On this auspicious festival of lights, may the glow of joy, prosperity & happiness illuminate your life & your home!

Wishing you a Happy Diwali & a Prosperous New Year!

- Milestone Brandcom
We are introducing a fresh new section!

**OOH DISCOVERY**

At Milestone Brandcom, we strive to continually provide communication solutions to our clients & partners by offering new creative, innovative and relevant communication solutions. For us, the client & consumer are the crux of every campaign. To ensure that all our outdoor solutions are effective and distinguished, we follow a set of *Golden Rules* for advertising on the OOH medium. We work closely with our creative brethren to understand the basics, implement & execute only what we envision will be the most effective communication solution for our clients. We aspire to deliver a broad spectrum of inputs to complement your brand communication strategies.

With this new section in our newsletter, we strive to provide you with some interesting insights from our experiences & present to you some case studies that will add value to your brand and be of assistance at the time of creative and media planning.

The OOH Discovery edition for the month covers the thumb rules for creating an effective creative for your brand. It provides some pointers on Color combinations, fonts and sizing on your creative to ensure visibility across media.

We welcome your feedback and inputs.

**Nabendu Bhattacharyya**  
*Founder & Managing Director, Milestone Brandcom*
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OOH INDUSTRY UPDATES

Milestone Brandcom rolls an exciting OOH campaign to promote the launch of the series ‘24’ that launches on COLORS

The Indian adaptation of the internationally renowned espionage series 24 starring Anil Kapoor as Anti Terrorist Unit Chief Jai Singh Rathod, launches on October 4th on COLORS.

24 takes a gigantic leap from the existing crime-thrillers on Indian television, with a unique real-time narration format providing action, thrill, suspense, drama and the exhilaration of solving a complex case in 24 hours. The media objective was to announce the launch of the series in India with a bang!

Milestone Brandcom handled media duties for the launch & executed a vast campaign across India. The campaign – targeting the audiences between the age groups of 15-35 – was executed across 35 cities incorporating an assortment media formats. Over 1000 media touch points ensured that the length & breath of the country was plastered with 24! Besides creating impact with large format billboards at key junctions & arterial roads, the campaign reached out with an extensive media mix to the target the audience in the most efficient & effective way along with various high frequency conventional & unconventional media formats. The campaign began in Sept’13 & will continue till 6th Oct’13.

Four creative concepts have been executed for the campaign across major metros. A large bomb with a ticker and a large installation of the numbers ‘24’ were placed at Mahim Causeway, Mumbai to thrill & draw attention to the show. Billboards across the city saw large backlit installations for the numbers ‘24’ lighting up in sequence. Finally, a billboard with a Roman numeral clock shows numbers from 1-12 lighting up in sequence.
Uninor’s Diwali campaign in Pune

Uninor wanted to gift its customers the gift of “conversations”. The objective of the campaign was to establish a connect with the audiences on the main festival of the Hindus. As Diwali is a festival of gifting; the creative designed with the message – “Batoon ka taufa”. To communicate the same effectively to the audience in Pune, a simple but eye catchy innovation was executed. The innovation that covered main high traffic points of Pune will be on display for 15 days starting from Oct 31st.

Vodafone steps up its mktg drive for Team McLaren at Indian Grand Prix 2013

Vodafone which sponsors the McLaren F1 team, has stepped up its activities around the race event. The last few weeks have seen Vodafone aggressive in terms of its marketing. The marketing initiatives are all under the umbrella of ‘Race Ahead with Vodafone 3G’, symbolising the speed of the race and the Vodafone data dongle. Vodafone’s OOH initiative involves mounting a live size car and the dongle on a hoarding to give 3D effect has been grabbing eyeballs. Activation drives to engage consumers have also been carried out. One such activity was carried out on October 20, 2013 at the Ambience Mall in Delhi’s Vasant Kunj area.

Visitors to the mall got a chance to get their photo clicked and be transformed into a Vodafone McLaren Mercedes team member on the racing track. The visitors could then upload their pictures with the Vodafone 3G dongle, which was automatically posted on their as well as Vodafone India’s Facebook wall. Other activities such as puzzles were also organised to engage the audiences.

Tata Docomo 3G Photon, Karnataka

Tata Docomo launched a new campaign “3G Photon” in the month of Oct 2013 in Karnataka. The communication objective was to link Smartphone and VFM proposition. Docomo rolled out a 15 days Burst campaign starting from 3rd week of Oct 2013. Docomo, specifically, wanted to focus on smart phone users and all heavy data users through this campaign. This product is for price sensitive customers.

