

Madison IES launches Eros Now

MUMBAI, August 4, 2015: Madison IES, the activation and experiential unit of Madison OOH and Madison World has just completed another mega event – the launch of Eros Now, the online entertainment platform of Eros, where Bipasha Basu was the Chief Guest.

The brief given to Madison IES was to position Eros Now as a new age digital platform and to achieve this, the logo was unveiled on a curved led screen of approx 28 feet *width*x12 feet *height* and 2.8mm pitch. A mammoth logo entrance arch and a pink carpet presence went hand in hand with the theme of the event. Customized product stations were created to give enhanced experience to media & guests.

Says Akshay Sharma, Marketing Head, Eros Now, “Madison really stepped up to the occasion to deliver what was expected from an event of this calibre. Their understanding of the brief to position Eros Now as a new age digital platform for today’s users reflected in every detail and at every stage of the event. The result was a blend of world class technology with flawless execution.”

Saumen Roy, General Manager & Head, Madison IES, says, *“Eros is an iconic brand and it is a matter of pride for us, having won the mandate from the pioneering global entertainment leader. We used a curved led and managed to*

setup this mammoth task in less than 10 hours. We look forward to working on many such assignments with Eros in the near future.”

Madison OOH has won several awards recently including 1 Gold, 1 Silver and 5 Bronze at the OAC awards last week, a Gold at GoafestAbby 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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