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Channel UFX awards biz to Fourth Dimension

By Deepa Balasubramanian
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Fourth Dimension Media Solutions has bagged the advertising sales and marketing mandate of English music channel, Channel UFX. Fourth Dimension is mandated to devise a unique communication strategy to strengthen the brand imagery of UFX Channel in the Indian market.



Shankar B, Fourth Dimension

Confirming the development to exchange4media, Shankar B, CEO, Fourth Dimension Media Solutions said, "UFX is one of the best rated music channels. This is a prestigious win for us. The channel has a phenomenal reach and the content of UFX is on par with any other famous channels such as MTV, Channel V and so on. It's a good opportunity and our potential has made UFX select us."

This is the first agency on board. There was no pitch involved in the entire process.

Shiran Mather, Creative and Channel Head, Channel UFX said, "We are happy to have Fourth Dimension as we see a lot of potential in the company. They have been handling big brands and they could understand our channel well. I would like to have people who understand the brand, as they will reach the right client. I am expecting quick results from them."

Adding to Fourth Dimensions win, Shankar said, "We have started the recruitment process for Fourth Dimension and have already identified people for Chennai. We will recruit from Delhi, Hyderabad and other cities soon."



For the record, Fourth Dimension Media Solutions specialises in media outsourcing, and handles television airtime sales for Tamil News Channel 'Puthiyathalaimurai', its magazine by the same name and English radio station Chennai Live, among others.

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