



Zee TV Little Champs Launch :

Client Name :

Zee TV

Campaign Name :

Little Champs

Campaign Duration :

10 days.

Marketing Objective :

Little Champs is a very popular format for Zee TV and buzz is to be created for the launch of this show.

Advertising Objective :

The earlier shows happen to be one of the best TRP booster and hence there is a huge task of building the impact in key markets for Trade and the TG.

Role of Outdoor in the campaign :

To build Impact and buzz across the markets.

Target Audience :

SEC A-E, Age: 15-45

Markets(Cities) :

Delhi, Mumbai, Maharastra (ROM)

Innovation done :

NA.

Strategy :

The strategy adopted for same is by using large format billboards across markets to build up iconic presence. We have also explored the other frequency built up media in and outside Malls to catch the weekend footfall and generate curiosity about the show.

Result :

The campaign is executed flawlessly across markets. In spite of multi agency pitch for the campaign which is normal or any Zee TV campaign OAP has got the deal for all major markets and for Mall branding for northern markets. In Mumbai OAP has done the Zee TV campaign after a 1 and ½ year gap and the campaign is very visible and appreciated.

Vile Parle Mithibhai Jn 30x20 MT



Mahim Causeway Church Jn –utility



Mahim Causeway ET 90 x 20



Cadell Rd Darga Gali ET 16 x 16



Sion Flyover Et 40 x 30



SionChunabhatti MT 41 x 43



Vakola Flyover 40x40 MT



Andheri Link Rd Kiosk



Oshiwara to Infinity Kiosk



Juhu Nr Sea Princess Kiosk



Santacruz SV Rd



Bandra SV Rd



Delhi South Nr. Safdarjung Flyover



Ghaziabad NCR Navyug Market



Delhi West Karol Bagh



Delhi DMRC Model Town



Delhi DMRC Inderlok



02/06/2011

Delhi DMRC Chawri Bazar



02.06.2011

Delhi DMRC Chandni Chowk



Delhi DMRC Welcome



Delhi DMRC Rithala



Railway Station – 50 x 20 – FL



Kamptee Road - 12 x 5 & 4 x 6 - BL



Medical Sq. - 12 x 5 & 4 x 6 - BL



Opp. Bus Stand – 40 x 10 NL



Stand Road – 40 x 20 NL



Ansal Plaza – 1st



MGF Mall, Gurgaon



Select City Walk, Saket



Satyam Cinema, Janak Puri



PVR NARAINA, SIZE: 20' X 10'



PVR VIKASPURI, SIZE: 20' X 10'

