OOH Media flexicasted an insurance product in three different languages - Hindi, Bengali & Tamil - using a TVC of the product. An evaluation of the initiative proved that 87% of the respondents recalled seeing OOH Media screens and a high 67% of them recalled (unaided) seeing the insurance ad on the screens, while 90% had seen the ad on other mediums as well. The big impact of financial services advertising on OOH Media screens was thus reaffirmed.

Financial Service - Insurance

Use of Flexicasting to target the audience

Campaign background

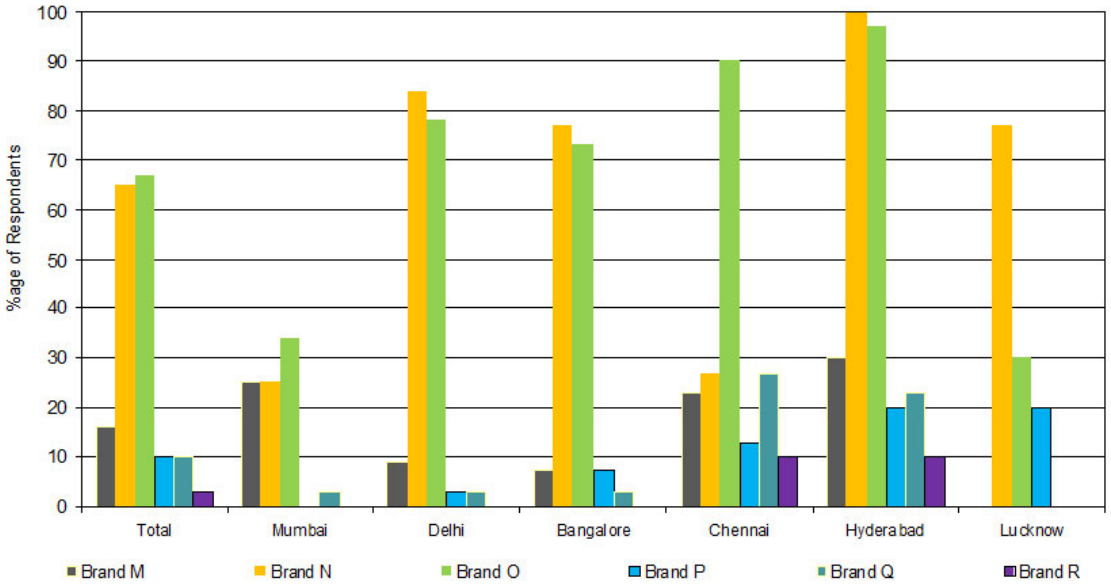
- A Life Insurance company had advertised on OOH Media screens
- The creative executions used on OOH media were the same as the Television.
- The target audience were of 3 different language.

OOH Media's role in the campaign

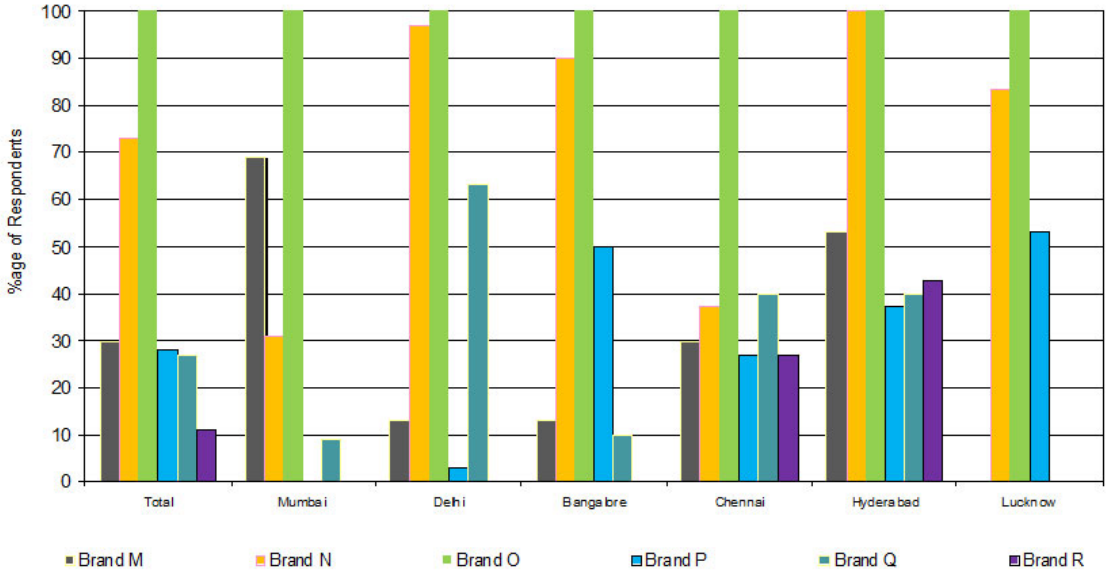
- Flexicasting - the exclusive media planning tool of OOH Media was used to take the brand to the right target audience by promoting the brand in different languages in different cities
- Flexicasting aids choice- edited the campaign to 3 different target cities:
  - Kolkata : Bengali
  - Chennai : Tamil
  - Others : Hindi
- OOH Media also did campaign evaluation study for the brand to understand its effectiveness.

Unaided Brand Recall (TOM + SPONT)

Highest Unaided Recall of Insurance company at an overall level



Total Awareness



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