

RELIANCE TELECOM LIMITED

Brand:

Reliance Telecom Limited

Category:

Telecommunications

Media Specialist Agency:

Star Sight India

Campaign:

Promotion of 'SMART', Reliance's GSM services in Madhya Pradesh and also develop better vendor management.

Objective:

- Reliance had been operating in Madhya Pradesh since 1996 but did not get the recognition it desired. Hence, to develop a better brand value Reliance wanted to achieve a better vendor management. For this purpose star sight decided to outsource outdoor media for the first time.
- Another objective was to extensively promote Reliance's SMART GSM service amongst mobile users in Madhya Pradesh.

Target Audience:

- Prospective vendors of GSM services in Madhya Pradesh.
- All mobile users in Madhya Pradesh.



Implementation:

Reliance Telecom Limited handed over the OOH media duties to star sight in July 2005 for the coming year. Star Sight had extensive plans to promote SMART in Indore, Bhopal, Raipur and Gwalior.

- They focused on using innovative implementations such as changing shape of kiosks to offer more display at same cost, to enhance visibility.
- They identified opportunities by creating OOH media where it was non existent.
- They branding the square at Police Lines 15th Battalion.
- Considering that cabs were the most preferred mode of travel in Bhopal & Indore they opted for taxi branding. They negotiated a contract wherein 100 taxis rolled out with SMART branding.
- They also branded the Raipur Railway Station Hotel Celebration.



Results:

- The campaign due to its extensive coverage in the state, delivered outstanding results. The visibility increased by 18%. The number of units increased by 22% and the Sq. Ft. rate dropped by 17%.

