



## OOH INDUSTRY UPDATES

### Storyboard Brandcom executes Uninor's Music Missile campaign in UP

Uninor launched a new campaign in September. The central theme of campaign is Music. Music is something that appeals to people of all ages; Uninor wanted to take the opportunity to engage its audiences by giving them a Musical Product offering. With a recharge of just Rs. 2, one can listen to unlimited music, download unlimited ringtones & change unlimited caller tunes. In short, one product "MUSIC MISSILE" facilitates three options in just Rs. 2. To allure masses with this musical engagement, an OOH campaign was executed by Storyboard Brandcom, a division of Milestone Brandcom.

The media objective was to create a differentiator on high impact media & thus become talk of the town. To achieve the objective, Storyboard Brandcom executed two innovations on large format, high impact media. 2 innovations were shortlisted out of the assortment of ideas presented to the brand. These were to be executed in Meerut and Bareilly.



The first one was a large size music record on a billboard. The disc keeps on rotating indicating limitless music offered by Uninor. The innovation is an illustration of Uninor's product which is all about 'Unlimited Music'. The same was executed on a prime location in Meerut – Begum Bridge – which has high footfalls not only on weekends, but also during the week.

The second innovation was that of a wind chime to further emphasize the 'music' aspect of the communication. The idea was to place wind chimes on shelters so that these would create melodious sound & attract people. 500 Wind chimes have been used on a Bus Shelter at Vishal Mega Mart & Prabha Cinema in Bareilly. As the wind keeps blowing, the chimes produce melodious sound enticing people. People generally spend at least 10 – 15 mins at the bus stop. We decided to delight them during this wait time.

The innovations will be on display for a period of 21 Days starting 26th Sept 2013.



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

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## Milestone Brandcom executes a new campaign for Tata Photon - Photon Max

Tata Photon recently executed an elaborate campaign to promote its product - Photon Max. Photon Max offers data transfer and access to internet at speeds up to 6.2 Mbps. The media mix comprised of Billboards, Bus Shelters, Bus Panels & Wraps and branding on cabs spread across 370+ touch points in the city of Mumbai.



2 innovations were also executed, converting the dongle into a rocket to show the higher internet speed available with Photon.

## Tri-Vision Billboard enters Guwahati with Vodafone

Guwahati now has another modern outdoor advertising format - the tri-vision billboard for the telecom brand Vodafone. The three different displays used in the billboard structure are communicating various service messages of Vodafone has surely attracted the specific TG. Vodafone wanted to break the clutter and enhance the novelty value in their OOH campaign. The need was something that the people of Guwahati had not seen before.



## Reliance launches 3G speed @ 2G rates with a high impact outdoor campaign

Reliance Communications recently announced the launch of an exciting new 3G data offer at 2G data prices. To make noise, Reliance embarked on a campaign that has used outdoor medium significantly. The catch line was "Reliance 3G speed @ 2G rates" and vibrant hoardings with blue colour and the image of Anushka Sharma as brand ambassador, the company's new campaign was kicked off across 13 states in the country. The objective of



the campaign was to create impact, therefore billboards were used to communicate the message to the TG. The selection of locations for the media was carefully done keeping the TG in mind. High visibility billboards were selected on the key arterial roads and key junctions of each city.

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## Maruti Suzuki Stingray launch

the new Wagon R Stingray. The car is the newest model launched by Maruti Suzuki and the purpose of the campaign was to create maximum visibility and interest in the car across the country. The campaign, which lasted an entire month, was one that involved a great deal of research and planning. The brief provided by the client was to generate maximum impact by using hoardings and spaces in relevant locations. Even though visibility was a crucial factor in the client brief, the idea was to ensure that the brand and the product stood out in a stylish



and tasteful way without being too intrusive. The campaign made extensive use of as many as 250 media units across 20 cities, at main arterial routes, high traffic zones and key touch points.

## Fancy OOH campaign for Stylish Vespa Scooters

Vespa Scooters has rolled out a stylish OOH campaign to launch their new Vespa Vx Scooter as the premium lifestyle product & a style statement. The OOH campaign has been rolled to compliment the company's print campaign and created a larger-than-life image of the Brand 'VESPA' through their innovative ideas and initiatives to create an effective OOH Campaign in the selected markets.

