

MADISON OUT OF HOME

Madison OOH launches suite of Planning Tools

MUMBAI, November 18, 2015: Madison OOH, the outdoor arm of India's largest Indian – owned communication group Madison World, has just announced its indigenously developed suite of planning tools to offer a more robust outdoor planning service to its clients.

Given the complexities in planning for an Outdoor campaign, the suite provides tools ranging from site-selection, plan-evaluation to budgetary allocation amongst different cities.

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. As of now, it covers 65% of the OOH inventory in the country. It grades the sites on 38 sub parameters on the basis of Site attributes such as site illumination, size, horizontal/vertical angle, clutter, site placement, viewing distance and Site Environment attributes such as road type, viewing opportunity, vehicular traffic volumes, speed of traffic, pedestrian traffic volume, etc... Over the next 6 months, the tool will cover 30 cities and over 21,000 sites.

MADISON OUT OF HOME

Madison Vicinity:

Vu-on-street offers another dimension called **Vicinity** which enables creating multi touch point centric plans at a macro level and even provides an opportunity to do micro level hyper localization. The feature gives the flexibility to select OOH formats in and around 27 touch points in 18 cities. These touch points range from key ambiances encompassing the consumer in their work, live & play arenas like residential areas, corporate hubs, gyms, malls, spas, pubs, etc.

Madison Maxemiser:

Allocation of budgets across cities is a task that every planner faces day in day out. Maxemiser facilitates the distribution of media investment budgets in the targeted cities using a database, enabling a more scientific basis for budget allocation.

Unique Advantages:

All these tools will make the media planner's life more scientific and facilitate objective site selection, by allowing planners to make a data based decision and benchmarking the weight & impact of various OOH Campaigns. Every plan will deliver a Plan Average, which can be benchmarked against City Average, Competitor/ Category Average, Past campaign average; thereby enabling evaluation of campaign ROI.

MADISON OUT OF HOME

Speaking about these tools, Soumitra Bhattacharyya, CEO Madison OOH, says

“We have invested a lot of time and effort in developing these tools in-house and have tested them across various markets and various sizes of client budget. The tools will be a good aid to all planners and will allow them take pan India strategic decisions at a click of a button.”

Madison OOH recently announced restructuring at its senior level by promoting Dipankar Sanyal to *CEO, Platinum Outdoor* and Jayesh Yagnik to *COO, MOMS*. The Madison OOH team is further going to be empowered with Vikram Sakhuja, Group CEO, Madison Media & OOH who took charge last month (October 19, onwards).

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.

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, Aircel, Idea, amongst many others.

MADISON OUT OF HOME

*For more information, please contact Mr. Soumitra Bhattacharyya – +918450
979875*