

**Task :**

Increase visibility of Airtel in Bangalore without Billboards

Objective :

Though OAP was not the AOR for Airtel, their Karnataka circle invited us to somehow manage the sliding TOM against the 'just launched' and heavy spending Hutch.

Challenge :

Airtel could not counter like for like with such a massive launch budget and Hutch had taken almost anything and everything in the outdoor space, particularly in premium strategic locations. It was a mammoth task to create equivalent visibility.

Solution :

We took the remarkable step of walking out of the remaining less attractive regular options and focussed upon original media vehicles. To explore and create new media vehicles to break the clutter and attract attention. We have created newer options like :

- Branding on conveyer belts at the airport arrival
- Branded guide posts outside Airport arrival bay
- Branded mobile recharge stations at Railway Station, Bus Stations, hospitals, malls, coffee shops and restaurants
- Wi-Fi Airtel counter inside the departure waiting lounge
- Information kiosks at Airport
- Branded Taxis
- Branded kiosks for cobblers
- Branded theatres
- Branded traffic pedestals

And all these initiatives were executed within limited and permissible budgets.

Result :

With much inferior budgets, Airtel increased their visibility manifold with not only better spread across the city, but by reaching out to locations where outdoor or ambient visibility was insignificant. We managed to successfully retain Airtel in the minds of Bangaloreans.