



Vyoma Media wins Digital Outdoor Advertising mandate for TVS XL100

- The campaign will be across Karnataka, Bihar and Uttar Pradesh

18th December 2018: Vyoma Media, the country's leading out of home digital solutions company, is pleased to announce that they have been awarded the Digital Outdoor Advertising mandate to promote the launch of two new TVS XL100 vehicle models - TVS XL100 Comfort and TVS XL100 HeavyDuty i-TouchStart. TVS XL100 HeavyDuty i-TouchStart is the first heavy duty vehicle in India to have an electric start based on Integrated Starter Generator System.

Vyoma Media will aim to build on the huge affinity towards TVS brand by engaging consumers through their smart displays at ticket counters across Karnataka, Bihar and Uttar Pradesh railway stations. This content will include localisation and with a core focus on raising awareness. The campaign's creative will be showcased in two different languages – Kannada and Hindi – and the resulting SMS's on the viewers' mobile phones will be in the same language as shown in the creative they have responded to. Further engagement will be ensured when the respondent is redirected to the brand's product page where potential buyers will be able to engage with the customer care team and ask any questions that they might have.

The campaign for TVS XL100 Comfort will be seen across cities in Karnataka while the campaign for TVS XL100 HeavyDuty i-TouchStart will be across cities in Uttar Pradesh and Bihar. Both the campaigns will run for a period of 2 months.

This is the second brand campaign, Vyoma have initiated for TVS recently.

Mr. S Vaidyanathan, Vice President – Utility Products TVS Motor Company Ltd. said, "We wanted to initiate a campaign with a focus only on interactive and localised creative. Vyoma's displays, placed at prominent locations will allow us to integrate and amplify the brand's campaign for TVS XL100 Comfort and TVS XL100 HeavyDuty i-TouchStart in its key markets. It will also ensure that our brand loyalists are aware of the new innovative features in the vehicle and help us maintain top of the mind recall."