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

Vodafone initiates the longest signature and message board in the country

Vodafone has initiated a unique signature cum message campaign on the theme ‘We love Mysore Dasara’. The activity kick started on October 9, 2013. Vodafone is aiming to make it the longest message board in the country. The campaign ran till October 13, 2013. The unique signature campaign ‘We love Mysore Dasara’ wanted everyone to be united in the festive spirit and uphold the pride that ‘Dasara’ brings to the city of Mysore. Vodafone wanted people to actively participate in the campaign, put their signature with a beautiful message around Dasara, adding to the celebration their very own ‘special’ moments. Alongside the signature campaign, Vodafone is also showcasing rare Mysore Dasara photographs, which will be a visual treat for people. Some of the photographs are as old as 150 years. With the exclusive initiatives undertaken by Vodafone, this will be a great experience for people present in Mysore to witness the Dasara and indulge in the festive fervour.

Vodafone hijacks passenger boat in the Alleppey district of Kerala

Vodafone has leveraged a unique OOH media vehicle to reach out to its target audience across remote corners of Kerala. A branding exercise was initiated on a passenger boat in Alleppey, at the Punnamada back waters where the annual Nehru Trophy boat race is held every year. The boat regularly covers an area of around 50km around the backwater locations of the Kuttanadu area. The campaign That began in July 2013 & was extended for 2 more months, was meant to create awareness regarding the recharge of Vodafone products.

Tata Docomo – Open Up “30 paisa per Min for 6 months”

Tata Docomo launched a new campaign in Gujarat “Enjoy 30 paisa per minute for 6 months”. This is a voice data combo product which offers 600 MB data download along with reduced call rates. It is the first of its kind product introduced by a telecom operator. Docomo breaks this campaign in 3rd week of Oct’13, targeting prepaid customers between the age groups of 15-34 years who seek for maximum value in a talk plan. A burst campaign was executed all across Gujarat to support the brands unique communication proposition. This All in one product which combines Tariff, Data and Validity explores all media formats. This campaign has helped Docomo increase its coverage in the city.
RoshanSpace highlights the Power of Out Of Home Advertising with ‘Billboard Talking’

RoshanSpace Brandcom, the Out Of Home brand activation specialists have launched a new ‘Billboard Talking’ campaign, across the city of Mumbai to celebrate the existence of billboards, by giving them the power to express themselves. The ‘Billboard Talking’ Campaign began on September 11 with various billboards starting a conversation with an interesting and relevant quote or question. It is not just a campaign, but an idea that continues over time.

3C's green message on Rapid Metro Gurgaon Rail

Reality firm 3C has rolled out its message of Green Living for sustainable development on one of the Rapid Metro Gurgaon Rail trains. As a part of the campaign, titled ‘Green Mission’, the reality firm has done a full train wrap on one of the five trains along with inside branding. The creatives spread awareness on small things that people can do at their homes to promote Green Living, such as saving energy, not using plastic or paper bags and switching to jute bags. The campaign will be up and running the metro rail is operational, but while the test runs are on, people can see the fully wrapped train with the message. Once operational, the 3C train will hit each station 72 times during its operational hours between 6 in the morning and 12 at midnight. It is estimated that 90,000-1 lakh people will take the train every day. The main motive of the campaign is to educate people about the tangible and intangible benefits of green living.

Canara Bank launches a new campaign at the Hyderabad Airport with a ‘parallax effect’

The campaign uses a compelling story telling technique to woo passengers. The campaign makes use of more than 20 pillars in the Arrivals area. The objective was to create a dominant presence at the Arrivals area in the airport. The colourfully branded pillars are the first point of contact for all the passengers arriving from the aerobridges and the branding continues to move along with passengers’ movement towards baggage claim area/exit gates. Each pillar carries a different message about product offerings from Canara Bank – from education and car loans to credit card offers and insurance schemes.
OOH INDUSTRY UPDATES

Milestone Brandcom executes an extensive campaign for Titan watches

The festive season is all about celebration. It is a time where people purchase gifts for one another and for themselves! It’s a happy time. To make the most of these emotions that are connected with the festivities, Titan watches rolled out an extensive OOH Media campaign to promote its range of watches - Titan Raga, Titan Edge, Titan Automatic, HTSE & Titan Purple, Titan Octane. The target audience for the brand is mainly SEC AB, males & females between the age groups of 25-45 years of age.

The campaign rolled out pan india across multiple media formats. All major cities were bombarded with these beautiful watches. Multiple media formats were deployed to create reach and frequency and build recall.
BRAND ACTIVATIONS

Axis Bank celebrates its First Champions Award Function with Milestone Connect

Axis Bank celebrates its first of a kind Champion Awards on 1st October, 2013 at Taj Land End, Mumbai by Milestone connect. The event was conducted to honour and motivate the employees of Axis Bank. Employees from various departments were felicitated with awards.

