



## Vadilal Ice Creams brings largest OOH campaign in category



Connect OOH along with Publicity Parlour has associated with Vadilal Ice Creams, which is India's second-largest ice cream brand to bring the largest ooh campaign in the category. The decision to appoint them as outdoor partners were based on a deep understanding of the evolving outdoor industry, their ability to provide data-driven planning and the disruptive creative ideas in the ooh space.

"As we planned our latest marketing campaign, we recognized the importance of leveraging outdoor media to create a strong, cohesive message that would resonate with our target audience," said Aakanksha Gandhi, President- Branding of Vadilal Enterprises Ltd. "Vadilal Ice Creams' new approach to hoarding advertising breaks away from the ordinary by focusing on interesting models rather than the typical consumption shots. Our vibrant and fun creatives use bright, summery colors and feature models of all ages to appeal to everyone. In doing so, we not only showcase the variety of our products, but also highlight the universality of our brand. We have also ensured that our models were having fun on the set to capture their true joy and reflect it in our creatives. We believe this approach truly embodies the spirit of Vadilal Ice Creams - beloved by all."

Speaking on the association, Anjum Tanwar, Sr. Vice President and National Head - Connect OOH said, “We are elated to work with one of the most dynamic ice cream brands where we addressed the challenge of amplifying creativity and uniqueness, which is impactful and creates a new benchmark for the brand. Disruptive OOH innovation in the cities was talk of the towns and we saw the multicity campaign standing tall in front of us and are extremely delighted with the outcome. The partnership is expected to drive greater brand visibility and customer engagement for the brand”

Bhumika Shajwani, Managing Partner at Connect OOH said, “It was our priority to reach out to the right audience in the right place at the right time. We, along with our client Vadilal, went hyperlocal and we were able to match the desired results. The entire campaign was spread across multiple cities, and formats, covering more than 400+ sites, covering top 10 cities of the country.”