

# ZERO DEGREE

## Setting Benchmarks in Kerala's OOH Domain



Anil Devan, Chief Revenue Officer

In the fragmented world of outdoor advertising, many brands struggle with unorganized formats and lack of premium inventory. This often results in stockouts, longer turnaround times, difficulty managing demand surges, and missed opportunities for cost efficiencies, ultimately damaging brand perception and customer satisfaction.

That's when Zero Degree began its journey in 2005 with traditional advertising formats like wall and shop paintings, and railway station branding. Leveraging skilled artistry, the agency built strong local connections and a solid foundation in the out-of-home (OOH) space. As the industry evolved, it embraced printing technologies to expand

its offerings and client base. A commitment to innovation and excellence attracted leading brands, enabling the agency to grow alongside them. Today, Zero Degree continues to serve its founding clients while welcoming new ones, delivering impactful and modern OOH advertising solutions.

A game-changer in Kerala's media landscape, Zero Degree holds exclusive branding rights to Cochin Metro, including naming rights for metro stations, Pillar branding, Inside station branding, along with Hoardings, Pole kiosks, LED bus shelters, LED screens, etc., making it the only agency in the state with such a premium and unique media format. A highly responsive execution team with strong local know-how further strengthens the agency's ability to overcome logistical and operational challenges. Collaborations with TV channels, radio stations, and digital platforms allow the agency to offer comprehensive 360-degree campaigns. These include bundled FCTs (Free Commercial Time), digital ads, and barter deals, ensuring seamless multi-platform visibility.

### Standing Out from the Crowd

India's OOH advertising industry is rapidly evolving from static



billboards to dynamic digital formats. In the last decade, the sector has demonstrated strong innovation and resilience, becoming an integral part of the marketing mix.

Kerala's high literacy, tech-savvy population, and improving infrastructure, especially in smart cities like Cochin and Trivandrum, have created a fertile ground for OOH growth. As a dominant player, Zero Degree

leverages deep-rooted relationships with local vendors, municipalities, and transport authorities to deliver campaigns tailored to regional nuances, from consumer behaviour to traffic patterns.

Client campaigns are not only executed with precision across physical touchpoints but also amplified through Zero Degree's social media presence, significantly enhancing audience engagement.

The agency's strong compliance-first approach as a government-approved vendor, coupled with real-time reporting and punctual execution, ensures high client satisfaction. Its edge lies in offering a wide range of advertising solutions, from digital screens and hoardings to data-driven, personalized campaigns. Partnerships with cinema chains, local events, and digital networks further enable regional digital impact.

### Why Zero Degree?

Zero Degree's unmatched access to premium media formats and on-ground execution control makes it the preferred agency for OOH advertising in Kerala. "We understand regional sensibilities and deliver campaigns that connect with the local audience. Our flexible pricing and proven results make us a cost-effective yet high-quality solution", says Anil Devan, Chief Revenue Officer, Zero Degree.

The leadership team, led by Dany Anthony, Founder and Managing Director, includes seasoned professionals with over a decade of experience. Each client engagement is supported by a dedicated account manager and a robust planning, buying, and operations team, ensuring 24x7 support, creative execution, and timely delivery.

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### The Journey

Zero Degree's transition from traditional formats like wall and shop paintings to cutting-edge digital platforms reflects its adaptability. Early partnerships with leading brands laid a strong foundation, and its growth has been sustained through consistent campaign success, trust-building, and client-focused flexibility during peak seasons and events.

Anil Devan reflects, "From just a handful of inventory sites and a few regional clients in 2005, we've grown to over 1,000 active brand partnerships and manage more than 2,000 media assets. It's been a journey of steady evolution and solid growth. At Zero Degree, we've made this possible by going beyond ad placements. We craft experiences that connect deeply with local audiences while aligning with global brand expectations".

### The Road Ahead

The future roadmap includes the digital transformation of Cochin Metro and other smart city corridors. Traditional billboards will gradually be upgraded to digital formats, marking the next phase in OOH evolution.

With a firm foundation in Kerala, Zero Degree plans to expand across Tamil Nadu, Andhra Pradesh, Telangana, Karnataka, Maharashtra, and Goa. Offices in Mumbai and Thrissur are already operational, with upcoming expansions in Bangalore and Hyderabad. Each campaign will continue to balance innovation with regional authenticity, maintaining a strong cultural resonance while scaling nationally. **M**