



## About Gionee

Gionee is a Chinese mobile phone manufacturer based in Shenzhen, Guangdong. Founded in 2002, it is one of China's largest mobile phone manufacturers. China based Gionee, has launched several Android smart phones in the low and mid end segments. Gionee has a strong offline retail presence in India, eschewing the trend of going online-only. Recently, Gionee is witnessing an identity change worldwide. As part of this activity, Gionee has unveiled new logo in India and has associated with Kolkata Knight Riders as their principal sponsor. To leverage this association, this campaign was launched during the IPL season.

## Finding the right audience

In a need to break the clutter of Ads, Gionee wanted to make an impactful launch for their new models and new logo during this campaign. For their new range of smart phones, their target audience is all Sec A+ audiences and youth. Gionee goes for the outdoor campaign focusing on the capital of India, Delhi and leveraged the premium airport environment to position the brand. They started campaign in February during the launch of S6 wherein they showcased the new phone and now they are using the site for their Logo change.

## Strategy

The company believes in transparency and maximum visibility to the audience. . In order to match the brand quality's positioning, Gionee chose outdoor medium like airport because of its strong presence and impactful coverage. Outdoor media helps in targeting large segment of the population and gives a big brand feel to the consumers. Gionee marked the launch of their new model and new logo at Delhi airport "Terminal T3". Campaigns at Delhi airport, has an idea of capturing the youth urban and HNI population. The outdoor campaign at terminal T3 showcased the new model of Gionee S6 and now they are using the site for their Logo change wherein they have done the LED letter cut out of their new logo. The campaign at the T3 exit road of Delhi Airport is a part of its integrated effort to enhance its brand recall. Gionee came back at Delhi airport, as they had received great feedback and applauding response during their previous campaign last year. An impressive location and strong presence is the key feature of this media. It provides head on visibility to all arriving passengers as they move towards the city. The new campaign showcases KKR team with its new smiling logo and tagline "Make Smiles". The LED letter cut out, makes it even more fascinating during the dark and grasps the attention of passing by audience.

## Strategy

Delhi Airport is one of the busiest airports of the country with more than 48 million footfalls every year. Impressive location and 24 hour advertising made the campaign a successful venture. Gionee outdoor campaign at Delhi airport fetched the attention of traffic and lakhs of visitors at the airport. This campaign is an effort in the direction of brand positioning and stands out in a highly competitive category. As a result, the campaign received applause in the market and there are couple of mid range handset launches planned this year and they will use the airport media for the same. Gionee will keep on making smiles at the Delhi airport through their outdoor campaigns in the coming future.