

Berger Paints meets high flyers with compelling propositions

Align Media has planned and executed the mega campaign using Kolkata airport media and in-flight media in a big way, apart from marking the brand's presence on other transit media like Volvo bus and heritage tram



By Nabamita Chatterjee

Berger Paints India launched a powerful OOH campaign in Kolkata at the onset of the festival season to showcase its compelling value propositions to a target audience that chiefly comprises high flyers and people on the move. The OOH campaign was planned and executed by Align Media, a niche media company in the OOH transit advertising space.

Align Media used Kolkata airport media and in-flight media in a big way to give the campaign an expansive reach. Within the airport, the OOH firm leveraged a variety of branding opportunities using the trolleys, trays at the security check area, and travel bag tags. Besides, in-flight branding of Berger Paints was done



on board airlines like SpiceJet – using the seat back branding space. Align Media also took the campaign to the street by splashing the Berger Paints “Easy Clean” proposition on Volvo buses and even the heritage tram in the city.

Commenting on the campaign objective, Chandranath Banerjee, Category Head – Interior Emulsions & Express Painting, Berger Paints India Limited, said, “We plan most of our big campaigns in this season that begins with Ganesh Chaturthi and continues through Durga Puja to Diwali and after. That is, this season begins somewhere in July-August and extends till January. Around 60-70% of our overall advertising budget is reserved for these two quarters. The other key season is the March-April period, just before the summer vacations.”



Chandranath Banerjee
Category Head – Interior Emulsions & Express Painting, Berger Paints India

“In advertising space we always try to be innovative with our products and services, be it with Berger Silk, Berger Easy Clean or our Express Painting service. We have been using airline media quite meticulously over the last 2-3 years as it gives us direct opportunity to interact with our TG. For this we got in touch with Align Media and we rolled out baggage tags branding for Berger Silk for the first time with SpiceJet airlines where the tags were made in the shape of cans and we got a very positive response to this. Align Media also comes back to us repeatedly with various innovative options for airline media and now we frequently use the aircraft and airport media formats innovatively,” said Banerjee.



Sanjoy Saha Mondal, Proprietor, Align Media, said that “Berger Paints India is the first company in the building material/paints industry to identify and explore the huge benefits and advantages of aircraft media branding in connecting with HNIs / ultra HNI frequent travelers. We believe this media has given



Sanjoy Saha Mondal
Proprietor, Align Media

the media spaces and Berger has held the first mover advantage with innovative exposures.”

Mondal added that “Align Media is one of the leading companies in Asia for airline/airport advertising. We are pleased to showcase several innovative media options for brands to communicate and engage with airline passengers across the world. We are one of the few companies

that can help you brands talk to some 100 million (and growing) passengers in Asia annually.” •



“Whenever we launch a campaign, we plan for at least a month; we do a good lot of research to arrive at the duration and selection of sites and spots. We have also taken other media formats like the metro branding, Volvo busses, and in Kolkata during the Durga Puja we have done the complete wraps of trams which are a part of our city’s heritage called Berger Priyo Puja Campaign. We have received the desired mileage and the airline media offered by GoAir and SpiceJet gave us positive results and we have got a lot of enquiries from the focused TG,” he added.

