

IDFC First Bank - Plant Billboard

After the overwhelming success of their first anniversary, IDFC for their 2nd Anniversary planted a sapling for every new Savings Account that's opened between December 18, 2020 and January 26, 2021. In order to depict this using OOH medium, innovative plantation billboards were deployed at high traffic main arterial routes in Mumbai, Pune, Hyderabad for a duration of a month with optimum visibility.

The F shape of the Logo was creatively covered with approx 1500+ plants to cover 500+ sq ft area. Scaffolding was used to place the plants on the billboard and were watered once in 3 days to maintain their good condition.

Along with this, there is a 21ft. x 6 ft. LED panel placed at the bottom which denotes the Air quality Index (AQI) of the city. This Air quality Index data is updated every 2 hours on the billboards. TOTAL - 3 Sites, 4500 sqft.



VIDEO DEMO