



Task :

Operation Lighthouse

Objective :

- To create awareness for AIDS campaign through the icon Balbit Pasha.
- To increase walk-ins in the Sadhan Clinic
- To create awareness about the Helpline number and increase the number of calls.

Challenge :

The target audience mostly being SEC B & C, conventional outdoor medium and locations, i.e. billboards on popular routes doesn't reach.

Solution :

Meticulous planning were required in choosing location as well as the mediums. Locations were chosen with lot probing and research, where the TG can be well reached and available at the right frame of mind. Vehicles, especially for Helpline and Sadhan Clinic chosen depending on readability of the phone number and the time available to read. For Sadhan Clinic, corridors of advertising was created in such a manner that TA can reach the clinic bypassing the embarrassment for asking strangers for direction of the AIDS Clinic.

Result :

Outdoor outscored all the other mediums in Response* and Efficiency Index. The number of calls increased by x%, while the walk-ins in the clinic increased by x%.

- Source of each and every call was recorded.