



ONE STRANGE ROCK

# THE BRIEF

BREAK THE “CLUTTER” & “No ordinary outdoor ...”

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## AIM

to promote NATIONAL GEOGRAPHIC’s documentary  
**ONE STRANGE ROCK**  
through breathtaking visuals in the out of home space.

CAMPIAGN | 2Cities | 14 innovations

# THE INNOVATION

ONE STRANGE ROCK







# ONE STRANGE ROCK

STARTING  
MARCH 26th 2018





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STARTING  
MARCH 26th 2018



NATIONAL  
GEOGRAPHIC



DO YOU REALLY  
KNOW YOUR PLANET?

ONE  
STRANGE  
ROCK

NATIONAL  
GEOGRAPHIC

GLOBAL PREMIERE MARCH 26 MONDAY 9 PM

# MEDIA STRATEGY

The **TG** for the show were | F/M 14-45 | SECA,B+ | working professionals/  
Students in professional courses .

**Touch Points** : Hangout areas and major arterial roads travelled by TG twice a day.

The mandate was to create larger than life imagery with **INNOVATION** , and billboards served the purpose being both huge and effective.

To make the campaign even more dramatic we created corridors with back to back sites, showcasing all the 3 innovation on the same stretch.



DLF CYBER HUB



# APPROACH

The strategy adopted was to create high impact within a very short duration

The vision was to replicate the adventure of the show by leveraging the OOH media to attract the masses so that they follow the documentary series on TV.

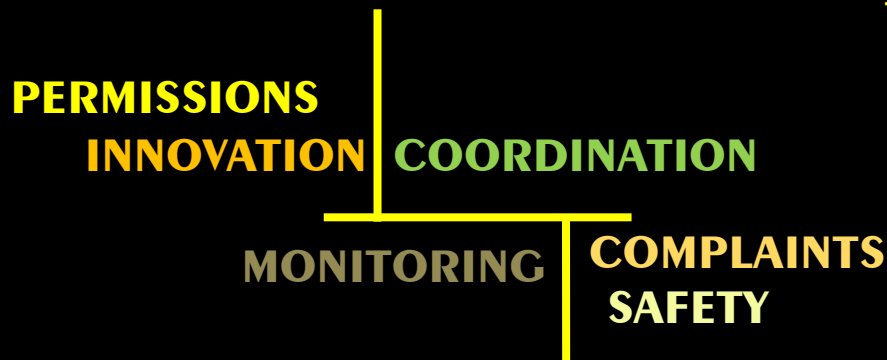




# THE CHALLENGE

Creating 14 innovations simultaneously and all 14 going live at the same time was the biggest task

