

Madison OOH creates innovative campaign to launch *Dailycious*,

- Mother Dairy's Dairy whitener

MUMBAI, July 23, 2015: Madison OOH, the outdoor arm of India's largest Indian – owned communication group, Madison World has done an innovative outdoor campaign to launch Mother Dairy's Dairy whitener *Dailycious* in Guwahati.

The brand has the tag line *"A Spoon Full of Magic"* and the objective of the campaign was to reach out to the maximum TG, generate highest response and conversion into sales. The month long campaign, executed by MOMS created maximum impact by the effective use of a very innovative execution where the *swirling of milk was shown with the help of an LED and the cup and the saucer were made as a cut-out so as to give a 3D effect*. These were installed at key areas where the T.G. frequented; i.e major market areas and bus shelters at the major nodal points of the city.

Dipankar Sanyal, COO MOMS, says *"At MOMS, we look at solving our client's business needs using innovative, disruptive Outdoor strategy and execution to create high level engagement for consumers."*

The recent Mondelez Oreo campaign in Mumbai last month was also executed by MOMS.

Madison OOH has won several awards recently including 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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For execution Photographs please see attachments enclosed.