



## **TMF OOH Campaign Case Study**

**Client Name:** TATA Asset Management

**Campaign Name:** Retirement & Child Education Plan-An Investor Education Initiative

**Task:**

To execute Strategic Campaign on Retirement & Child Education Plan for 21 days in 14 cities along with comic based innovation on key locations

**Challenge:**

The challenge was to integrate the comic character “Suppandi “ & 'Prof Simply Simple™' in their investor education initiative showcasing the benefits of their Retirement & Child Education plans through OOH media

**Route:**

Together we decided to adopt the comic book approach to explain financial concepts in a unique and engaging manner that will positively leave a huge impact on the readers across ages. Since the plan had to be executed in 14 markets, we got the recce done in conjunction with their local team in order to select the best sites for this campaign. We also designed and conceptualized comic based innovations which were executed in Delhi, Mumbai & Bangalore. We had also suggested unconventional route of reaching out to the TG which involved branding on local trains along with advertising on Double Decker buses in Mumbai and cab branding in Delhi

**Marketing Objective:**

The objective of this campaign was Sales/Lead Generations, thereby educating the customer in a unique Comic manner

**Advertising Objective:**

Comic book approach to explain financial concepts in a unique and engaging manner that will positively leave a **huge impact** on the readers across ages

### **Role of Outdoor in the Campaign:**

Create a stronger recall effect

### **Target Audience:**

Sec A+, A & B

### **Cities :**

Delhi, Mumbai, Bangalore, Chennai, Ahmedabad, Hyderabad, Pune, Surat, Baroda, Lucknow, Kanpur, Jaipur, Kolkata, Jamshedpur

### **Innovations Done:**

Delhi, Mumbai & Bangalore

### **Result:**

The campaign was executed successfully and was praised by everyone especially with the Unique Comic approach of educating their TG about Retirement & Child Education plans with the help of "Suppandi" & 'Prof Simply Simple<sup>TM</sup>'. The client was really pleased with the response and the innovations that we had conceptualized & executed for this campaign in Delhi, Mumbai & Bangalore

### **Reference Images Of Campaign**

Mumbai- Pedder Road



Mumbai- Churchgate



Bangalore-Brigade Road



Delhi- GIP Mall



Unconventional Route  
Double Decker Buses in Mumbai





Local Train Branding in Mumbai- Western & Central Lines



Cab Branding- Delhi



