

BSNL launches 3G advertising campaign on Rajdhani Trains

TT Correspondent | New Delhi | 07 Jun 2010

PSU BSNL today launched a new media campaign on Indian Railways' Rajdhani Trains aimed at promoting its 3G service offerings. The campaign is launched in association with Indian Railways and Peacock Media and the trains will be branded as 'BSNL 3G branded Rajdhani Trains'.

Routes being covered by this Rajdhani train are Delhi-Chennai, Delhi-Bangalore & Delhi-Trivandrum. Soon route on Delhi-Sealdah will also be covered.

As part of the deal, BSNL will also take care for up-gradation, cleaning and maintenance of Rajdhani trains thereby adding to its CSR quotient.

For captive visibility, BSNL has done a full train external vinyl wrap for the first time in India including internal media. In terms of visual area, the campaign spans over 25,000 square feet with a special quality vinyl approved by RDSO.

The external media campaign is estimated to generate 85,000 eye balls while the internal medium will aim to attract up to 1,500 passengers per day. As part of the internal campaign, 350 panels, 200 table Tops and 400 Brochure Holders with audio jingles, announcements, contest and activation by in-train promoters will be put in use.

The campaign will be run for a period of 3 months.

