

Madison OOH creates an innovative campaign for ITC's Engage Deo in Mumbai

MUMBAI, August 7, 2015: Madison OOH, the outdoor arm of India's largest Indian –owned communication group, Madison World has done an innovative outdoor campaign to promote ITC's Engage Deo's new variant ***All Day Long*** for men and women in Mumbai.

The brand stands for the proposition of *all day long freshness* and therefore MOMS came up with an innovation showcasing a live analogue clock with the hour and minute hands replaced by the Engage Men's & Women's – All Day long variants.

Dipankar Sanyal, COO MOMS, says *"We have been working with ITC brands over the last 6 years. It is always a pleasure to work with the brand and come up with interesting, innovative, disruptive Outdoor strategy and execution to create high level engagement for consumers."*

The recent Mondelez Oreo campaign in Mumbai and the Bandhan Bank launch campaign were also executed by MOMS.

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.

For more information, please contact Mr. Rajeeb Bhattacharyya – +91 9831889320

For execution Photographs please see attachments enclosed.