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Aircel launches new brand campaign

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Aircel, India's fifth-largest GSM mobile service provider and a pan-India operator, has launched its new brand campaign — Joy of Little Extra — which captures a slice from our daily lives. Under the new campaign, Aircel will launch products and services which will offer that little extra in value for its subscribers through all its products, be it Extra SMS, Extra Talktime or Extra Data. Aircel's new campaign is a series of commercials. Talking about the new ad campaign, Anupam Vasudev, Chief Marketing Officer, Aircel said, "The new campaign series will see three products launches shortly." The campaign, conceived by McCann Worldgroup India, will be on air from February 1 onwards across all electronic channels and the digital space. It is based on customer insight highlighting that joy is not always derived by big things in life, such as an increment at work or additional funding for business. —

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