

MEDIA NEWS

Indiahomes hires ZO



ZenithOptimedia has won the media mandate for Indiahomes.com, a real estate advisory portal. The account was won following a multi-agency pitch. In addition to planning and buying for traditional media, the agency will be responsible for the portal's digital duties. Indiahomes.com has arrived at the positioning of 'Aap Ke Saath' and plans to roll out a multimedia campaign soon.

| Website | Date | Link |
|---------------------|------------------|--|
| Campaign India | October 09, 2014 | Indiahomes.com ropes in ZenithOptimedia for media duties |
| afaqs! | October 09, 2014 | Indiahomes.com Gives Entire Mandate to ZenithOptimedia |
| Campaign Brief Asia | October 09, 2014 | ZenithOptimedia wins Indiahomes.com business |
| Indiantelevision | October 09, 2014 | ZenithOptimedia wins duties for Indiahomes.com |
| Best Media Info | October 09, 2014 | ZenithOptimedia wins media mandate for Indiahomes.com |
| Adgully | October 09, 2014 | ZenithOptimedia wins duties for Indiahomes.com |
| Mediavataar | October 09, 2014 | ZenithOptimedia wins media mandate for Indiahomes.com |
| Exchange4media | October 08, 2014 | ZenithOptimedia wins media mandate for IndiaHomes.com |