

Thumbs up for this campaign



This outdoor campaign for Thums Up was done by Encyclomedia Networks Pvt. Ltd.

The media agency involved was Moms Outdoor Media Solutions Pvt. Ltd. This project was done on a large scale with 70 high impact billboards and four different creatives.

It covered various cities like Pune, Agra, Allahabad, Dharwad, Hyderabad, Mysore, Kanpur, Gwalior, Vizag, Vijaywada, Varanasi, Ahmedabad and Patna.

The central idea of the campaign was 'Anything for my Thums Up.'

The clients brief was to show to what lengths a person would go to get his or her Thums up. The objective was to bring alive the brand experience for the consumer in a compelling and inspiring way.

The creatives used to achieve this end are bold and full of action. Fantastical billboards were created where the men were reaching for the Thums Up bottle without any restraint. They were portrayed as taking unimaginable risks to drink a Thums Up.

All the images are very exciting and adventurous. You just couldn't miss this ad if you were driving or walking past. The Coca Cola company would have definitely inspired people to have a Thums Up with these summer creatives.