There were complaints from pedestrians who mistook the VOLCANO smoke for fire



BUT THIS ONLY WORKED IN OUR FAVOUR & MORE PEOPLE SAW OUR INNOVATION AND SPOKE ABOUT US

# THE EXECUTION



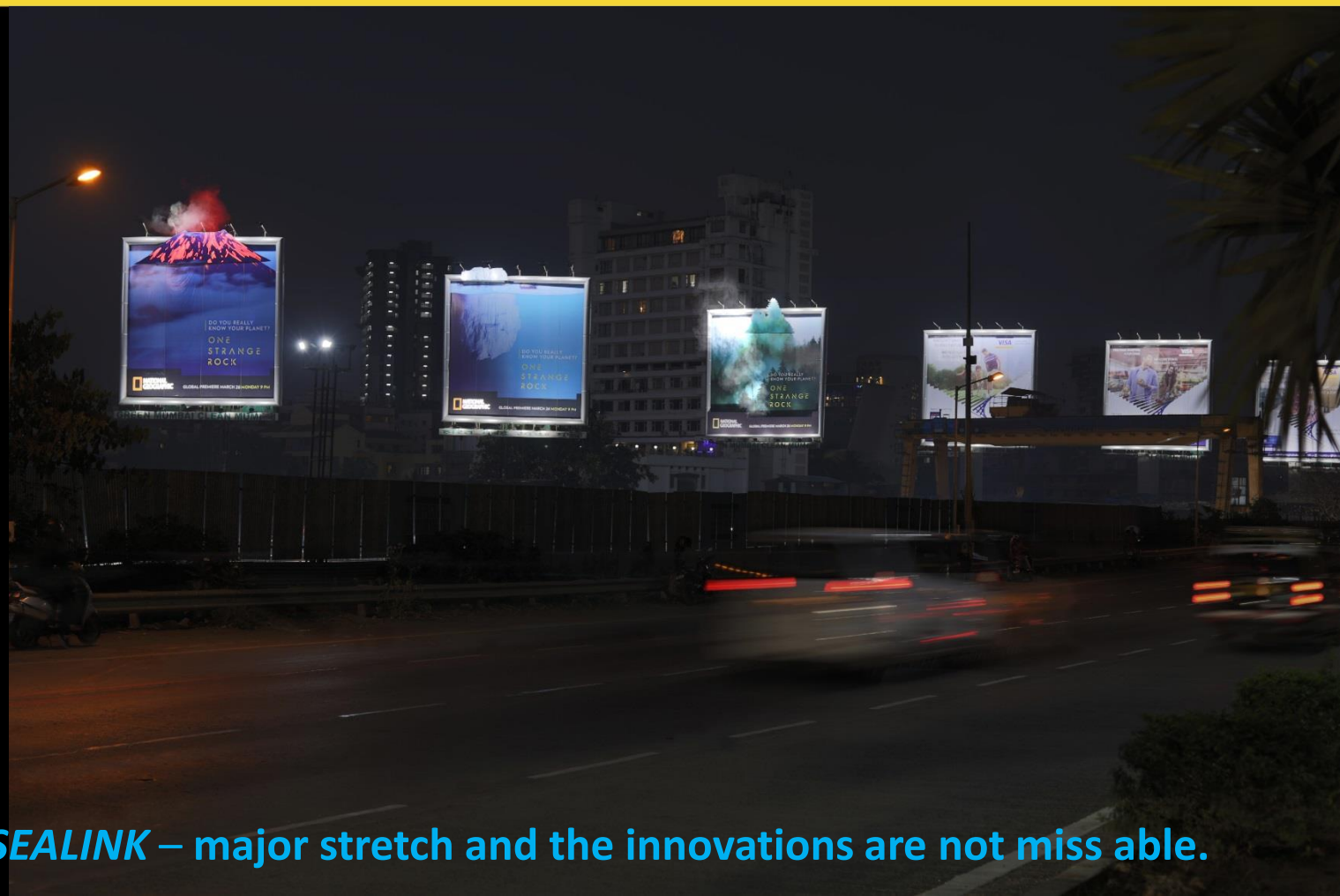


**CYBER CITY:** more than 90% of all major brands have offices here, so a TG MECCA



**CYBER HUB:** The entire Gurgaon population comes here to rewind & relax,  
a hub for our target TG





**SEALINK – major stretch and the innovations are not miss able.**



**Mahim – major junction connecting town with suburbs,  
sites which cannot be missed**

PLAY



Vodafone IN 11:26 PM 58%

**Akash Sharma** • 1st  
A 360 Degree Marketing Professional  
3 mons (edited)

Which place is this? A clutter breaking outdoor innovation like this is better than spending marketing dollars randomly on outdoor properties.

Like Reply 1 Like

**shikhar srivastava** • 1st  
Assistant Manager - Marketing at MAX Fashion...  
3 mons

This is Awesome

Like Reply 1 Like

**Bhawana Anand** • 2nd  
Associate Editor at V J Media Works  
3 mons

Hello Neha; This looks marvelous, would like to cover this in our B2B publication exclusively covering OOH advertising; pls guide or connect to the concerned person to take this forward for more details. Thanks

Like Reply 1 Like • 1 Reply

Leave your thoughts here... Post

Home My Network Messaging Notifications Jobs

Vodafone IN 11:28 PM 67%

**Asheesh Ranjan Singh** • 2nd  
OOH Professional, looking for a new opportu...  
2 mons

Superb job

Like Reply 1 Like

**Gaurav Sobti** • 2nd  
Senior Manager - Advertising  
2 mons

A great innovation. But a distraction for people driving. There has to be a balance !!!

Like Reply

**Manish Yadav** • 3rd  
Co Owner at Avadh Advertising  
2 mons

Great

Like Reply

**AKSHAY JAIN** • 2nd  
Executive Editor at Express India (a Web TV C...  
2 mons

Excellent work done by Team MOMS <https://goo.gl/3WEZVz>

Leave your thoughts here... Post

Home My Network Messaging Notifications Jobs

Vodafone IN 11:26 PM 68%

**Neha Jain** • 2nd  
Sr Brand Manager - AkzoNobel | FMS Delhi | ...  
3 mons

Have seen this at chattarpur metro station and few other spots . very innovative and brilliant attempt to redefine OOH. Well done team!

Like Reply 1 Like

**Partho Roy** • 2nd  
Offline to online Consumer journey | Marketin...  
3 mons

Great way to activate the medium .. nice

Like Reply 2 Likes

**Swati Jain** • 2nd  
Brand Manager | FMCG Professional | Ex-ITC  
3 mons

This is awesome

Like Reply 1 Like

**Naval Shekhawat** • 2nd  
Food and Beverage Manager at Fortune Selec...  
3 mons

It's great, last night we saw and praising your creativity... great job...keep doing...

Leave your thoughts here... Post

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HOPE YOU LOVED IT!  
WE LOVED THE JOURNEY!