Vyoma Media wins Digital Outdoor Advertising mandate for TVS Victor

- First phase of the campaign will be across Bihar and Kolkata-

4th October 2018: Vyoma Media, the country's leading out of home digital solutions company, is pleased to announce that they have won the Digital Outdoor Advertising mandate for the launch of the new model of TVS Victor.

TVS Victor's new model will be the first bike in its segment to feature a unique Daytime Running Lamp (DRL), along with a host of other class leading features. Vyoma Media will aim to build on the massive affinity towards the TVS brand by engaging consumers through their smart dispays at ticket counters across the Kolkata Metro and Bihar railway stations.

The first phase of TVS Victor's 'Badi Bhi Badhiya Bhi' campaign will be for a duration of 2 months and then will be seen across other markets.

The multi-lingual creatives, in English, Hindi and Bengali, will play simultaneously across locations and will allow consumers a chance to win the brand new TVS Victor bike.

This campaign will take content localisation to the next level by not only displaying content in the three languages but also delivering the resulting SMS on the viewers' mobile phones in the same language as shown in the creative they have responded to. Further consumer engagement will be ensured when the consumer is redirected to the brand's Facebook page to participate in a contest to win more goodies.

Mr. Kendraj Joshi, Head – Commuter Motorcycles Marketing, said "We wanted to come up with a unique campaign with a focus on interactive and localised creatives. This initial phase, with Vyoma's intelligent displays at eye-level at the ticket counters, allows us to integrate and amplify the brands campaign across two key markets. It will also ensure our brand loyalists are aware of our new innovative bike features and help us maintain our unrivalled market presence. The second phase of the campaign will be across cities in Karnataka, Maharashtra and Telangana."