To create further motivation amongst the employees a pre-recorded inspiration Av of the Axis Employees was showcased at the event. Inspirational quotes from various famous personalities & the winners were showcased at the pre function area of the venue.

The entertainment for the evening was special performances were done by a renowned jazz band Louiz Banks Matrixx Trio Louiz Banks is unanimously hailed as India’s best jazz pianist and Keyboardist with Sheldon D’silva and Gino Banks.
BRAND ACTIVATIONS

Milestone Connect promotes the Bachelorette India, Life OK
Milestone Connect ideates and executes the promotion of The Bachelorette India-Mere Khayalon Ki Mallika show on Life Ok from 21st September, 2013 to 10th October, 2013. The objective was to promote the show on-ground where Mallika Sherawat is looking out for the true love of her life through a reality show.

Milestone Connect came up with an idea of having a special canter activity across various cities. The canter traversed from Delhi to Amritsar, Faridabad to Allahabad and at last Ahmedabad to Surat targeting outside various colleges and institutes. To engage the TG various competitions, a “war for love” was held in three levels between individuals. Level one consisted of PS3 Kinect wherein participants would compete against each other through a boxing game; level two of arm wrestling that too holding a thorn rose; and third & final level consisted of plucking a thorn rose and finding the pearl.

The winners were gratified with various incentives that included virtual kiss from Mallika Sherawat along with rose shaped pen drive & branded mugs.

Maybelline’s new range launch
A new activity was executed for launching Maybelline’s new range – Colour Show. Since the new range has 20 new shades, the activity captured the burst of colors in our lives – from the gola waalah, to balloons and even confetti blast. The retailers appreciated the campaign and passed on the excitement on to the customer walk-ins. Elements that symbolized colour were selected, but the gola waalah stole the show and earned the applause. This launch by Maybelline was nothing short of a party. It was a great fun way of introducing something new.
BRAND ACTIVATIONS

Zee Khana Khazana meets homemakers on ground

Zee Khana Khazana have canters bearing LED screens move across six Indian cities (Mumbai, Delhi, Pune, Ahmedabad, Indore and Lucknow) to engage and interact with audiences at residential areas and high footfall areas like malls and markets. Starting October 17 and spread over almost a month, Zee Khana Khazana Food Fungama will help Indian homemakers and food enthusiasts with all their food-related queries. An extension of Zee Khana Khazana’s popular property on the website, Kya Hai Aapka Food Sawaal, Zee Khana Khazana plans to increase its engagement level with its target audience through this unique and interesting below the line activity.

Tata Motors takes the activation route for Tata Sumo Gold

Tata Motors recently launched an upgraded version of its entry-level SUV Sumo Gold. The launch was supported by a campaign, titled ‘Stop the Unstoppable Car’, which took users through multiple challenges and piqued their interest in the car. The activity was also hosted on the Tata Sumo official website. The objective of the activity was to make the user aware of the new features of the car in an interactive manner by building a story around the same and by throwing a challenge to try and stop the ‘unstoppable’ car. The activity was run pan India.

Mattel Toys makes a BIG impact at India’s first-ever Toy Fair

Mattel has launched blockbuster Superhero Max Steel in India. On the occasion of India’s first-ever Toy Fair-Kids India 2013, Mattel decided to super-size the excitement around this hot new property...quite literally! Mattel showcased a giant 12ft tall Max Steel Action Figure replica at their Gallery. This spectacular execution made the Mattel Toys gallery a visitors’ attraction indeed! The objective was to generate a powerful buzz around Max among retailers and customers alike.
OOH INDUSTRY UPDATES
[Campaigns by Milestone Brandcom, Oct’13]

**Colors**
24

**Axis Bank**
Festive Deals on Debit & Credit Cards

**Axis Bank**
Presenting the new Mobile App

**Axis Bank**
Loan Against gold

**McDonalds**
Mc Cafe

**Uninor**
Diwali Offer, Pune

**Binani Cement**
Sadiyon Ke Liye

**Croma**
Electronic Mithaas

**Garnier Men**
Oil Clear

**Loreal Paris**
Total Repair 5

**Loreal Paris**
White Perfect

**Loreal Paris**
Poptastic

*The content is a compilation of industry information from leading global advertising media publications & web portals.
OOH INDUSTRY UPDATES
[Campaigns by Milestone Brandcom, Oct’13]

