**Parle Agro’s dynamic OOH campaigns for Appy Fizz, Frooti & Smoodh make a striking impact this summer season**

**National, April 25, 2024:** As summer heats, **Parle Agro**, India's leading beverage giant, has set out to captivate consumers with vibrant Out-of-Home (OOH) campaigns for its popular brands – **Frooti, Appy Fizz and Smoodh.** Designed to grab attention during the scorching summer months, the campaigns aim to maximize brand impact,reach and consideration across all corners of the country.

Each brand's campaign has its own unique theme, tailored to its specific target audience. The Frooti campaign, under the theme 'WOW Frooti’, has been launched in 74 cities. Featuring brand ambassador Alia Bhatt, the campaign’s attractive visuals capture the fun and wow factor associated with every sip of the mango drink. Similarly, the outdoor campaign for dairy brand Smoodh featuring ambassador Varun Dhawan, reflects the brand’s irresistible smoothness with the 'Oh So Smoodh' themed campaign and has gone live across 90 towns. Appy Fizz’s ‘Get Fizz’ themed campaign reflects its effervescent energy personified by brand ambassador Kriti Sanon. The vibrant and electrifying visuals of Appy Fizz have been splashed across 94 towns in India.

Each campaign has been launched with over 600 media assets. Parle Agro has adopted a micro-catchment targeted strategy, focusing on specific city pockets to ensure the campaigns receive maximum visibility and impact. They’ve been strategically placed at top-performing markets and high-distribution towns, tourist hubs and prominent city landmarks. The campaigns leverage dynamic digital-out-of-home (DOOH) creatives to boost engagement. Static and digital billboards have been positioned along major roads and intersections, targeting key routes. Additionally, smaller format media like Bus Queue Shelters (BQS) were placed along sub-arterial routes, covering market areas, commercial hubs, and popular spots like railway stations and bus depots.

Speaking of the campaigns, **Ankit Kapoor, Head of Marketing & International Business, Parle Agro**, said, "For us, the summer season is about becoming the top choice for consumers seeking delicious refreshment in the heat. OOH is a critical medium for us in driving memorability and and reinforcing the distinctive worlds of our brands. By placing our media assets at strategic locations, we ensure our brands are not just seen but remembered. Moreover, our focus on dynamic content and celebrity endorsements adds an extra layer of engagement, enhancing the effectiveness of our campaigns. With these visually captivating campaigns, we aim to maximize brand visibility, impact and consideration across our top-performing markets nationwide.”

Speaking about the campaign, **Dipankar Sanyal, CEO – Platinum and MRP** said, “Parle Agro campaigns for Appy Fizz, Smoodh and Frooti brighten up the summer season. Their success is a result of the exceptional teamwork between Parle Agro and the Platinum team, leveraging every available data to maximise return on investment. We used Madison’s suite of OOH tools for scientific planning and faultless execution, adapting to each market's unique needs. Despite the added challenge with General Election campaigns, our timing ensured our campaigns stood out without being overshadowed.”

**About Parle Agro:**

A pioneer in the beverage industry, Parle Agro Pvt. Ltd. is the largest Indian beverage company with a brand turnover of Rs. 8500 Cr. As a driving force of the Indian beverage market, it offers consumers a variety of products including Fruit Juice based still drinks and Fruit Flavoured sparkling drinks, Packaged Drinking Water, Carbonated Water and Dairy based beverages serving a variety of consumer needs. With 84 manufacturing facilities across India and international locations, Parle Agro caters to over 1.9 million outlets in India driven through more than 6000 channels partners. Along with its brands Frooti, Appy, Appy Fizz, B Fizz, SMOODH, Bailley, Bailley Soda Frio, Dhishoom and Bombay 99, the organization has a continued belief in the power of innovation that drives strategy, product development and business practices. This belief has translated into Parle Agro establishing trends that have changed industry and consumer outlook and approach.

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