

**Task :**

Communicate that Anchor Electricals Pvt. Ltd. is changing their logo.

Campaign concept & the client brief :

Client's briefest brief was "communicate in the most effective way that the logo of Anchor is changing". The Campaign was conceptualized, designed and executed solely by OAP in three stages. The aim is to show the birth of a new identity for Anchor through gradual change of the old logo and emergence of the new one.

Challenge :

The biggest obstacle was to make people understand that there actually has been a change in logo, because the font almost remained same and so did the color. The emblem anchor, was changed but was not radical one.

Route :

We thought of an idea that stemmed from the fact that any company that undertakes logo change, apart from advertising, gets ready to change the collaterals as early as possible. So along with the letter heads, envelopes and business cards, the outdoor signs or POS Signs undergoes early replacement, we thought of using that as a mnemonic to convey the change, without doing too much talking.

In the 1st round we showed that old signs of Anchor are being brought down. Here we highlighted the Anchor emblem/symbol. The billboards were given a little oldish feel, so that one gets to see the uncolored portion where the logo units were (fakely) plucked from, while the rest remained discolored due to exposure. Real size and real looking installers were shown handling the removal of the signs. In the 2nd round we showed bamboo scaffolding being tied up and the sign installation team working up the installation. And in the 3rd round the new logo is revealed. The entire design was life-like 3D, while they were mere 2D.

The Campaign :

The campaign was spread across 37 cities. In the first two phases of the campaign which were partial teasers, large format especially billboards were used to create the impact. In the final reveal additional media clusters were used for rapid Cover built up as well as to garner sufficient Frequency. The contact points were also distributed over the period. In the first two phases focus was on Cover and trade Catchment. While in the reveal lot more Catchment and Captive points were added.

Result :

We achieved 44% awareness when tracked in Mumbai, Kolkata and Hyderabad. That is phenomenal considering, outdoor was the only media used. Client was ecstatic with the results.

Some more interesting Facts :

When respondents, aware of the campaign were probed about the source of awareness, 84% mentioned outdoors as the source, while 60% said TV and 12% as Print. When TV and Print was never used!