Maybelline
Color Carnival

Muthoot Finance
Financial Services

ITC
Fiama Di Willis

Titan
Titan Raga, Pearls

Titan
Titan, Sport

Fastrack
Sunglasses

Tata Docomo
Open up @20

Virgin Mobile
Share Everything

Viacom 18
Boss, Movie Promotion

Set Max
Shoot Out at wadala

Elite
Footwear

Officers Choice
Blue

*The content is a compilation of industry information from leading global advertising media publications & web portals.
OOH INDUSTRY UPDATES
[Campaigns by Milestone Brandcom, Oct’13]

Emirates
Dubai

Vespa
Festival Offer

British Airways
To Fly, To Serve

Uninor
@25 p per min - AP

Sare Homes
Club Terraces

Uninor
UP (E)

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

Turkcell | Mission 3G Tablet
Flexibility, concentration, speed and thrill. That’s what you need to move around like Ethan Hunt in a laser room. Turkcell created their very own Mission Impossible set, in which ordinary people got a chance to experience what it would feel like to be Tom Cruise’s alter ego and, at the same time, win a tablet...! The exciting activity saw great audience participation. Watch the video here.

Coca-Cola: Steps of Happyness
In order to improve people’s lifestyles, Coca Cola launched 'Steps of Happiness' campaign. This campaign comprised of steps embedded on the stairs of the subway. Once you stand on a step, you could see your current weight. As you climb, you would be able to see your weight reduced. A healthy initiative that has been taken over by Coca Cola, that deter the sedentary lifestyle which has consumed Coke’s customers.

Coca-Cola: Run Away from the escalators
Based on the idea that one can lead a non-sedentary, healthy lifestyle by making small changes to their everyday routine, advertising school Escola Cuca in Sao Paulo, Brazil has created an interactive subway ad for Coca-Cola that urges commuters to take the stairs. The ad consists of placing a weighing scale at the base of stairways and escalators in subway stations—commuters are invited to weigh themselves before deciding if they should take the stairs or escalator.
In the first ad, the participant’s weight would appear in decreasing order on the steps of the stairs, to illustrate how climbing the “steps of happiness” would help healthy weight loss.

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

KPT Health Insurance - Smileball
Smile Ball is the solution for Swiss people, which health insurance is rarely a cause for celebration. With the Swiss Insurance company KPT is different: it’s in customer satisfaction surveys for years always up front with it. And when a health insurance company has such an outstanding service to their customers so that they conjure up a smile on the face. Based on this insight, they have developed a campaign, which brings a smile to the whole of Switzerland: KPT Smile Ball – the first pinball game that you control with your smile. A smart face-tracking algorithm translates the movements of the player’s mouth to the two “fingers” of a virtual pinball box. They have a real pinball machine converted so that making them smile toured five cities in Switzerland can control it. The result: a campaign to strengthen the brand, generate leads – and last but not least a lot of pleasure to the audience. They’ve also created a version of the game you can play online! Watch the video here.
Less anger, more smiles: Thanks to its extraordinary service, KPT has Switzerland’s happiest health insurance clients!

RayBan - #NoFilter
To promote its iconic ‘Ambermatic’ sunglasses—in a world where everyone tries to mimic the retro-look with photo filters—RayBan decided to show the power of its sunglasses’ ‘real-life retro filter’. To help promote RayBan’s wide range of polarized colour lenses, polarized filters were put onto the windows of local trams. In all major Belgian cities, trams have been redesigned into "RayBan Test-Drive Trams" that let you discover the city through different Ray-Ban color lenses. Tapping into the use of filters on mobile platforms like Instagram, posters inside the tram invite travelers to share their pictures of the city with #nofilterjustrayban. In an Instagram / filter crazy world, this idea works really well!
COLOR AS A MEDIUM OF COMMUNICATION

One of the most important considerations in the creation of an outdoor design revolves around the effective use of color.

Color can convey emotions. For example, consider the feelings associated with various colors:
- red signifies life, passion;
- blue gives the feeling of coolness, calm;
- green connotes growth, springtime;
- yellow says warmth, vitality.

Color also affects both the visibility and the legibility of a design.

The stronger the contrast between colors, the more vibrancy created.

The strongest color contrasts—opposites on the color wheel—are color complements. These opposites contain no common ingredient. For example, green contains yellow and blue, but no red. Thus, green and red are complements, offering vibrancy through their contrasting relationship.

HUE, VALUE AND DISTANCE

In addition to conveying emotion, color and black and white values can affect distance factors. Warm hues—reds, oranges and yellows—are perceived as closer to the viewer. In contrast, cool colors of green, blue and violet seem more distant.

