

SOMANY Somany Ceramics - We make your home lavishing



About Somany Ceramics

With a sphere of influence spanning India, Africa, The Middle East, United Kingdom and Russia and over four decades of spearheading industry innovation in ceramics and allied products segment, Somany Ceramics has established its presence as a leading and formidable force in the Indian tiles sector. Since 1969, the brand has endeavoured to adorn homes with delight, exuberance and vivaciousness resounding with the quality, strength and life of its products. Somany has captured the memories of millions of customers by creating trends in home interior design. It has brought about an unprecedented change in the lives of people by consistently evolving with the Indian market. From implementing the newest in technological brilliance to a steadfast practice of lateral thought and trend-setting tenets, to pioneering several first in design and style for consumers.

Objective of the Campaign

Somany ceramics holds one of the most premium portfolios of the industry. In order to match the brand quality's positioning, Somany Ceramics chose outdoor media 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. The objective of the campaign is to showcase our product & services along with the disseminating the information. Somany ceramics wanted have a kiosk to engage people with the display of world-class products to dispense the information to the interested audience. When Indian market flooded with bunch of luxury brands in this segment, Somany takes an extra mile to deliver an experience to its consumers. The brand hasn't constrained its target audience with a limited set of people or geography for this set-up. Since the brand has a Pan-India presence and as well as Overseas, therefore people travelling from other states as well countries will be targeted at airport.

Strategy

Airports are putting a new life in the traditional way of advertising and had witnessed some one of the mind blowing campaigns of the decade. Brands like Somany needs no introduction and enjoys huge fan following. Today tiles are not just coverings any more, but they have become more of a furnishing & fashion material. And much like other materials like fabrics, people want to see and feel them. In our context, today tile has a huge bandwidth of material available ranging from a driveway to the factory's floor to home to the showroom; there are numerous designs and usage available. Well, this category has found a new set of audience. With an increasing number of people preferring interior designers and firms to do their home, brands now need to be even more aggressive when it comes to flaunting their value proposition. Targeting the customers at a place like an IGI Airport where 25 thousand people are walking-in and out every day and come an hour early, so this is the point where they can get answers to their various unanswered queries.

People arriving at the airport have the extra time so they can experience the products and they could probably give them the information as much they can. TIMDAA tied up with Somany ceramics and build a kiosk of 10ft/10ft at the Domestic Departure of IGI Airport Terminal-3 for the duration of 3 months to reach its target customers and to maintain its brand image through the campaign. A strong visual imagery and perfect placement ensured that there was a vantage location used to provide the highest possible recall in large format.

Salient Response

Spread over a massive 5.4 million square feet area, Terminal 3 is an integrated domestic and international airport with a combined capacity to handle over 30 million passengers per year. With 90% of the flyers belonging to NCCS A, high-income elite backgrounds, T3 is the preferred choice for most premium and luxury brands. And with such fancy numbers, the IGI Airport's T3 Domestic Departure has become a hub for another high-end brand i.e. Somany Ceramics Ltd. Impressive location and 24 hour advertising made the campaign a successful venture. This wonderful campaign managed to get the eyes of its target audience and received an overwhelmed response by the travellers. Being at the heart of the Canyon area grabbed 100 percent visibility and attracted the travellers easily. Somany Ceramics Ltd has been 1st ever brand from its category which has made maiden arrival at the airport by analysing an opportunity to tap the huge number of walk-ins in a day. The company is open to take this experiment to the next level. Depending on the response from this kiosk, Shreekant Somany, Chairman & MD, Somany Ceramics said that they won't mind having an a luxurious display at other locations like malls and other Airports.