



Task :

Launch Maruti Suzuki through a high decibel campaign across India.

Objective :

The Swift launch of 2005, was the biggest launch for Maruti-Suzuki whose model line-up was both aging and losing market-share to the competition. The Swift was not only radical in appearance but also positioned at a higher price-point than its rivals. OAP was tasked to garner as many 'eyeballs' as possible whilst communicating that the Swift was unconventional and fun.

Challenge :

The main challenge was faced in the biggest automobile market i.e. New Delhi, where there were limitations in media choices. Large format billboards were unavailable, the number and spread of public utility displays were limited, while bus shelters never gives a 'larger than life" imagery to a car.

Solution :

Of the many innovations worked out in roadside as well as non-roadside media, the one that stood out was in ITO junction, New Delhi. In this busiest 5 road junction, a real sized FRP model of the car was launched atop a unipole. The car was rotated to provide a complete view from all sides and angles.

Result :

The end-effect was jaw-dropping and unprecedented in Indian OOH, causing traffic disruptions, and creating substantial PR. Four years down the line, the campaign is still recalled by this innovation.