Similarly, darker values in color or black and white seem to be more in the foreground, while lighter values recede. Strongly contrasting combinations of either value or hue seem closer. Legibility is affected more by value contrast than by hue.
**Legibility Factors**

For easiest legibility at a distance, experience and research indicate that the width of a letter’s vertical strokes should be about one-fifth its height. Horizontal strokes may be slightly thinner. These proportions apply equally to capital and lowercase letters, and are grouped into four areas: *Letterspacing, Perspective, Stacking and Line Spacing.*

**Eab**

> **Letterspacing.** This example demonstrates the importance of a reasonable amount of air between letters. Extremely close spacing can reduce legibility, even with a clean, gothic typeface. Notice how crowding can confuse the intention of the copy by causing certain letters to attach visually to adjacent letters, thus “clear morn” could be interpreted as “clear mom.”

> **clear morn**

**Perspective.** The legibility problem created by tight letterspacing is compounded when copy lines are viewed from an angle, which can occur in outdoor. Condensed typefaces start to resemble picket fences and horizontal strokes tend to appear thicker in relationship to the vertical strokes.

> **clear morn**

**Stacking.** This reduces readability and is not recommended for Outdoor designs. With a single horizontal line of copy, the eye moves through the message rapidly and without interruption. The stacking of additional lines reduces this facility and increases the time needed to comprehend the message. If, however, stacking is necessary for layout purposes, give careful consideration to line spacing.

> **One works, two’s tough, three’s a crowd, four...forget it**

**Line Spacing.** As in the case of letterspacing, adequate air space is necessary for maximum legibility. If a copy line is riding “piggyback” on the copy line below it, the interplay of descenders and ascenders creates confusion.

> **piggy back**

**Common Mistakes**

1. Crowding too many letters into a space tends to repel the eye and thus defeats the objective of getting type as large as possible.

> **OVERCROWDING**

> **GIVE ME AIR**

2. Too great a contrast between thick and thin elements leads to confusion.

> **CONFUSION**

3. Strokes which are too fine do not utilize fully the basic shapes and fade into the background, becoming invisible at a distance.

> **ANEMIA**

4. Bulky typefaces become blobs at a distance, basic shapes cannot be distinguished and letters are not recognized.

> **OVERWEIGHT**

5. Script and similar styles sacrifice the basic shapes for the decorative aspect. Individual letters, therefore, cannot be identified.

> **Illegibility**
Comparative Visibility of Full Value Color Combinations

These 14 color combinations for lettering were tested using only primary and secondary color of full hue and value. Tests for readability at a distance were conducted on different groups under the sponsorship of the Outdoor Advertising Association of America (OAAA).

The results ranked in the sequence shown, with #1 the most legible and #14 as the least legible. Negative letters in 3, 4, 6, 8, 10, 12 and 14 appear to have a broader stroke than their positive counterparts.

Color Frequency and Vibration

Like sound waves, light rays have varying wavelengths or frequencies: the lighter the color, the higher the frequency. These wavelengths determine perception of color. Some pigments absorb certain light frequencies and reflect others. We see the reflected frequencies as color.

Complementary colors such as red and green are not readily legible. They have similar black and white value, so their wavelengths set up a vibration. Any combination of colors of similar value, even without vibrating, will have low visibility. Although yellow and purple are complementary colors, they have strong contrast in value and therefore little vibration. They provide maximum visibility.
**OOH DISCOVERY**

**Distance vs. Comprehension**

Comprehension of an outdoor advertising design depends not only on the style of type or lettering or on the combinations of color used, but also upon how these elements work together, at a distance. Distance itself is a variable, which must be considered because the audience is in motion.

The size of type or lettering, therefore, is an important consideration in outdoor communication. To determine the proper size for specific considerations, we must first consider the demands.

A headline must be legible at any reasonable distance from close by to at least 400 feet. As illustrated below, a letter height of 20 inches is recommended. No letters should be less than 12 inches in height if we are to communicate a message effectively at a distance.

Letters 4 inches high are included simply to illustrate what happens to letters this high at a distance. This size lettering is often used in a mandatory phrase or identification.

![Diagram](image-url)

- **20 INCHES**
  - **12 INCHES**
  - **4 INCHES**

100 FEET

- **200 FEET**

- **300 FEET**

- **400 FEET**
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Board Line: 033 – 30015990

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

Board Line : 044-42073530

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Banjara Hills,
Road No : 3
Hyderabad – 500034

Board Line: 040-65863770

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Rambaug Colony, Opp BP petrol pump,
LBS Road, Navi Peth
Pune 411030

Board Line: 020 -65005761