

HBO

HBO is a client with a niche and very premium media usage. They are very selective about their outdoor placements and choose core sites in Mumbai and Delhi only. They always believe in qualitative sites, focusing on South Mumbai and main arterial route towards airport

MOMS successfully executed the campaigns for HBO - Band of Brothers, Mummy and Matrix. The creatives were always altered with an outdoor friendly view. Three billboards of Matrix were placed at Prabhadevi. There was one vertical site taken of size 100 x 27 followed by two horizontal sites of size 20 x 60.

Saving Private Ryan, Gladiator, MI-2, Erin Brockovich, The Mummy Returns and Spiderman were some of the other campaigns successfully carried out right from designing the creative to putting up the vinyl.

MI-2 campaign was done differently. There were 5 billboards back to back at Marine drive. A story was made where the first billboard just stated the text "Tom Cruise", second said "In his Deadliest Mission" followed by third "18th January, 9.30 PM". Fourth site was showing Tom Cruise's image along with HBO and the fifth completing the story with Tom's image stating "Get Home before he does". The entire concept went very well with the client, as it was the first time a story was explained over 5 billboards.

"The Mummy Returns" and "Spiderman" were created at MOMS right from the scratch. Spiderman was one of the most talked about campaigns in 2004. The focus was always on key sites across. There were a couple of sites given as value adds on production cost.