



Client Name :

Jindal Steel & Power (JSPL)

Campaign Name :

Pan India, June – July 2011 Campaign

Task :

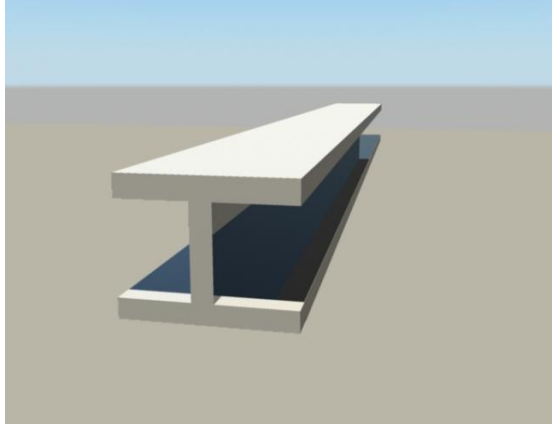
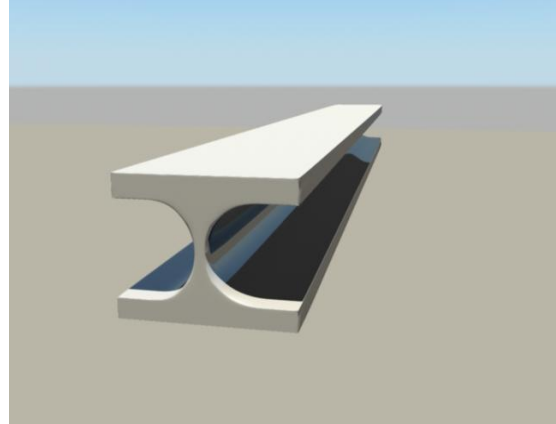
As first time they had done a pan India campaign and had no past experience, thus our task is start from planning stage. We have to understand the product and TG of the product. And on the basis of collected data, we have to identify the key locations as per TG and also communicate same to the client (JSPL). As client is not so familiar with the demographic of all cities, we have to done the online mapping of all sites on Google map with location and site insights.

Thus we understand Product and Market in detail as under :

Product Insight :

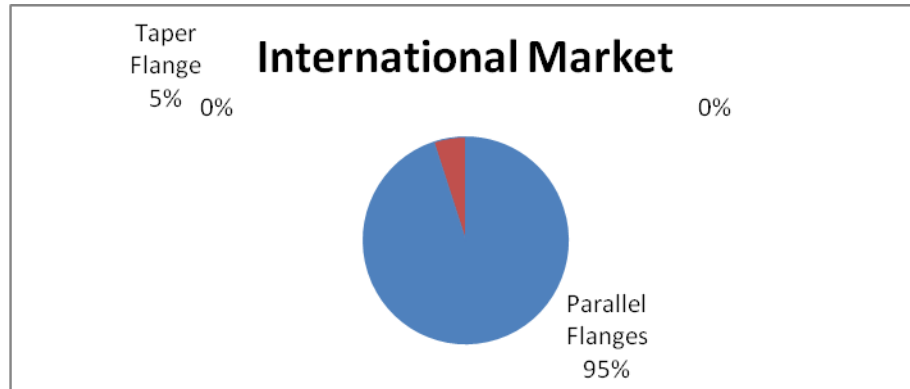
As it the engineering project thus it is important to understand about Product, Product market dynamics, thus :

Comparison between parallel Flanges and Convectional Flanges

Parallel Flange	Taper Flange
 A 3D perspective rendering of a parallel flange. It is a white, I-shaped steel component with a flat top flange and a vertical web. The background is a simple grey ground and light blue sky.	 A 3D perspective rendering of a taper flange. It is a white, I-shaped steel component with a top flange that tapers downwards. The background is a simple grey ground and light blue sky.

