeroplane and a rocket.

Cadbury Gems packs an exciting surprise for Standard Chartered Mumbai Marathon

The most happening event to unite the whole of Mumbai in the month of January is the Standard Chartered Mumbai Marathon. Parallel to this big event which happened on Sunday, 19th January, Gems Surprise presented the new range of Pandas. As the marathon's dream run was flagged off and the participants started running, Detective Panda and Magician Panda were spotted calmly running the Marathon...like it was nothing out of the ordinary. This activity aroused curiosity among

runners and onlookers who tried to catch a glimpse of the Pandas in action during the Standard Chartered Mumbai Marathon. Right from the Registration desk to the Bibs to the Marathon, the Pandas were there in broad daylight to SURPRISE people and add excitement to this event.



BRAND ACTIVATIONS

Vodafone unveils Faster, Smarter, Better metro station

Vodafone India unveiled its unique Faster, Smarter, Better Metro Station in Gurgaon. Vodafone Belvedere Rapid Metro Station is a unique interactive station that engages the commuters at every step and brings to life the Vodafone brand. The Vodafone Belvedere Rapid Metro Station has been conceptualized using state-of-the-art design specifically to match the best in class transport technology used by Rapid Metro. In line with 'Customer First' proposition of Vodafone, the station has been made commuter friendly and has been designed, keeping in view various needs of commuters. The Metro Station seeks to interact with its commuters at every step,



guiding them by the means of interactive wall set up, displaying their various advertisements and offerings, interactive steps guiding the commuters to their respective platform. There is a Wi-Fi zone at the platform to help the customers stay connected with their loved ones at all times. Evolved technology has been displayed at various junctures of the station to benefit Vodafone's data paradigm.

MTDC and Philips unveil the majestic Gateway of India in a new light

Philips India had taken it upon itself to light up the two most visited and most talked about monuments in the biggest cities of the country. After lighting up the India Gate in Delhi earlier this month, the company, in association with Maharashtra Tourism Development Corporation, lit up the Gateway of India.

The company has taken up the initiative to gift the lighting to these monuments, in addition to the effort of showcasing its new age technology. The software-led changes in colours and extra effects to the LED set-up will be promoted through the initiative.

The advanced LED lighting system offers a palette of 16 million shades to illuminate the Gateway of India. The entire effort comes at a cost of about Rs. 2 crore for the company, albeit with no 'branding' at the venue; however, a simple plate will mention that the lighting is gifted by the company.



OOH INDUSTRY UPDATES

[Campaigns by Milestone Brandcom, Jan'14]

Sony Max

Yeh Jawaani Hai Deewani



Tata Docomo

Wi-Fi that travels with you



Colors

India's Got Talent



Tata Sky

Phone Ghumao Tata Sky Lagao



Sare Homes

Residential property of the year



McDonald's

Gifts Festival



Binani Cement

Sadiyon Ke Liye



Fastrack

Flat 20% Off



ICICI Prudential Life Insurance

Insurance is changing today



Tanishq

Flat 15% Off



ITC - Kwik Nic

Nicotine chewing gum



ICICI Bank

Tab Banking



OOH INDUSTRY UPDATES

[Campaigns by Milestone Brandcom, Jan'14]

Loreal Paris

Kajal Magique



Maybelline

Lip Polish



Garnier

Fair Miracle



Uninor, Bihar & Jharkhand

STD & Local 25p/min



Uninor, UP East

All local calls @25p



Uninor, AP

Now talk @25p/min



Croma

New Years Resolution



ETV Marathi

Kaun Banega Crorepati



Colors

Rangrasiya



Axis Bank

NRI



INTERNATIONAL

Volkswagen 4Motion: Nature insists

Bucharest, Romania has recently seen several consecutive days of heavy snowfall and blizzards. Now it has stopped snowing, but many drivers left their cars home. VW took to this as a perfect opportunity to leave people with a little message with a big punch! The branding – A mere stamp on the snowed down car, extremely subtly but yet so effectively hinting – Switch VW to avoid such a situation in future!



BlackBerry: Free WiFi on the Beach

The changing cabins at the public beaches of Dubai were branded by BlackBerry. In comparison to other locations the beach is a high dwell time zone, where people spend in average 4 hours. The system allows BlackBerry to on the benefits of social networking. Anyone using the internet service on the Beach is required to simply 'like' the relevant Facebook page or 'tweet' about their location to gain access. The first brand using this opportunity was BlackBerry promoting their Q model and also BBM for iOS and Android.



Double Grill & Bar: flaming billboard

Russian steakhouse uses flamethrowers to char grill an entire BILLBOARD and show off its authentic cooking. Men dressed as chefs set a photograph of a raw steak alight. After the billboard was extinguished, the steak appeared to be cooked. These dramatic images show the moment the stunt promoting the food at Double Grill and Bar. Watch the video [here](#).



OOH DISCOVERY

What is interactive advertising? What technologies can be used to create an interactive OOH campaign?

Nowadays, there is an array of digital technologies beyond the web, such as smartphones and tablets and social platforms like Twitter and Facebook. These new connected platforms and devices are enabling both consumers and brands to have deeper and more rewarding conversations. As consumers divide their time between many different activities, brand owners now have to work harder to create an ongoing relationship. Brands are constantly looking to discover new ways to satisfy consumer demands and interests in order to improve the advertising experience. Finding new ways of reaching, informing and entertaining audiences through Out of Home advertising is no different.

Interaction via Out of Home formats combines the very best in audience delivery methods with the creative opportunities that large, public blank canvas' can provide. The marketing applications for interactive advertising are evolving as rapidly as the technologies themselves.

Out of Home advertising has benefited from an explosion of relevant interactive technologies from Quick Read (QR) codes to Near Field Communication (NFC), further enhancing what has always been an essentially interactive medium. Technologies such as Augmented Reality (AR) are also allowing advertisers to experiment with traditional billboards and to think about using Out of Home in different and more creative ways.

Whilst the media landscape continues to fragment, Out of Home is not only retaining its ability to reach mass audiences it is also evolving into a mass-interactive medium, harnessing new technologies to keep pace with audience expectations. Audiences want brands to engage them on the move. Despite the speed of change in terms of technology, public attitudes towards Out of Home interactivity are well-established and positive. The younger, more techsavvy audiences are currently the most engaged and ready to experiment with brands on the move and this is indicative of general consumer behaviour in the future.

Audiences want brands to apply the same principles to interactivity that they always have Out of Home: if you understand who your audience is, what they're doing on the move, how they feel as they go and what they're looking for when they get there, they are ready for a conversation.

The following are the Interactive technologies to look out for to:

- Digital, interactive Billboards
- QR Codes
- Tweets/Facebook updates on digital ads
- Augmented ads
- Motion & gesture interaction
- A promotional text code in an ad
- Touch screen billboard advertising
- Online Check-in/location based vouchers
- Bluetooth enabled advertising
- NFC



monthly milestones

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