



Hitachi air conditioners spreads its cool this summer

Johnson Controls- Hitachi Air conditioning India Ltd. has recently launched a multi-city OOH campaign across South India at the beginning of summer season. OOH campaign titled as “Ambience Light” know the ambience inside the room be it cool, comfortable or warm with just one glance on the ac.”. The campaign has been executed by Connect OOH in formats like hoardings, BQS, unipoles etc at vantage points across the cities of Tamil Nadu, Kerela, Karnataka, Telangana and Andhra Pradesh



"We are very excited to launch Hitachi AC campaign with innovative and smart features that can cater to the need of customers from having fresh air with our innovative FrostWash technology to a smart wi-fi enabled airCloud Home. With our unique “air Technology”, Hitachi’s Inverter split air conditioner can provide silent, odour- free, clean, fresh & surround air and thus offers most convenient and comfortable environment to our customers” said Nilesh Shah, Sr. Vice President, Marketing & Business Planning, Johnson Controls- Hitachi Air Conditioning India Ltd.

Speaking on the association, Anjum Tanwar, Executive Vice President and National Head, Connect OOH said, “This campaign suggests the consumer first approach taken by Hitachi and it can be intelligently delivered on traditional outdoor properties when combined with the right operational expertise”.

Bhumika Shajwani, Managing Partner at, Connect OOH, said, “The essence of a good concept lies in its effective implementation. The client's belief in our abilities to carry out this well thought out data driven planning approach was the key to this successful campaign and we consider it a privilege to be associated with this iconic brand”