The campaign also communicated the idea "Life by Vespa" by showcasing the Vespa Vx as a premium lifestyle product & a style statement for the Aspirational Indian looking for exclusivity over conventional practicality. The pan India OOH campaign has been executed primarily focusing on larger cities targeted at SEC A Youth, aged between 18-25 years and was executed for a variable duration based on market priority.

## Toshiba laptops on OOH

Toshiba is one of the most popular laptops for College Students because of the high quality hardware they manage to pack in a small box.

To capture the Students who would be seeking admission in Colleges, Toshiba Laptops executed an Outdoor Campaign in Mumbai, Kolkata and Guwahati.

The objective was to target the college students in the city Mumbai, Kolkata and Guwahati. The thought process was to use large format billboards at key locations in order to create the larger than life image.



# BRAND ACTIVATIONS

## Milestone Connect executes promotion of World television premiere Aashiqui 2 on Set Max

On the OOH platform, larger than life images of the protagonists were placed at several key points across Mumbai. The images featured the scene where the protagonists save themselves from the rain under a blazer.

Extending this innovation further, several models posing as live mannequins were standing at Bandstand (Mumbai) during the peak hours. All the models stood in the signature position creating buzz about the movie and grabbing maximum eyeballs. At Set Max office the complete environment had Aashiqui 2 flavour...every person was greeted with a rose at the entrance and they could witness models standing in the signature position of the movie along with placards. To add spice to the activity a singer was invited to further engage the crowd with Aashiqui 2 songs.

The youth was the main TG for the activity, so to engage them a special canter activity was set up outside National College (Mumbai). The activity involved a 'rose board' & required the students to pluck flowers from the rose backdrop. As the numbers of flowers reduced, the Aashiqui 2 poster was revealed. Additionally, to add some excitement amongst the youth, a limited number of flowers were spiked with special 'couples' dinner vouchers'. The music from the movie was also used to engage audiences at multiple locations - 'musical bus stops'. The OOH activity was executed by Storyboard Brandcom, while the promotions were handled by Milestone Connect.



# BRAND ACTIVATIONS

## Milestone Brandcom executes Axis Bank Cards team Offsite from 1st-3rd August at Jaipur

Milestone Connect conceptualised and executed Axis Bank Card team offsite Banking Conference at Jai Mahal Palace Jaipur. The brief was to conduct various team building and bonding activities. Milestone brainstormed & came up with a theme of "One Goal" which aligned with brand communication – achieving the higher achievements together. Step Up to Progress was extended in entire day conference with various sessions. A candid Av was shot for 2 days capturing the fun moments of the conference. A fusion band – Jaipur beats was invited to take the stage for the evening entertainment. A professional DJ made people dance to the groovy Bollywood music



## Milestone Connect executes press conference of crime based show Savdhaan India -Mumbai Fights Back

There was a time when every Mumbaikar could proudly claim one's safety, however lately, there has been a dramatic shift in the crime scenario of the metropolis...From corruption to kidnappings to murders, Mumbai has been engulfed within the vicious crime circuit. To present the real picture of the essence of Mumbai, Life OK's brings its all new crime reality series – Savdhaan India, Mumbai Fights Back – hosted by Atul Kulkarni. As the current stories revolve around life of Mumbaikar, it was very important to give the press the essence of typical Mumbai life. The most important highlight of Mumbaikar's life is daily travelling either in train, cabs or buses. Taking the same into consideration a special ride in Saavdhan India branded BEST bus was organised from Shivaji Park. On the ride, Atul Kulkarni shared

his thoughts while commuting around the well-known Mumbai locations like Shivaji park & Siddhivinayak. The commute was followed by authentic Maharashtrian food served to the press.



# BRAND ACTIVATIONS

## Milestone Brandcom executes Axis Bank Privée Sales Training at Trident, Jaipur

Milestone Connect Conceptualised and executed the Axis Bank Privée Sales training at Trident, Jaipur 27th & 28th September 2013. The main motive of this sales training was to get all members and associates to showcase the strength of their roles & departments and their success with an added support of Team Building games where participants got to energise themselves. Milestone Connect came up with a theme of "Ascentia 2013" which was aligned with the brand communication for this sales training.



