



AMW

Background :

AMW is a Gujarat Based Company having excellence in manufacturing through the use of implementation of contemporary technologies, management and processes. They also have a sprawling 515-acre plant in Bhuj, Gujarat. AMW has also formed collaborations with world-renowned engineering suppliers to obtain the best in components and technology.

Task :

AMW is not a regular advertiser in OOH, although this time AMW wanted to create some landmark sites at the important highway roads and outskirts of the cities.

Challenge :

The only challenge was to find out large format hoardings at the important highways in important cities like Gurgaon, Raipur, Indore and Ambala-Chandigarh Highway.

Marketing Objective :

The marketing objective of this campaign is to increase the market share and to broaden the dealer network of AMW

Advertising Objective :

Advertising objective is to enhance the brand image. For this we wanted to target the dealers largely which involved hiring of sites near Highways especially large format hoardings, Unipoles preferably Frontlit sites in each location.

Role of Outdoor in the campaign :

Brand Awareness

Target Audience :

Sec A, B - Businessmen, Dealers, Franchisers Fleet Owners.

Solution :

Since the client had asked for only one landmark sites at the important locations in each city, we had to be very sure about the visibility, TG and the traffic it caters to. We also made sure that we propose larger format sites in each city keeping in mind the product i.e AMW truck. Also as a pro-active approach we got the sites printed on a heavy flex with a block out effect to avoid and negate the damages which could have happened because of the heavy wind pressure especially on the highways and transport nagar.

Result :

We are running the campaign successfully in 4 cities with landmark sites of AMW in each city for 12 months. The client has also given us another brief for permanent hoardings at their dealer locations across various cities.

Indore

Transport Nagar

Proposed Site



Installed Site



Raipur

Towards Airport, VIP Road NH-6

Proposed Site



Installed Site



Chandigarh

Delhi - Jaipur Highway beyond Gurgaon nr. Haldiram

Proposed Site



Installed Site

