

THROUGH THE LOOKING GLASS

What do you see when you look into the mirror? Just your reflection? Look again. Clinic All Clear Men has introduced the 'Interactive Mirror' - a first in the Indian OOH market. This medium has all the ingredients to top a popularity poll; the ability to engage, grab attention, entertain and communicate the brand message. Outdoor Advertising reflects upon this innovation and its future in Indian OOH.

Outdoor Advertising is a trusted and proven medium to effectively communicate a brand message to the consumer. Infact, sometimes it is through the outdoor medium that marketers reach consumers and get their message across even before the product is actually launched. It therefore comes as no surprise that most brands consider outdoor advertising as a pre-requisite for any product to succeed in today's competitive advertising world. Interactive outdoor advertising is like the icing on the cake.

Encyclomedia networks evidently believe this to be true, for they introduced a media first - 'The Interactive Mirror' into the Indian OOH market, for the launch of India's first Shampoo for Men - Clinic All Clear Men. Having convinced the client of the medium's intrinsic benefits, Encyclomedia developed the creative and media strategy to effectively communicate the brand message.

The OOH media strategy, naturally focused on inspiring and motivating consumers to identify with and own the brand. The product had to be very visible for the campaign to be effective. And one way to ensure this was to go interactive. A tool which is not only unique but also interactive seemed like the right kind of advertising tactic for the launch of a first-of-its-kind product. Thus, was born the concept of the interactive mirror. As Mukesh Manik M-I-C, Encyclomedia Networks Pvt. Ltd says, "We selected the washrooms at multiplexes to install and use this. The target was very well defined and there is a huge footfall during intermission. The audience is captive and Indian men use the mirrors in the washrooms quite extensively. Each mirror has a sensor which activates the mirror once a person is in front of it, so you can see your image and also the brand message. If there is nobody in front of



the mirror, a light on the rear of the mirror gets activated and lights up a pre-installed graphic inside the mirror which displays an ad for the brand."

Mukesh explains that, "Since the product was targeted only towards men, we knew that our creative should have an appeal to the Indian male. In the modern world, there are very few things that men do that a woman doesn't. Hence, our creative idea had to narrow down factors to differentiate men from women with a very strong visual. Since the mediums were different, each one had to be designed specifically to compliment the medium and use it for maximum impact and recall. We took two approaches while designing the concepts, one that created a shock value though very tastefully so as not to affect the sentiments of the people, and secondly, a more conservative approach. The client supported us completely by giving us the creative freedom to design the concepts, so we did not feel restricted. The client would of course make the final decision keeping the brand guidelines in mind."

Ambarish from Unilever says, "Out-of-home as a medium was both effectively and efficiently used for promoting our latest launch- 'The Clinic All Clear Shampoo for Men' and the credit goes to 'Encyclomedia'

for coming up with the 'Interactive Mirror' and other OOH media friendly creatives at various touch points of life."

Often, the role and effectiveness of the outdoor medium is confined to a 'Reminder Medium' but what one forgets is that OOH is the only medium that effectively influences consumers to develop a healthy desire for the brand. As a result of this, the Clinic All Clear campaign has a bag of other marketing mix elements which include:

- Table graphics announcing contests on all the table tops of Café Coffee Day across the country.
- Sampling of Clinic All Clear (CAC) Shampoo sachets to every male visiting Café Coffee Day.
- Floor Graphics at all the Big Bazaar and Spencer supermarkets across the country where the product was being sold.
- Floor Graphics in the men's section of Shoppers Stop across the country.
- Trial room graphics inside all the men's trial rooms in every Shoppers Stop
- Sampling of CAC Shampoo sachets to every male shopping in the men's section of Shoppers Stop.



- Running the TVC of CAC on all the in-store screens of Shoppers Stop
- Handing over a carry bag with the CAC shampoo ad printed to every male shopper at the men's section of Shoppers Stop.
- Installing an interactive mirror in all the men's washrooms in 20 PVR and Adlabs across the country which displays the CAC advertisement.

Mukesh says, "Each and every marketing element was let free, to perform its task, rather than mix up the roles. This is why our campaign was a 360 campaign in its true sense, where we provided everything to the client turn key. It included designing the creative for each media, acquiring the media property, and installations of the graphics right till the execution of the campaign. In short, we worked on the principle- 'The more diffused the role definition, the more widespread the advertising', which is why we let our creative do the talking and did not burden it with too many words."

* The creative for the TVC was done by LOWE Lintas

Nitin Sharma

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