



## Traditional Media - Print, Radio, TV and Cinema going *Out of Home* for Promotions

### Real estate, BSFI, retail & auto dominate Delhi OOH

A tracking system put in place by Proof of Performance (POP) has revealed that real estate, BSFI, retail and auto dominated Delhi outdoor media during the first fortnight of May 2013. Hoardings, public utilities and unipoles were the highly used media formats during this period. About 23% of the tracked sites were dominated with real estate and allied industries sector. This was followed by Banking, Financial Services and Insurance (BSFI) which used 8% of outdoor media formats. Interestingly, retail sector was also seen heavily in the prime locations of Delhi. FMCG accounted to 4% of the advertising

### Red FM promotes through OOH

Red FM launched a campaign to celebrate its 10th anniversary in Kolkata. The first of its kind studio-cum-billboard has been put up at Camac Street, one of the most popular youth hangouts in the city. The backlit billboard includes a sound proof studio to ensure noise free delivery of content. The channel ran its usual 5-9 pm show, 'U-Turn' with RJ Praveen, from the booth for 10 consecutive days.



Educational advertisements, automobile and ancillaries, consumer durables, and media and entertainment contributed to 3% each. Healthcare was 2% and hospitality was 1%. Currently the auto sector is aggressive with various new launches in the two-wheeler, four-wheeler and luxury categories and is likely to boost campaign initiatives. This reflected in the way the sector invested on outdoor too. The top 10 automobile and ancillaries brands were Honda Four Wheelers, Hero Motocorp, Hyundai, Volkswagen, Mahindra Motors, Honda Bikes, Sikka Hyundai, Audi, Bajaj and Indian Oil.

### Zee Network promotes its series of Programs through Outdoor

The flagship channel of Zee Network had lined up a series of four television premiers of Blockbuster Bollywood films along with a String of four family and relationship oriented shows to be conspicuous amongst the daily bombardment of sops and reality shows.

### The Telegraph goes OOH

The Telegraph recently introduced a new lifestyle supplement – 't2' in North East India. 't2' covers topics ranging from entertainment, fashion, food, and shopping to lifestyle, health, films and social events, besides carrying crosswords, comics and puzzles. All prominent and arterial routes in the cities have been targeted and large format media has been chosen.

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

# OOH INDUSTRY UPDATES

## Axe goes larger than life for its 'Space effect' OOH Campaign

HUL has come up with a thematic campaign to promote the new range for its deo brand Axe, called The Axe Apollo. The communication plan for this range includes an outdoor campaign, 'Axe Apollo Space Academy', wherein the brand promises to give winners a chance to go to space in a private spaceship. A king size installation of an Axe bottle is placed next to a model of a giant astronaut at 3 prime locations in Mumbai by Arena. This larger-than-life campaign will select winners of the contest and send them to space.



## Sunfeast Yippee: Big impact in Hyderabad

Sunfeast Yippee, the instant noodle brand of ITC, has launched its third variant, Chinese Masala. To promote this variant, the food major has rolled out a three-week outdoor campaign in Hyderabad. The key objective of the campaign is to spread awareness and announce the arrival of the new variant. The media plan includes a good mix of giant-sized billboards and bus shelter branding. To target the right audience, some high traffic zones in the city were picked up.

## Yebhi.com: Coffee shopping

Online shopping portal Yebhi.com, in association with Cafe Coffee Day (CCD), has launched 30 virtual stores across CCD outlets in Delhi and Bengaluru. The stores involve a virtual wall that showcases the range of products offered by the portal, along with their QR codes and Near Field Codes (NFC).



The consumer has to tap his Smartphone or tab on the given NFC or QR code to connect to the main site and the specific product. The online portal aims to target students as well as office goers and has partnered the coffee stores near college campuses and corporate offices. The interactive innovation allowed people to shop from the store simply by taking pictures of the products with their mobile phones.



# OOH INDUSTRY UPDATES

## Blue Star beats the heat

With the raising mercury this summer, Blue Star, one of India's largest air-conditioning and commercial refrigeration companies, indulged in an aggressive outdoor advertising campaign to increase their sales. The brand campaign of Blue Star was carried out in the East, South zone and in cities like Mumbai and those in Gujarat.



## OOH for Amaze

Amaze, the first diesel car for Indian market from Honda, was launched with a buzz that included a great out-of-home brand campaign to reach the target buyers. A 12 day teaser campaign was executed in Delhi-NCR, Mumbai, Kolkata, Punjab and Rajasthan.

