

Ride the highway!

Meghana Biwalkar

For brands there is plenty of opportunity and enough audience waiting to be tapped beyond the realms of Metros. Helping the brand address the masses Narayani Transmedia offers an opportunity in the form of Container branding, a media which encompasses varied genres of segments and geographical zones. Outdoor Asia explores this medium and presents you the details.



It is the India beyond Metros that holds within itself an overflowing purchase potential and ample audience. While our metros are filled with OOH media options from a small signage, mobile displays to larger-than-life hoardings, the world beyond metros, in comparison to the potential it has to offer, is deprived of good OOH media options. Identifying the gap and servicing it with 'Container branding' Narayani Transmedia enables brands to venture further close to the larger part of India.

"Container branding is the latest entry into the fraternity of advertising and marketing. It has the



Krishna Subramanian
Marketing Head
Narayani Transmedia Solutions

potential to reach out to segments of any audience anywhere, anytime," says Krishna Subramanian, Marketing Head, Narayani Transmedia Solutions. Across the world, containers are fast emerging as vehicles of communication. Thus, it is now doubling up its purpose. The reason being that the visual impact it offers is astonishing and alluring, and it is mainly because of its gigantic size. So,

even if it is moving, one cannot miss the size and hence the message.

In India, companies like Narayani Transmedia Solutions are working towards giving this concept a modern shape by providing solutions that are more in tune with today's times. Transmedia is the Out Of Home (OOH) Medium specialised in branding large surface transport containers across India linking major metro transport hubs.

"India is only now opening up to a concept like this - in terms of size and the flexibility it offers. Thus, there is an element of surprise also hidden whenever a container passes with huge display of any brand," highlights Vikram Fatehchandka, Director, Narayani Transmedia.

Talking further about the



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Director
Narayani Transmedia Solutions

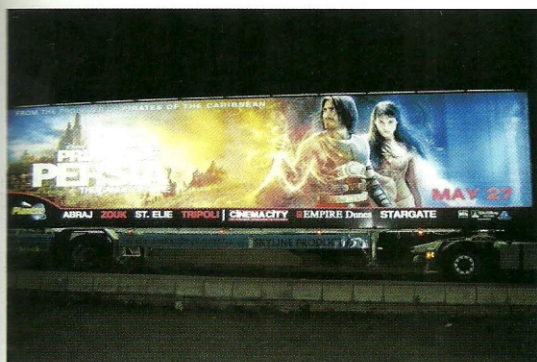
advantages says Vikram, "First, it helps to break the clutter - merely by its size and offering. Also, it can be adapted to suit any product or creatives. Its USP is that it is a hoarding on the move. Thus, it beats a static hoarding in terms of numbers and visibility. Next, a brand can get huge space on a container. Thus, a company can advertise multiple brands or different messages for the same brand. The creative can appear on both sides of the vehicle, thus ensuring that no message is left unread by the customer."



- Back doors have a space of 5.5 x 7 connecting both the doors. This is purely a creative choice for display, else the space is intact.

- Timings: In a bid to reach the destination at the shortest time the Containers move for at least 16 to 18 hours per day to clock in maximum mileage. The rest of the time is spent at the Dhabas especially in the night to ensure safety and relaxation for the drivers and cleaners manning the vehicles.

- These Containers are not for Shipment or Railroad but are for surface transport only.



International examples of Container Advertising

Some interesting reach and impact aspects of this medium include:

- A long haul fleet of 400+ containers traverse on 7 major routes from Mumbai to Delhi Ludhiana Kolkata Hyderabad Chennai and Kochi and also from Pune to Kolkata, thus covering a huge ground. It includes all the national highway routes connecting Mumbai.

- It attracts a varied segment of Indian population comprising industrialists, businessmen, tourists, travellers, agricultural professionals, rich farmers, employees, workers, truck drivers, youth & families travelling, and owners and the masses travelling on the freeways travelling in high-end cars, Volvos, state transport buses, multi utility vans & tractors as per their lifestyle. Demographically it caters to an age from of 5 to 60 years.

- One can create a moving hoarding measuring 32 x 10 = 320 sq feet x 2 sides 640 sq. ft. traversing through the busiest highways offering wider exposure to your brand.

- Both the sides can carry a 24 x 10 flex wherein the print area would be 24 x 7.5

- Back doors have a space of 5.5 x 3.5 on each door

Apart from these factors, the medium's efficacy is ensured in varied ways. Highlighting some of the points, Krishna says, "Every container displaying the advertisements has a Global Positioning System installed and the official website R-Track & Reliance Telematics downloads the current route updates based on the Container Registration Numbers. The Log-in and Password Vehicle Registration Number shall be provided once the display material is mounted on a specific container for you to track in our websites R-Track or Reliance Telematics. These would also be substantiated with photographs after mounting along with the Registration Numbers from four angles. Further on containers and advertisements on them are maintained well. Every container is cleaned with water once it reaches the hub, for reducing the heat of the metal and also for cooling the general temperature of the cabin. The drivers and cleaners are paid extra to maintain the Flex material."

The prime objective of Transmedia is to assist the media strategists in reinforcing the brand name and visuals across India as container spaces provide these brands and products more visibility and recall values with every extra mile that it travels.

The media is highly developed overseas, and is put to great creative use there. In fact, overseas, it is mandatory that the entire container is wrapped in Vinyl for purposes of aesthetics and neatness. Moreover, the containers abroad have smooth surfaces, fabricated naturally for pasting Vinyl, while containers in India are still being painted with the logo of the logistics company owning it and remains a painted metal box carrying goods. Besides, the Indian RTO permits display on two sides of the vehicle and it is mandatory that the back side of the vehicle does not carry any display.

If the medium, taking inspiration from the international counterparts, is creatively used and is also freed from regulations, then the potential of the same will multiply •

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