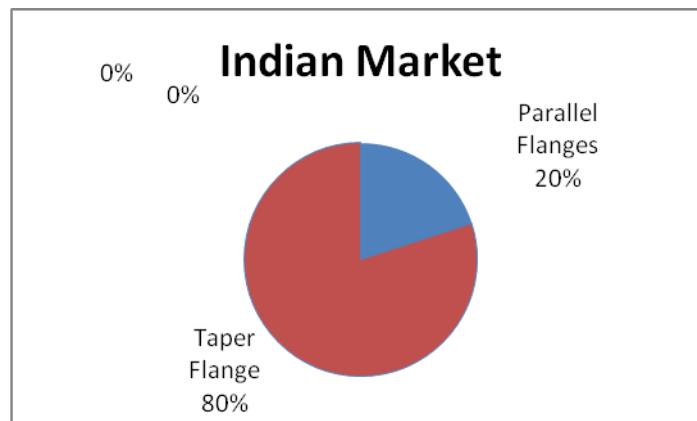
International Market :

If we talk about international market demand of parallel flanges is very high compared to tapered flanges. In international market 95% of the construction designs are based of parallel flanges, reason for the same is as follow: - superior in terms of strength, efficiency, higher axial and bending load bearing capacity, workability and economy.



Indian Market :

Scenario of Indian market is totally different, in India still Taper flanges are preferred by construction companies, as structural design of most of the companies are based on taper flange. In spite of fact that parallel flanges are better the taper flanges.



Advantages of Parallel flange over Taper flange :

These sections are superior in terms of strength, efficiency, higher axial and bending load bearing capacity, workability and economy vis-à-vis outdated tapered flange beams.

They are extensively used in construction of multi-storied buildings, bridges, utility buildings, car parking lots, refineries, airports, flyovers, metro rail projects, cement, steel plants and industrial sheds and structures, material handling systems, shopping malls, power plants and stadiums.

Marketing Objective :

JSPL pioneered the production of medium and large size Hot Rolled Parallel Flange Beams and Column Sections (H-Beams) in India. They are one of the leading producer and exporter of Parallel flange.

Now Due to globalization and industrialization, demand of parallel flanges in India is increasing rapidly. And being a leading manufacturer of this they want to En-cash and capture this market.

Advertising Objective :

- Create awareness about JSPL as individual identity
- Gain Brand equity
- Show its presence as leading manufacturer of parallel flanges
- Display of their product line

Target Audience :

- Architect
- Structural Engineers
- Civil Engineers
- Purchase head
- VP's and CEO's & Mass to create brand awareness

Role of Outdoor in the campaign :

They are only using print and outdoor media to communicate to their TG, thus outdoor play a very important role in their marketing communication, And thus we have design campaign in such a manner that it achieves all advertising objective.

Markets :

Delhi NCR, Mumbai, Bangalore, Ludhiana, Patna, Raipur, Indore, Bhopal, Pune, Ahemdabad, Chandigarh, Hyderabad, Kolkata, Lucknow, Bangalore, Jammu.

Challenges :

- As it is a pan India Campaign and we have to make understood the client about location and dynamic of each site without receive. Thus we use Online Google mapping of all proposed site with rationale.
- There are three different creative and we receive ratio of 2X1, and we have to adopt it in exact ratio, upload the link of approved artwork, printing and displayed the creative in all cities in 48 Hours.

Delhi – South Ex



Delhi – South Ex



Delhi - ITO



Delhi - ITO



Delhi - NH 8 - Mahipalpur



Delhi – NH 8 - Mahipalpur



Ghaziabad – Dabur Chowk



Ghaziabad – Dabur Chowk



Ludhiana – Bhaiwala Chowk



Ludhiana – Bhaiwala Chowk



Panchkula – Tawa Chowk



Panchkula – Tawa Chowk



Bangalore - Bannerghata



Bangalore - Bannerghata



Jammu – Panama Chowk



Jammu – Panama Chowk



Jammu – Airport Chowk



Jammu – Airport Chowk



Mumbai – Worli Naka



Mumbai – Worli Naka



Bhopal – Beeragarh



Bhopal - Beeragarh



Indore - Vijay Nagar



Indore – Vijay Nagar



Indore – Manik Bridge



Indore – Manik Bridge



Vadodara – RC Dutt Road



Vadodara – RC Dutt Road



Jaipur – Airport



Jaipur – Airport



Bangalore – Airport



Bangalore – Airport

