



Everyday Railway Travellers become the Heroes of Vyoma's new marketing campaign

- The company video features everyday commuters from across the country -

22nd November, 2018: Vyoma Media, the country's leading out of home digital solutions company, recently undertook a marketing initiative titled 'Tracking Lives' to recognise and illustrate the diversity of railway travellers from across the country.

The aim of the exercise, which involved travelling to stations across its entire 17 state network and meeting everyday travellers, will be seen in the company's new promotional campaign. The primary objective is to create awareness and champion the everyday passenger.

Given its unrivalled display presence at railway ticket counters in the country, Vyoma was keen to undertake this unique exercise and feature some of the 40 lakh passengers who are booking tickets at stations in Vyoma's network.

This follows on from another unique internal communications initiative where Vyoma's entire non-operations team were tasked with visiting their display locations across the country. The results, of this month long exercise, were eye-opening where each team member took selfies of themselves against ticket counters, images of the train stations they were visiting and observed how passengers were engaging with Vyoma's displays and content. The observations are being made into a coffee table book.

Commenting on the Tracking Lives campaign, Rohan Srinivasan, Chief Marketing & Communications Officer, Vyoma Media said: "We wanted to do something different in our marketing and communications strategy. It can be said that the railways is a true 'microcosm' of new India in that people from all walks of life use it to commute daily. As a company that engages with 40 lakh people a day via our smart displays we wanted our communication to be geared towards the audience we cater to – the everyday traveller - and pay homage to this vast audience. We wanted the traveller to be our real heroes and what we found when we initiated this exercise is that each station is a melting pot of diversity with people of different ages and all walks of life. We plan to continue going to our 400 plus stations across the country and feature our everyday passengers and their unique personal stories monthly."
