



the advertisers' voice...

Putting the “Ooh” into OOH!

Maximize the ROI from OOH investments

Karachi & Lahore: 23 & 25th August, 2016

OOH = Low CPM + High ROI

*The percentage increase in sales triples when campaign spending on OOH advertising moves from a low amount to a medium amount. Sales more than double when a high amount is spent on OOH.
(BrandScience Research)*

WORKSHOP OVERVIEW

Today's OOH scenario is a dynamic mix of over 100 view-and-touch points that surround and immerse consumers during the 70% of the day they spend away from home.

OOH reaches people no matter how they consume their media, making them stop, notice, and buy.

No other advertising format is more ever-present, or more creatively versatile.

The need is to look at OOH with new eyes and beyond the traditional billboards etc. Yet the impact and effectiveness of OOH is nowhere near what it could or should be largely because it usually comes last in the media and creative pecking order. But the opportunity of influencing action by consumers through OOH is unparalleled.

This workshop focuses on how can you make OOH work its magic for your brands?

PROGRAM

- The state of the OOH Industry : Today and Tomorrow
- Why OOH should be integral for your brand marketing program
- Decoding OOH: The Pillars of effective OOH communication
 - The "O's" of OOH
 - The 5 “S’s”
 - The BIK Principle
- The Creative Opportunity: Real Customer Engagement
 - How technology can be a game-changer for the Pakistani OOH industry
 - Importance of innovation
- Communicating, not just reaching - looking beyond traditional media metrics.

HOW WILL I BENEFIT?

Upon completion of this course, you'll be able to:

- Understand how OOH can work effectively for your brand
- Understand the key trends reshaping OOH communication
- Understand insights, strategy, planning for effective OOH communication
- Internalize the need for innovation and creative versatility in OOH
- Organize your teams for success
- Briefing process and working with creative and media agencies to improve effectiveness.

WHO SHOULD ATTEND?

- Brand marketers
- Agency creative and strategists
- Outdoor media planner and buyers
- Media owners

TRAINER'S PROFILE



SUNIL GUPTA

*Managing Partner, South Asia at Results International Group
Regional Director-South West Asia at APRAIS Worldwide Ltd*

Sensational, motivational, intellectual, experimental, practical & above all, highly experienced and innovative is all of that and more! His interest in performing arts, especially theatre, and also radio journalism and broadcasting led naturally to an interest in advertising, and in 1978 Sunil joined Hindustan Thompson (a subsidiary of J. Walter Thompson Company), India's premier Advertising Company, in Delhi. His 28 years in advertising in top executive positions, and heading India's one of the largest communication company Hindustan Thompson, have resulted in a wide range of experience across diverse brands, consumers and markets, and he has been witness to, and a part of the sweeping changes that have overtaken India in the last decade. His successful journey through the corporate world is an inspirational story of progress & dynamism. He started his own consultancy Company, Sting Communications and also represents APRAIS Worldwide as Regional Director in South West Asia, specializing in evaluation of client-agency relationships. He has anchored serialized TV programs on Marketing and Advertising; lectured in Management Institutes across India and has been key note speaker at forums like IAA, etc and continues to be actively involved in theatre.

WORKSHOP DATES

KARACHI: August 23, 2016 at Movenpick Hotel, Karachi

LAHORE: August 25, 2016 at PC Hotel, Lahore

TIME: 09:00am to 5:00pm

FEES: Rs. 17,500+Tax for PAS Members
Rs. 19,500+Tax for Non-Members

Last day for registrations: August 15, 2016

For details and registration contact:

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