The agenda for this sales training was constructed in such a way that all guest speakers were given an opportunity to showcase their work and the standings in their business. As part of the rewards and recognition segment, the Top & Highest revenue sales individuals were gratified with certificates and trophies for their excellence and performance.



As an entertainment segment, a welcome dinner was organised for the guests and their partners with a performance of the very known, Jaipur's favourite fusion band 'Jaipur beats'. They enthralled the audience with their own compositions and made them enjoy and dance all thru the night.

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## [Campaigns by Milestone Brandcom, Sept'13]

### Colors

Big Boss Season 7



### Emirates

Dubai



### Vespa

Life by Vespa



### British Airways

Brand Campaign



### Uninor

Unlimited music in Rs. 2



### Sare Homes

Springview Heights



### Binani Cement

Sadiyon Ke Liye



### DLF

Skycourt



### Maybelline

Colossal Kajal



### Governance Now

Editorial Promotion



### Tata Docomo

Open up at 20 paise



### Zoya

Celestium



# OOH INDUSTRY UPDATES

## [Campaigns by Milestone Brandcom, Sept'13]

### Set Max

Max Big Ticket contest



### Garnier Men

Onam



### Titan

Watches - Sports



### Colors

24



### Garnier

Fructis, goodbye damage



# INTERNATIONAL OOH

## Kit Kat: Have a seat

The creators of the world's most popular mobile platform have teamed up with the world's biggest food and beverage company to name the next release of the platform 'Android Kit Kat'. To celebrate this collaboration, a special campaign was created, which fits seamlessly with both brands. Special outdoor ads were placed at various locations in Amsterdam and Utrecht. Then people were invited to have a break, by sitting on the special bench. Anyone who was having this special break at the given moment on won a new Nexus 7 tablet.



## Salzburg Zoo – Beware, Jaguars nearby!

To welcome the new jaguar couples in the jaguar zoo, an advertising campaign was designed using pillars as the primary branding medium. The pillars had wild claw marks from the jaguars – claimed to be the most dangerous animals in the world. The creatives borne by the pillars had visuals of jaguars' favourite prey with large claw marks across. Definitely an effective branding to draw people to the zoo to see the jaguars!



## ING Direct: Big things

A picture is worth a thousand words, but ING DIRECT took that concept even further using thousands of coffee cups to demonstrate that cutting back on daily indulgences can lead to achieving larger savings goals. To best illustrate that "you get what you save for", ING DIRECT built a life-size car showing what spending on a popular morning staple, such as coffee, can add up to over time. The installation was a joint effort between ING DIRECT and several Toronto-based agencies. Commuters are challenged to guess the amount of cups used to create the showpiece and submit their answers through Twitter® and Instagram® using the hashtag #getwhatyousavefor for the chance to win \$5,000.





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## Contact Us



Peninsula Corporate Park, Peninsula Tower 1,  
Wing B, Ground Floor, Unit No. 005, Ganpatrao  
Kadam Marg, Lower Parel, Mumbai – 400013.  
Tel: 022-49210700

[www.milestonemedia.in](http://www.milestonemedia.in)



### Nidhi Kavle

D: 022-49210711

[Nidhi.kavle@milestonemedia.in](mailto:Nidhi.kavle@milestonemedia.in)

### Regional Offices:

#### Delhi

249 A,  
1st Floor  
Okhla Industrial Estate Phase-III  
New Delhi-110020

**Board Line:** 011-49490300

#### Bangalore

No. 946, 1st Floor,  
11th Main Road  
H.A.L. 2nd Stage  
Indiranagar,  
Bangalore-560008  
**Board Line:** 080-4094 1904

#### Kolkata

Keshar Vatika  
2<sup>nd</sup> Floor, Flat No.2B  
7A,Gurusaday Road.  
Kolkata- 700019

**Board Line:** 033 – 30015990

#### Chennai

Golden Rays Business Centre,  
Lake View Road,  
West Mambalam  
Chennai - 600 033

**Board Line :** 044-42073530

#### Hyderabad

Plot no: 48, UBI Colony  
Banjara Hills,  
Road No : 3  
Hyderabad – 500034

**Board Line:** 040-65863770

#### Pune

Cabin 9, 1/1,  
Rambaug Colony, Opp BP petrol  
pump, LBS Road, Navi Peth  
Pune 411030

**Board Line:** 020 -65005761