



Task :

Launch of Airtel in Mumbai

Challenge :

Mumbai cellular market was a developed market with high loyalty towards existing players in BPL Mobile and Orange. Over the years the existing players has made heavy investments in building their brands and were still heavy spenders on outdoor.

Objective :

To create a stir and hype and launch with very high decibel noise.

Solution :

3 teaser campaigns were used to create intrigue. Over 150 billboards and hundreds of unconventional mediums were used. Locations and coverage were planned to maximize reach, considering the high penetration of the category in downtown and high income group audience. To maintain the interest and intrigue, each and every media vehicles were changed overnight with the reveal creative.

Result :

- Very high footfall in each outlet on the first day itself along with high subscription.
- As per clients brand track, 50% of total recall generated from all media was from outdoor alone.