

PRESS RELEASE

For Immediate Release

MOMS executes a high impact OOH Campaign for Polycab

Mumbai, Date: Polycab, one of the key players in the fast-moving electrical goods market, recently launched a high-impact multimedia OOH campaign through MOMS, the OOH specialized unit of Madison World, aiming to foster top-of-mind recall.

MOMS strategically selected traditional OOH media to target religious, tourist, and electrical market areas, effectively reaching their primary audience. Overall, the campaign targeted over 90 Tier-2 and Tier-3 cities using 150+ traditional OOH units, while also tapping into the top 8 metro cities with approximately 190 high-frequency media units across airports, buses, and metro trains.

Jayesh Yagnik, CEO, MOMS, commented on the campaign's success, "This campaign reflects the power of OOH in engaging consumers across diverse touchpoints. With Polycab, we aimed not only to enhance visibility but also to deliver a campaign that resonates with their audience."

MOMS is a part of Madison World, India's largest homegrown communication agency established in 1988, that operates several brands in OOH including Platinum Outdoor, Activation specialist - Madison TURNT, Rural specialist - Anugrah Madison and Retail Specialist – MRP. MOMS handles marquee clients like Asian Paints, Raymond, Bandhan MF, Lodha, Bajaj Auto, Blue Star, Maruti Suzuki, Sony Network, DS Group, Swatch group, Xiaomi, Godrej amongst many others. Madison World through its 11 Units served last year, as many as 500 Advertisers.



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MOMS is a part of Madison World, a diversified Indian Communication Group offering services in Media (Digital, TV, Print, Radio, Cinema, Outdoor, and Activation) PR, Creative & Sports, employing 1300 communication professionals across India. Visit us at www.madisonindia.com