

NEW OOH PLATFORM LAUNCHES



A brand marketing consulting agency, ISD Global, has recently made the announcement for the launch of its new home media platform that is designed specifically for advertisers. Just a month ago, ISD Global launched its first ever magazine, which is referred to as Brand Knew. Brand Knew focuses primarily on brand and branding and is issued out in print and in a digital version as well. The CEO for ISD Global, Suresh Dinakaran, has said, "When it comes to brand communication on various media platforms, there is a significant amount of hyper clutter and that gets dovetailed with the deficit of trust, attention, time and resource. Amidst this dynamic and challenging eco system, the struggle for brand marketing consultancies like ISD Global and the brands it works with is to keep the doors of meaningful engagement open with audiences, in order to strike the right chord and drive the message home. Our efforts are creating our own media properties be it in the form of Brand Knew Magazine or this OOH platform, that resonates with the needs of the brands, is a step in that direction." The LED screen has been wisely placed on the Al Itihad Road, a road that is consumed with traffic for generally most of the day, as thousands of vehicles pass through this road every single day. Aside from the road being full with traffic, because of the traffic, cars are often stuck moving at a slow pace, especially during certain hours of the day. At any given time between 5pm and 9pm, cars are typically moving slower due to traffic which gives brands the opportunity to communicate with consumers because their brand advertisement can be viewed by these individuals while they are driving along this road. For brands, it is all about creating a way to get advertisements out there and make sure that these advertisements are visible. An LED screen advertisement is a great way to get the attention of the consumers, especially since it provides clear images throughout the day, even when the sun is shining bright. The LED screen will run for many hours each day, starting from noon until about 2 in the morning. As this form of advertising continues to go forward, the screen may start to run for a longer period of time. Pravin Ahir, the Head of Operations and the Creative Director for ISD Global, says that a number of brands are realizing the importance of LED advertising exposure, especially on some of the busiest roads that are full with traffic on a regular basis.

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