



'Strong and powerful campaign ideas along with outdoor innovation has helped us stand out from clutter'

In tune with the growth of the telecom sector, telecom service operators have emerged as one of the largest spenders in the OOH advertising domain. With the saturation of markets and increased competition, they are likely to invest more and more in this form of advertising. In an interview to **network2media**, **Anuradha Aggarwal, vice president - marketing, brand communication and consumer insights, Vodafone** talks about various important matters related to this evolving industry. Edited excerpts:

How important is Out-of-Home advertising in your overall media mix? Kindly elaborate

Out-of-Home is a very essential adjunct to other media vehicles to drive frequency of messaging. For instance, OOH was used extensively to launch Vodafone 3G services. Out-of-Home gave the launch necessary scale and also drove frequency of our current 3G proposition. Iconic Vodafone Super Zoozoo was used extensively on Glass facades, 3D cut-out hoardings and large 3D models to deliver clutter break and engagement with our customers.

Does conventional outdoor medium take preference in your media consumption over other forms of OOH media?

We try to strike a balance between the conventional outdoor medium and various other forms of innovative OOH media. As a part of our 3G launch plan we created special 'Zoozoo world' in few malls in Delhi and Mumbai which gave fans an opportunity to experience 3G services. We also have more than 100 Vodafone stores where consumers can go and experience the 3G services

With noise levels increasing in the outdoor advertising arena, what are the principal differentiators that you aim to create to stand out from clutter in this domain?

A combination of a strong and powerful campaign idea along with outdoor innovation has constantly helped us in standing out from the clutter.

With metro markets getting saturated, are you looking at more aggressively using OOH in the non-metro (Smaller Markets) cities?

Using OOH media in non-metro cities has always been a part of our plans.

How does airport advertising feature in your overall OOH plans? What about mall advertising, do you think it plays an important role in your media mix?

Airport advertising is an important medium to reach to our high end customers with premium products. Prohibitive costs prove to be a barrier in extensive usage of advertising feature. On the other hand, mall activation is definitely an important part of our OOH plan. As mentioned, we had set up 'Zoozoo world' in some of the biggest malls in Mumbai and Delhi. These unique experience zones gave fans and visitors an opportunity to enter the world of Super Zoozoos, and enjoy the 3G services in an interactive and fun way. Spread across 1000 sq ft area, the Zoozoo worlds gave customers a firsthand experience to try out a host of 3G services like high

speed internet, video calling and better gaming experience. Fans and visitors could get free pictures clicked with their much loved Super Zoozoo, take home Zoozoo goodies and there was also a 'dance zone' where Super Zoozoo followed and copied dance moves.

Do you think digital OOH will achieve its full potential in a market like India? Kindly elaborate

We believe that digital OOH has a huge potential inspite of the fact that it is in its nascent stage in India right now. Digital OOH is low on clutter and is high on engagement. With faster connectivity of 3G and cost efficiency, digital OOH could very well be the next big thing in advertising.

Do you think that mobile OOH (Vehicle/Train wraps etc) are fast emerging as a more efficient media alternative to static small format outdoor media?

Mobile OOH is a popular medium of communication for brands across the world. The biggest advantage of mobile OOH is that it catches more eye balls amongst different audiences. In India, the trend is still catching up, but it holds a lot of promise.

The Indian outdoor advertising industry has made serious efforts in the last couple of years to ensure standardisation, accountability, research etc. Have you noticed any significant changes while dealing with the industry practitioners?

There has been improvement in standardisation and execution capabilities of vendors, but on areas like measurement of effectiveness, we still have a long way to go.

From a brand owner perspective, how important is research and measurement metrics for the growth and development of the Indian outdoor industry?

Research and measurement are strong prerequisites of any component of media mix including OOH. We cannot hope to achieve results and hit the target unless we have measurement tools in place. Its equally important to gauge the response for meaningful customer engagement.

What are the key changes that you would like to see in the outdoor advertising domain in the immediate and medium term future (1-3 years)?

Newer and more engaging formats and better measurement of effectiveness will surely make the domain superior.

[You can contact Anuradha Aggarwal here](#)