

PRESS RELEASE

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DDB MudraMax-OOH crafts an inviting OOH campaign for South African Tourism
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The OOH campaign pans across 14 cities featuring unique and spellbinding experiences on offer; highlighted in languages that resonate with Indian travelers

South Africa is truly a world in one country; in every province of this beautiful country, you will find a wide variety of unique experiences and exceptional attractions that will leave you with the most memorable holiday you have ever had.

In its continued efforts to attract more and more Indian travelers to the country, DDB MudraMax-OOH and South African Tourism have unveiled a new outdoor advertising campaign, #MeetSouthAfrica, by showcasing a diversity of experiences available in South Africa. The campaign outspreads to metro and tier-II cities in India such as Mumbai, Kolkata, Ahmedabad, Delhi, Noida, Gurgaon, Jaipur, Chandigarh and Bengaluru among others.

In an endeavour to resonate with the Indian travellers, the striking creative executions of the #MeetSouthAfrica campaign has been customized with the use of impactful one-liners in local languages that are engaging and appealing.

The visuals integrate the underlying essence of the campaign through impactful illustrations on adventure, scenic beauty, wildlife and luxury experiences on offer in the Rainbow Nation. The campaign includes media mix comprising of large format hoardings, bus shelters and ambient media such as malls in strategic locations to further enhance consumer reach.

Commenting on the campaign, Ms. Hanneli Slabber, Country Manager, South African Tourism, said, "Outdoor advertising is one of the strongest mediums of gaining widespread access to the nation's holiday seekers. This year, we have customized our outdoor campaign to make it more local by highlighting South Africa's unique experiences in local languages in a contextual manner. This idea came from the insight that we gathered during our interactions with Indian travellers, where after their visit to South Africa, they could best express certain emotions of experiences such as pleasure, eternity and beauty only in their mother tongue. Taking cue from this, we thought of bringing alive emotions that resonate with our customers at a regional level to draw a stronger connect with the potential travellers. We have also added some innovations in our outdoor creative work to demonstrate South Africa's distinctive, spectacular and high quality tourism products and experiences that are amongst the world's finest."

'With the evolving preferences of Indian travellers, South Africa is the ideal destination that has something to offer to suit every traveller's needs. The research undertaken in the Indian market has given us key insights on Indian travellers and all our tourism products are well crafted to cater to their discerning demands. Engaging with travel enthusiasts remains our key focus and we hope to build an aspiration in the consumer's mind to not just visit South

Africa, but to meet our spectacular country through this magnificent campaign” Ms. Slabber added.

Mandeep Malhotra, President, DDB-MudraMax quoted, “South African tourism as always excites and induces prospective holiday goer’s with inciting creative on large format medium. The information dissemination with the creative are amazing and full of excitement. Handpicked sites and creative thought through for the locations differentiate it with other travel campaigns. We at DDB MudraMax love working on creating a lot of buzz around the campaign.”

Agency Credits

President, DDB MudraMax- Mandeep Malhotra
Head of Ideas, DDB MudraMax- Aneil Deepak
Business Head- Vijay Jain
Client Servicing & Account Management- Raza Syed
Media Planning – Sumeer Handoo
Creative- Gaurav Kamath
Planning- Ankit Akhauri
Design- Sanket Cheulkar
Operations- Chirag Jain

About DDB MudraMax-OOH

DDB MudraMax, the Engagement & Experience agency of the DDB Mudra Group, provides multi-specialty expertise including OOH, Retail & Experiential to help build brands in the age of convergence.

The agency’s Outdoor, Retail & Experiential offerings are backed by an indomitable award track record including bagging ‘The Specialist Agency of the Year’ for three consecutive years 2010, 2011 and 2012 by Campaign Asia Pacific. In 2013, the agency won ‘Best New Business Development Team of the Year – South Asia’, and came second in the ‘Specialist Agency’ category at the same forum.

The agency has been christened ‘The Agency of the Year’ at various outdoor forums including OAC and Exchange4media awards, among others.

DDB MudraMax – OOH played a major role at the ‘Afaqs! Agency Happiness Report’ where DDB MudraMax was crowned ‘The Happiest Agency’ of 2012.

DDB MudraMax – OOH’s client roster includes Star India, Aditya Birla, HT media Ltd., Amway, BPCL, Aircel, HBO, Reebok, Idea Cellular, South African Tourism, Lafarge India, DLF and Britannia.

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