

Somany Ceramics promotes new germ shield tiles at T2 Mumbai airport

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In association with Times OOH, the brand targets niche flying travellers for the promotion of new tiles powered by germ shield technology



Somany Ceramics Limited, a leading ceramics and allied products brand, enthralls with a powerful communication message at Mumbai International airport to promote its new germ shield tiles powered by germ shield technology. In association with the advertising partner for Mumbai airport Times OOH, the brand targets niche flying travellers.

The brand chose the most premium media located in the domestic departure, security check-in of the Mumbai airport. It captivates the attention of departing fliers with Somany Tiles & Bathware's alluring brand campaign that showcases the patented hard coat veil craft shield.



Talking about the campaign strategy for airport advertising, Vivek Gupta, Marketing Head- Somany Ceramics Ltd, said, "Airport media is so substantial to us. The premium pillar media located at security check-in area are very strategically placed, and it will give a big boost to Somany as a brand to entice passenger's eyeballs when they are waiting for security frisking. The brand campaign with Salman Khan will also showcase Somany's humble and rooted approach with the tag line "Zameen se Judey". Moreover, Salman's personality will help bring forth campaign's essence, which is 'no matter how high you soar or how successful you are, you should always be rooted & remain grounded'."



"We are proud to partner Somany Ceramics in delivering such impactful branding exercise that would have a long-lasting positive association in the minds of the passengers. Airport advertising has offered brands a niche target audience, which no other medium can offer with such low distraction and high dwell time. The current situation has led to even higher dwell times at the airports due to the safety measures." said Sumit Chadha, VP & Business Head- Mumbai airport, Times OOH.

Tags : Somany Ceramics Times OOH Vivek Gupta Sumit Chadha Mumbai T2