

Kinetic

Campaign Objective:

- ◆ To launch Kinetic Zing and Kinetic Velocity using the Outdoor medium
- ◆ To sustain brand visibility

Campaign Details:

Kinetic Zing was launched by MOMS in 56 towns all over India using a mix of vinyl and painting hoardings for a duration of 45 days to 3 months.

Kinetic Velocity (1100cc bikes) was launched in 36 towns all over the country with over 375 hoardings.

Highlights Of The Campaign:

Today Kinetic Zing is a leader in its segment.

We were able to change the mindset of the client by convincing him to change all campaigns to vinyl and reducing the campaign period to 45 day.