

## THE AIRTEL ADVENTURE



Encyclomedia Networks Pvt. Ltd., once again comes up with a unique execution for Airtel's Google Search Campaign, conceptualized by Portland. The creative not only helped brand recall but also countered the 'out of sight', 'out of mind' phenomena

thus conveying a lesson to the outdoor industry; a pulsating technique can advocate the effectiveness of billboards in achieving brand awareness in today's highly competitive and cluttered world of outdoor advertising.

## SAYING IT WITH LED

Network 18, the search engine, has "Globalized Chennai" and a special objective, not to reach only all the 25 brands.

Wall Street, who were responsible for CDM for the brand, along with Network 18 team will continue to discuss the campaign, come up with a unique approach to reach all LED (LED) in all 25 brands. Network 18 will continue to work with all 25 brands. The LED will be used for all 25 brands with 100% consistency and content in all 25 markets. This helps the consumer experience the entire brand of LED in one go. This is a unique proposition.

Network

18

Global  
Search  
Engine

GO