## Dark Fantasy draws Kerala

A simple yet effective OOH campaign for ITC Dark Fantasy Choco Fills biscuits was executed in Kerala. The campaign covered 8 districts and 50 plus small towns throughout Kerala. The media parameter considered was to cover towns with more than 1 lakh population, having a minimum income of 12k per month.



## MS' new cloud platform taps air travellers

Microsoft has come up with a subscription based service which offers access to various services and software built around the Microsoft Office cloud platform called Microsoft Office 365. IGI Terminal 1 was the best display area to showcase the new cloud platform. The idea was to draw a highly visible campaign to make a strong impact on the entire boarding area with an awe-inspiring brand presence. The creative was also made to capture the eyes of the travellers. A number of LED blinkers were amalgamated with the creative to ensure a stunner.



# OOH INDUSTRY UPDATES

## Farming on Mumbai's busy streets? HUL's Kissan makes it possible

After the success of the 1st phase of the Kissanpur campaign, Kissan Ketchup, the brand from the house of HUL has rolled out an interesting 2nd chapter. A series of interactive initiatives involving thousands of children to communicate its core proposition 'Kissanpur – Experience Real'. The 2nd phase of the campaign is aimed to reach a larger audience. OOH initiative is innovative, mirroring all other communications that it kicked off. Three spots were selected in Mumbai for their visibility and high traffic pass-through effectively covering Mumbai. Farmers were contacted months in advance to propagate tomato plants in planters



to have the plants ready for the billboard in time for Earth Day. The billboard structures were prepared and readied to display dozens of these planters that were coming straight from farms. Backlit boxes and pot holders were welded into place. The three sites are now not just a static OOH media, but a living and fruiting piece of real estate.

## Matrix goes high decibel in Kolkata

Matrix engaged in an outdoor campaign in Kolkata to create greater connect with its audience. Matrix wanted to reach out to all national and international travelers. All the sites taken were located in premium localities of Kolkata. Matrix is also one of the official sponsors of Kolkata Knight Riders. To showcase this association Matrix included the usage of cricketing jargons such as 'Howzatt!' and 'Catch it!!' to describe the benefits from a Matrix SIM card when going abroad, along with the product benefits on the outdoor creative.

The Matrix outdoor campaign provided the brand with an extremely high frequency with permanent and high impact presence in the city of Kolkata. The brand recall increased phenomenally and a majority of people who are travelling to Malaysia, Singapore and Thailand in May had pre-booked their SIM cards one month in advance.



