

THE AIRTEL ADVENTURE



Encyclomedia Networks Pvt. Ltd., once again comes up with a unique execution for Airtel's Google Search Campaign, conceptualized by Portland. The creative not only helped brand recall but also countered the 'out of sight', 'out of mind' phenomena

thus conveying a lesson to the outdoor industry; a pulsating technique can advocate the effectiveness of billboards in achieving brand awareness in today's highly competitive and cluttered world of outdoor advertising.



SAYING IT WITH LED

Network 18 on the launch of its new "Entertainment Channel" had a specific objective; i.e. to launch with all its 25 brands.

Wall Street, who were responsible for OOH for the brand, along with Network 18 team subsequent to numerous discussions, came up with a unique approach to create an LED platform for exposing of all 25 brands simultaneously. The LEDs were mounted on billboards, with communication and content of all 25 media brands. This helped the consumer experience the entire bouquet of brands in one form. Truly, a unique proposition.