

## 4 | BMW (Brand Recall)



# Outdoor Advertisement

### Objectives we re-defined:

- Increased Brand Awareness
- Strategic Content and Message to convey
- Brand push to market on special days

### The strategy we designed:

- Hyperlocal Detailed Targeting at Premium Gated Communities
- Premium Brand Presence in High-Footfall Areas like Malls
- Crafted a strategic message tailored to engage and resonate with customers