# OOH INDUSTRY UPDATES

## [Latest Campaigns by Milestone Brandcom]

### McDonald's

Masala Grill



### Binani Cement

Brand Promotion



### Garnier

Garnier Men



### L'oreal

Cannes celebrates 100 years of Cinema



### Jack and Jones

Super Saturday



### Fastrack

Brand Promotion



### Muthoot Group

Delhi Daredevils



### Skoda

Rapid Prestige



### Zoya

Brand Campaign



### Colors

Jhalak Dikha Jaa



### Franklin Templeton

Brand Campaign



### Tata Sky

7 Day Work Week



# OOH INDUSTRY UPDATES

## [Latest Campaigns by Milestone Brandcom]

### Bajaj

Discover



### Emirates

Holiday Packages



### Tata Docomo

Adhe main Puri Batein



### Docomo

Unlimited data



### Uninor

Lagi Sharat



### Uninor

Chota Dhamal



### Uninor

Bhai ka Commitment



### Uninor

Free Uninor to Uninor Calls @ Rs 58



### McDonalds

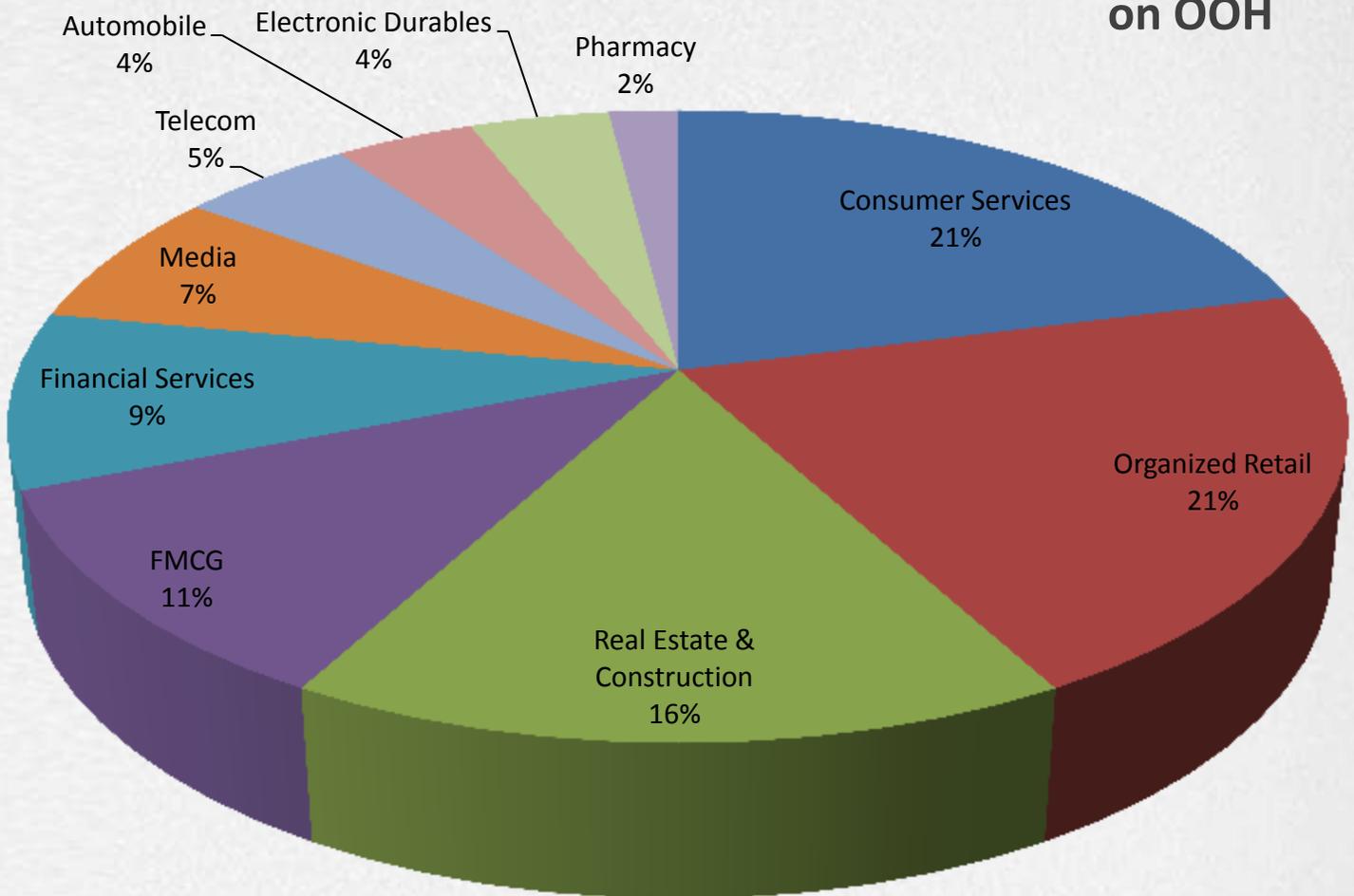
Chota Bheem



# OOH Media Consumption by Sector

## [May'13]

### Top 10 Industries on OOH



The Consumer Services sector and Organized Retail Sector are the highest spenders for May'13. The Real Estate, & FMCG Sector follow closely. Noteworthy campaigns of the month were amongst the Organized Retail sector amongst brands – BlackBerrys, Adidas, Jockey, Allen Solly, Duke, John Players and for the FMCG / Food & Beverages Sector amongst brands – Aashirwad Atta, Amul, Kingfisher, Nescafe, Frooti, Garnier, McDonald's. Amongst financial Services, HDFC Mutual Fund, Canara Bank, and LIC were the most active. In the telecom Industry, Airtel and Vodafone were amongst the highest spenders.

# INTERNATIONAL OOH

## What if every time you opened a Can of Coke and it smiled back at you

Open the Happy Can - is the new campaign communication of Coca Cola. The campaign has been executed in Rome and Milan oriented to bring Happy Can to the streets to open up the smiles of every passer-by. Huge billboards were used for the campaign and the impact was marvellous. It has been a long and hard year in Italy: political crisis, religious upheaval and recession. So, finding the best way to getting people to smile, Coke came up with their "Happy Cans." Every time you opened a can of coke it smiled back at you.



## Heineken's 'Road to the Final' campaign set to enthrall football Fans

Heineken are also known for their Creative media campaigns. As the concluding part of the 'Road to the Final' campaign, the latest video is centered on a competition to win a free ticket to the Champions League final, with a few fans having one hour to claim it. The first fan to reach the Airport within the required time, without revealing his purpose of travel, is to be declared the winner. The video follows 3 fans from Athens who are caught off guard and presented with the offer. Heineken seems to understand the pulse of the football fanatic, and through this campaign has perfectly captured the passion that a football follower has towards the game.



