



Task :

Launch of 'Dance Bangla Dance' (Zee Bangla)

Challenge :

New Bengali entertainment Channel (Star Jalsa) had already taken over the No.1 position from Zee Bangla. The reality show 'Dance Bangla Dance' was the biggest trump card for Zee Bangla to tide in their favour. With limited budget and in a limited period of time, creating very high awareness was a big challenge.

Objective :

To create a stir and hype and launch with Bengal painted with 'Dance Bangla Dance' Outdoors.

Route :

Used the major Bridge panels, gantries, FOB's, large format Billboards. Locations and coverage were planned to maximize reach, the target audience was the mass. Around 105 mediums were used across Kolkata including Howrah Station branding and over 200 billboards across ROB in strategic locations. A proper Reach plan was designed.

Result :

- (a) A high awareness was build very quickly and the TRP's soared.
- (b) They managed to regain the No.1 position. Not to say the client was extremely happy with the solution and outcome