

# BRIGHT OUTDOOR

## REINVENTING PUBLICITY

*A pioneer in Out of Home (OOH) advertising, Bright Outdoor Media Private Limited is considered a prime one-point destination for hoarding services across railway boards, railway panels, traffic booths covering the entire metropolitan of Mumbai*

**B**right Outdoor offers its clients an assured and commercially desired frequency and outreach to remote destinations at the most competitive prices through 700 select hoardings at locations spread throughout Mumbai. Bright Outdoor has introduced a bunch of communication solutions hitherto unthought-of to take care of ethnic and multicultural concerns beaming with abundant creativity and within the spending capacity of its diverse clients, and is expanding rapidly athwart the country.

### CHASING SUPERLATIVE QUALITY

Bright Outdoor is a conglomerate of many subsidiary units including Bright Outdoor Media Private Limited, Bright Advertising Agency, Bright Telefilms and many more. The company has done it on purpose with a vision to decentralise function for promoting efficiency and improving quality. To provide hassle-free services, the company has opened a large number of platforms in the city in order to facilitate its clients to advertise their brands from the most convenient locations. This has resulted in Bright Outdoor being deemed to be the principle OOH media organization not only in Mumbai but in other parts of the country as well. Bright Outdoor is well known for its best quality exhibits having an excellent visibility which happens to be the first and the foremost essential requirement of an advertisement of viably desired quality.

### A WIDE RANGE OF CLIENTELE

The calibre and the popularity of Bright Outdoor as an exclusively prestigious advertising agency in Mumbai can be gauged from the fact that the agency has 150 corporate clients apart from more than 90% of publicity contracts of movies and events undertaken by it. In order to solicit the audiences to rush to the cinema hall, the oldest form of movie posters known as OOH communication medium,

adopted earlier, has been replaced now by advertising bill boards of huge size. Bright Outdoor is credited with promoting some movies as well. Ajab Gajab – Ghar Jamai, a comedy launched by Big Magic, an entertainment channel, was publicised by Bright Outdoor through outdoor campaign for 15 days to create awareness and gain high SOV by interacting with routine commuters and college students who are the PG of the brand. It is a matter of great pride for Bright Outdoor to be associated with a large number of nationalized as well as private banks such as State Bank of India and HDFC, corporates such as Reliance and government undertakings like LIC and UTI.

### EXPLORING NEW SKYLINES

The hoarding set up by Bright Outdoor and OOH publicity campaign undertaken by the company have been instrumental in huge box office success of movies and to draw large audiences to the TV channels. Bright Outdoor has also expanded its network by establishing branches in the cities of Pune, Ahmedabad, Hyderabad,

and Bengaluru providing personalized services in these cities. Bright Outdoor has set up a noble example of social responsibility by rendering social service through installation of hoardings in Mumbai, free of cost at all social and religious gatherings.

