



Client Name :

Yamaha Motor India

Campaign Name :

Pan India June'11

Campaign Duration :

5 Weeks.

Task :

To determine significant contribution of OOH in Yamaha FZ Launch.

Marketing Objective :

Yamaha FZ Launch.

Advertising Objective :

To spread significant awareness of new model - FZ

Role of Outdoor in the campaign :

To spread significant awareness of new model - FZ and bring Yamaha as a parent brand in the limelight at a Pan India level.

Target Audience :

Primary – Youth. Male

Markets(Cities) :

More than 3 dozen cities across India

Innovation done :

No.

Opportunity :

After a long time, Yamaha planned to take route of centrally governed OOH Campaigning. This was one opportunity which, as OAP, has understood the significance more than any of our competition.

A 36 city campaign planned with scientific tools appears optimum on table. The use of the planning models and other essential tools were welcomed by Yamaha, as it helped in avoid wastage and every penny spent worth value generated.

Opportunity was followed by a Challenge :

Even the best of plans on table, shall not worth a dime if they are not executed well. We in OAP had understood this since inception and are continuously strengthening this very process of value chain from last few years at a national level. With few intelligent logistical approaches, we were able to bring more than 10 dozen site campaign in 36 cities within 48hrs of the basic artwork shared at one nodal point.

Planning at every stage!

OOH like any another vertical, can only be made to deliver in best of its capacities, if it's optimally handled. For this campaign, the supply chain plan was drafted first and it was executed to perfection.

Result :

Our capacity to deliver best has resulted as a stepping stone for of an incessant partnership in making.



