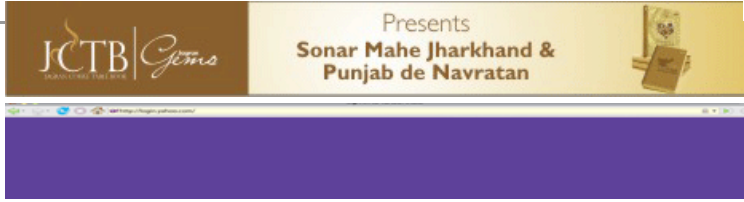


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## Mid-day.com – delivering the hot stuff in a cool way

By [Tasneem Limbdiwala](#)  
Tuesday, Sep 29, 2009

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After revamping its website Mid-day.com with a new look, Mid-Day is set to unveil a new campaign emphasising its new look. The campaign, which will go on air on September 29, aims to position Mid-day.com as the fun and information break for the YUMPI throughout his working day. The campaign has been created by Origin Beanstalk Creative consultancy.

Mid-day.com has made a conscious shift towards Web 2.0. The revamped website now sports new font and chic colours, and is also visually stronger. It also has an integration of Twitter, Facebook, YouTube.



exchange4media caught up with Manajit Ghoshal, MD & CEO, Mid-Day Infomedia Ltd, to understand the campaign objective for Mid-day.com. Ghoshal said that the campaign captured the irreverent and witty style in which Mid-Day catered to the information and entertainment needs of the 'Pros on the Go'. "It showcases the 'Mid-Day' attitude to news, current affairs and entertainment and is all about the Mid-Day promise of delivering the 'Hot stuff in a cool way'."

Mid-Day's brand promise is to inform and entertain young professionals through the day. The Internet and mobile

platforms are the preferred medium of choice of the 'Pros on the Go', along with their favourite tabloid paper. Thus, the objective has been to inform the core target audience about the exciting prospects that await them when they enter the 'thrilling' world of Mid-day.com.

The campaign would have extensive viral support on Facebook and Twitter. The publication will also use their database to send mailers to their core target audience. The other mediums that they plan to promote their campaign with the support of print, digital OOH and outdoor mediums and across the mobile platforms.

When questioned on the overall investment, Ghoshal refrained from commenting on the specific costs involved. He, however, said, "The total campaign cost, inclusive of the adwords programme, would be of a value upwards of Rs 1 crore."

The campaign is expected to have a multi-pronged approach to ensure high traffic to the Mid-day.com site.

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