## Pepsi: The Like Machine

Pepsi created The Like Machine: a vending machine that doesn't accept money, only Facebook likes. The idea of connecting through the vending machine is simple. Just use your smartphone, go to likepepsi.com, connect with your Facebook account, like the Pepsi Facebook page and get a free Pepsi. By using the Smartphone location settings, Pepsi was sure only people near the vending machine got offered a sample. People without a Smartphone could tap the 42" built-in touch screen to log in on Facebook and get a free drink as well. Once the sample was given, a timer made sure everybody was logged out. With this, Pepsi also got a new way of sampling which provides them with information, so they can communicate to their TG.

# BRAND ACTIVATIONS

## Milestone Brandcom creates a stall for Trane at Palm Meadows, Bangalore and at HT Consumer Electronic fair, Delhi

Milestone Connect designed & managed the on-ground display activity for Trane on 25th May 2013 at Palm Meadows, Bangalore. The residents at Palm meadows were treated to a live experience of intelligent & smart Air conditioners and interactive locks. The setup was designed keeping in mind the Indian households' mindset and the kind of Air conditioners that look good in your bedroom, living room or dining room. Trane's Interactive locks were also displayed for consumers. These products are driven by Trane Interactive Technology. These products interact with each other to deliver a host of benefits for the end consumer. Intelligence & smartness have been built in the product designs in such a fashion that they ensure ultimate comfort, convenience and control.



The residents at Palm Meadows were also treated to an entertainment programme. Similarly, the activity was carried out in Delhi at the consumer Electronics Fair in Delhi from 24th to 16th May. Participants like Mitsubishi Electric, Daikin, Hitachi, Toshiba, Whirlpool, Casio, Kent RO, Tupperware, Kunstocom, Atlantis, Toyota and AOC exhibited their product range at the venue. The Exhibition saw a footfall of about 4,000 people over the three Days.



## Big FM raids kitchens

92.7 Big FM has initiated an activation titled 'Rasoi Ki Rani' to promote its show, Big Chef, which is aired daily between 1 pm and 2 pm with RJ Khanak. Rasoi Ki Rani is a contest that is aired on the network's television channels Big Magic and Spark Punjabi, and urges women to participate and showcase their culinary skills. During the course of the campaign, the Big FM Delhi team will visit different parts of Delhi NCR to shortlist eight candidates who will be featured on the show, along with nine other special contestants to be chosen on-air. The campaign aims to connect with the 25+ women in Delhi NCR and increase its listener base, while retaining the current audience through engagement.

# BRAND ACTIVATIONS

## Intel bets on touch & feel factor and launches on-ground initiative

Intel recently launched a nationwide integrated campaign to increase the relevance and demand of personal computing devices and drive domestic adoption of technology in India. The campaign targets youth and the people who want to buy their first PC. The on-ground campaign rolled out across 40 cities in 10 states of the country.

'My Discoveries' programme is an integral part of this campaign and aims to showcase to consumers how the personal computer is the central hub of their connected device world. Intel's 2nd phase of activity has put forth specially built experience zones where the consumers can experience the devices and learn basic tasks. The activity will run for six weeks across Rajasthan, Punjab, Maharashtra, Karnataka, Uttar Pradesh, Gujarat, Tamil Nadu, Kerala, Andhra Pradesh and West Bengal.

## ZeeQ launches festival to teach Children

ZeeQ, the edutainment channel from the Zee stable, has initiated a nine-day festival across several cities of India. The activity aims to teach children etiquette and manners, along with workshops on story writing, painting, making things from waste materials, T-shirt painting and other activities in a fun way. Called 'Festival of Learning', the campaign, took off on May 18 aims to impart skills to children in a fun and engaging way. The activity aims to engage ZeeQ's target audience that is children in the age group of 4-14 years, and will

## Xpress Money sends a message

Money transfer agency Xpress Money has Initiated a four-month below the line activity in 10 states of the country. Titled 'Ghar Kab Aaoge', the activity aims to create an emotional connect with its users. As a part of the activity, a branded canter travels to different towns and districts and distributes postcards to people to send messages to their kin working in different countries. Xpress Money is paying for the postage of the letters. Volunteers on the van engage people through games and quizzes, and tell them more about money transfer and investments. Five entries will be selected from amongst the postcards sent, and their kin in foreign countries will be given a chance to return home.



be carried out simultaneously in Mumbai, Chandigarh, Lucknow, Pune, Ahmedabad, Indore, Jaipur and New Delhi to connect with children during the summer vacations.



# monthly milestones

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