

Connect OOH, Publicity Parlour craft an innovative, multi-city campaign for Vadilal

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Vadilal Group has invested in the two agencies the duties to manage the brand's OOH media strategy, planning, buying, negotiation and campaign implementation



Vadilal Group, which owns India's second largest ice cream brand Vadilal, awarded its OOH media mandate to Connect OOH and Publicity Parlour on the strength of the agencies' proprietary planning tools, rich data and analytics and tech capability. The two agencies were invested with the duties to manage Vadilal's OOH media strategy, planning, buying, negotiation and campaign implementation, in sync with the brand's objective to augment its presence not only in general trade, but also modern trade, e-commerce and on-demand delivery.

As per the mandate, an innovative, multi-city campaign for Vadilal has been launched. Sharing her views on this, Aakansha Gandhi, Brand Director, Marketing and Strategy, The Vadilal Group, said that "outdoor is an important recall media to deliver a strong, robust and integrated marketing campaign and we had invited agencies for a pitch this time. We appointed Connect OOH and Publicity Parlour as our outdoor partners as they made us understand how OOH as an industry has evolved. They helped our brand with an ideal mix of media assets basis the impact or coverage through data driven planning. Besides traditional OOH, we have also included a few DOOH sites and some interesting innovations which are done by the agency."



Anjum Tanwar, Sr. VP &

National Head, Connect OOH

Speaking on this development, Anjum Tanwar, Sr. Vice President and National Head, Connect OOH said, "What could be more rewarding than to work with one of the most dynamic brands. We addressed the challenge of amplifying creativity and uniqueness which is impactful and creates a new benchmark for the brand. Through integrated planning that includes OOH innovation, digital and impactful media mix, we see the multicity campaign standing tall."



Bhumika Shajwani

Managing Partner, Connect OOH

Bhumika Shajwani, Managing Partner, Connect OOH, said, "We are glad to be a part of such a significant campaign. With infusion of data, and scientific planning through our DMP IMMERSIVE, we were able to match the desired results. The entire campaign was spread across multiple cities, formats, covering more than 400 sites, across three states."