

Madison OOH - Platinum Outdoor launches Tata Motor's Tiago in OOH with a Bang!

MUMBAI, April 26, 2016: TIAGO, the new hatchback from Tata Motors with cutting edge design, technology and driving dynamics was recently launched with a clutter breaking OOH campaign. Platinum Outdoor, the AOR for Tata Motors planned and executed the entire campaign across 70+ cities/towns in metros, Tier II and Tier III cities.

The campaign had two phases with the first phase announcing bookings for the hatchback in key markets, followed by the launch phase in all markets. Traditional outdoor formats, key mall facades and airports were used to enable the consumers to experience the car.

On the day of the launch the Agency conceptualized a clutter breaking idea to highlight different features of the car through larger than life installations at multiple locations. Some of these include, blinking headlamps of the car, highlighting the car name, emphasis on Messi with Messi's cut-out and a Tiago Zone at one of the busiest junction in Mumbai.

Says Dipankar Sanyal, CEO, Platinum Outdoor, *"Tiago launch was the first major launch campaign undertaken by Platinum. True to the product, the campaign focused on the features through innovations. With the use of our planning tools, we were able to deploy quality sites at the right places which delivered high visibility in all markets".*

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.

For more information, please contact Mr. Dipankar Sanyal: +918451057506