

**Madison IES creates an Adventure filled experiential zone for cleartrip.com
at Indi bloggers meet**

MUMBAI, November 17, 2015: *Madison IES*, the activation and experiential unit of Madison OOH and Madison World created an experiential zone for Cleartrip.com at the Indi bloggers meet to promote its new service “*Activities*”.

The brief given to Madison IES was to create an adventure experience zone that people can indulge in during the meet.

A 20 foot wall climbing set up was arranged for bloggers to feel the thrill of rock climbing, along with a Harley Davidson Fat boy model & Kawasaki 650 sports bike as photo op and a mini golf course & segway stole the show. The activities zone became the highlight of the event, with activities defining all types of adventure interests for all age groups.

The experience zone, reached out to more than 600 potential customers, who in turn promoted the brand on their blogs & generated social media buzz making it the talk of the town.

Says **Yougender Bhatia, Assistant Manager Online Marketing, Cleartrip.com,**

“Great team. Understood the requirements very quickly and ensured all the items were delivered on time. Madison IES also solved few on-ground issues and were agile enough to ensure a seamless execution of the entire event.”

Saumen Roy, Vice President & Head, Madison IES, says, “the challenge was to optimize the limited space and create adventure zones where bloggers could also participate”.

Madison OOH has won several awards recently including 1 Gold, 1 Silver and 5 Bronze at the OAC awards last week, a Gold at Goafest Abby 2015, 16 awards at E4M Neon Awards 2015 and 12 awards at Asian Consumer Engagement Forum 2015.

Madison OOH is a part of Madison World and operates several brands including MOMS, Platinum Outdoor, Activation specialist - Madison IES, Rural specialist - Anugrah Madison, Out-Sel and Entrust. Madison OOH group handles marquee clients like Mondelez, Samsung, Asian Paints, Kotak, Omkar, Marico, Raymond, Toyota, ITC Foods, Aircel, Idea, amongst many others.

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