

## Platinum Outdoor puts a giant Tata Motor's Tiago car on a hoarding

**MUMBAI, June 8, 2016:** Madison Outdoor's unit, Platinum Outdoor is continuing to do innovative work for TIAGO, the new hatchback from Tata Motors.

After its successful launch in OOH a few months ago, the Agency put up an actual real size 3D model of the car on a hoarding in prime location in Mumbai. The agency also used sky-tracker high intensity lights to build curiosity from a distance and give the hoarding an iconic feel. The hoarding was on a heavy traffic route of Western Express Highway in Bandra.

Executing the innovation was a real challenge, it took about 50 days to fabricate a 20 foot 3D model of the car, put it up on the hoarding and getting regulatory approvals. This is the first time something of this scale has been put up on a hoarding. In the past, some brands have put up shells of their cars, but nothing to this scale.

**Says Dipankar Sanyal, CEO, Platinum Outdoor,** *"We are really excited with this new innovation done for Tiago on the back of a very successful launch".*

Madison OOH recently announced its indigenously developed suite of planning tools to offer a more robust outdoor planning service to its clients. The suite includes **Madison Vu-on-street**: a complex site selection and plan evaluation tool in an easy-to-use software, that covers 18,000 large format sites in top 18 cities of the country. **Madison Vicinity** enables creating multi touch point centric plans at a macro level and even provides an opportunity to do micro level hyper localization. **Madison Maxemiser**

facilitates the distribution of media investment budgets in the targeted cities using a database, enabling a more scientific basis for budget allocation.

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

**About Madison OOH**

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 Samsung, Asian Paints, Kotak, Omkar, Marico, Raymond, Toyota, ITC, Aircel, Idea, amongst many others.

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