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Aircel brings alive the promotion for 'Good Morning Assam' through augmented reality app

Guwahati, Feb 6: Aircel, in order to make a bigger impact for its unique product 'Good Morning Assam' has launched an interactive campaign that makes promotional material come alive for the audience. Promotional material including posters for 'Good Morning Assam' are integrated with augmented reality application – Layar to leave a lasting impression on customers. Customers can download Layar app on their smart phones, scan the posters to watch it come alive with the TV Commercial and access infor-

mation on product benefits via live online links.

Speaking on the occasion, Dibyajyoti Khaund, Circle Business Head – Assam, Aircel said "Aircel constantly innovates and reinvents its marketing strategy to make a better impact on its target audience. We have launched one such innovative campaign with 'Good Morning Product' in Assam which will enable us to bring alive all aspects of our product through visuals, sounds and interactive media. We firmly believe that this innovation will help us to

break the advertisement clutter and leave a lasting impression on our existing and potential customers. It will also help us to strike the right chord with our target audience – youth, who are the leading users of smartphones and applications." Aircel is one of the market leaders in Assam with a strong focus on youth. Recently, Aircel launched a unique product 'Good Morning Assam' which allows Aircel customers to make unlimited local calls from 4 am to 8 am in the morning at best value for money.