



## **RBNL's BIG Street bags Carlson Hotels for the recently launched Delhi Airport Metro Express inventory**

**~ Radisson Hotel and Country Inn and Suites campaigns on Shivaji Stadium station platform panels~**

**New Delhi, March 14, 2011:** The Delhi Airport Metro Express marquee OOH property of Reliance Broadcast Network Limited has landed its first client – The Radisson Hotel and Country Inn and Suites, both belonging to the Carlson brand, on the Shivaji Stadium Station at Cannought Place. Bringing this client on board soon after its launch, is yet another feather in the cap of RBNL, a multi media conglomerate with play in radio, television, out of home and Live entertainment.

BIG STREET recently announced the commercial launch of its premium OOH inventory on the newly commissioned Delhi Airport Metro Express (DAME) Line that enables air travelers to zip to and fro from T 3 terminal at the Indira Gandhi International Airport to New Delhi Station, a distance of 23 kilometers, in just 18 minutes!

BIG STREET offers high quality Out Of Home inventory on DAME that provide brands an excellent opportunity to reach out to the much sought-after air travelers and upper SEC consumers traveling in and out of Delhi Consisting of 6 Stations - New Delhi, Shivaji Stadium, Dhaula Kuan, NH-8, IGI Airport and Dwarka - it is estimated that an average of 30,000 air travelers will use DAME every day and another 20,000 travelers will use it for traveling to work at the Airport and beyond.

The reasons for Carlson, a vibrant, global, privately held, hospitality and travel company with ambitious goals, choosing to build their brand through Big Street's DAME Inventory are obvious. Designed on the lines of world class airport metros such as Heathrow, Hong Kong and Kuala Lumpur Airport Express systems, the comfort and convenience provided by DAME attracts more and more air travelers to utilize this service, therefore ensuring that BIG Street's premium inventory reaches out to a captive traveler audience that has high opportunity to see and experience brands. Radisson Hotels and Country Inn and Suites have chosen to reach their target audience using two backlit panels of 3x6 island platform pillars providing high visibility of their brand to the travelers.

Big Street also provides several other clutter breaking advertising options on the Airport Metro Stations such as Wall Branding, Platform Screen Doors, Luggage Trolleys, Product Displays as well as Inside Train Branding and these innovative advertising options will reach not only the highly-desired, hard-to-contact group of SEC A urban jet-setters but also connect with the upwardly mobile extensively travelled international travelers who appreciate and enjoy a premium experience.

Carlson recognizes the fact that in a relatively media dark market like Delhi, with few Out Of Home options, DAME opens up a great opportunity for marketers to leverage and communicate effectively with impact.

Commenting on BIG Street's first client on their offerings on the DAME Line, **Ashwin Padmanabhan, Business Head of Big Street** said, "We are thrilled to welcome on board our first client on our premium and innovative inventory on DAME that will facilitate Radisson Hotels and Country Inn and Suites to reach out to the prized high-end consumers who can experience these brands through these visually appealing, hard hitting and tough to ignore inventory. BIG Street offers extremely contextual communication to the brands thus creating an opportunity for high impact communication. A marquee property like DAME will truly open up significant communication options for the brand."

Speaking about their decision to use Big Street's inventory on DAME, **Mr. Sanjeev Kumar, Dy. Marketing Manager, Carlson India**, said, "We want our brand to be the leading brand in the hospitality industry and we believe that visibility on Big Street's DAME inventory is the step in the right direction as it provides us the right opportunity to reach out to our target audience of upper SEC consumers and travelers. The great ambience, international standards and facilities on the DAME will continue to attract more travelers and we look forward to our brand getting more visibility through this initiative."

**About Reliance Broadcast Network Ltd.**

*Reliance Broadcast Network Limited is a multi-media conglomerate with play across radio, television, out of home and live entertainment. It is part of the Reliance Group and specializes in creating and executing integrated media solutions for brands.*

*92.7 BIG FM – India's largest FM Network with 45 stations, reaching over 3.57 crore Indians each week.*

*BIG CBS – A joint venture with CBS Studios International, USA's No. 1 TV broadcaster which is launching 3 Channels, BIG CBS Prime, BIG CBS Love and BIG CBS Spark.*

*BIG STREET – In the business of acquiring marketing rights for premium inventory and also acquiring long term premium inventory, across India.*

*BIG LIVE – In the live entertainment business, the division develops, executes and markets Intellectual Properties, integrated across RBNL's media platforms.*

*All these business verticals come together to offer a truly integrated solution to clients having built significant multi-media capabilities.*

*For more information, log on to: [www.reliancebroadcast.com](http://www.reliancebroadcast.com)*