



How to communicate your offers effectively during festivals

PROBLEM:

India's largest offline retailer regularly create region specific festival offers. But there is no single cost effective medium for higher reach and mindshare in the short span of the festival week.

CAMPAIGN REQUIREMENTS:

Ability to communicate the festive offers to the maximum audience in the key markets of Uttar Pradesh and Bihar without spill over during the Holi festival.

CHALLENGES:

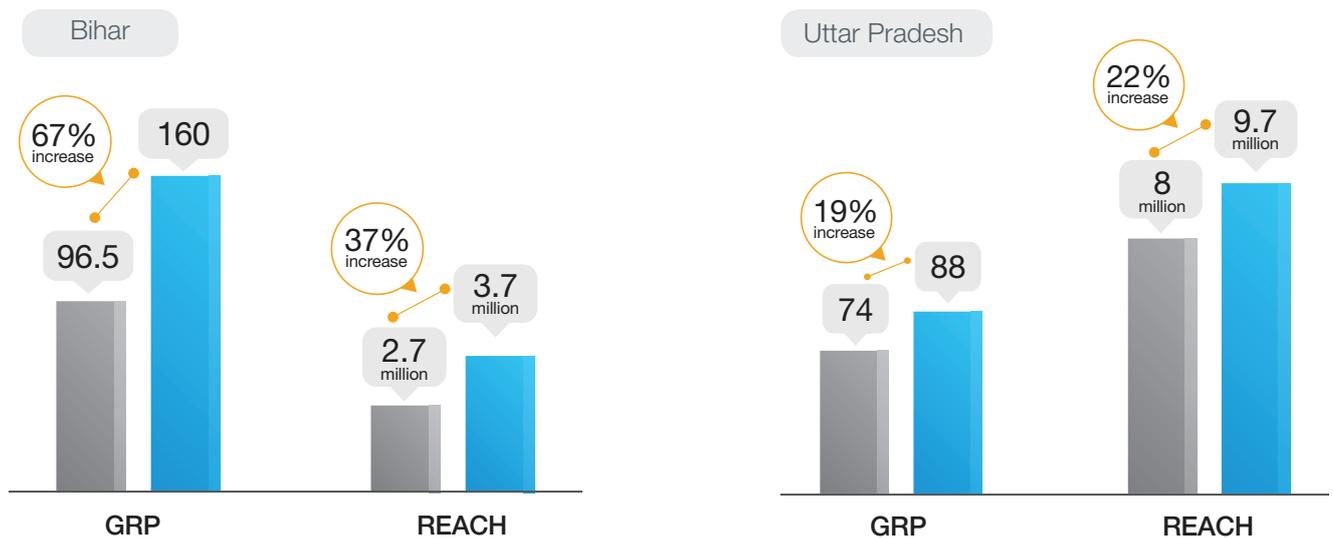
- ✓ Higher print and outdoor advertising costs during festivals
- ✓ Visual medium to effectively portray the offers in their retail store
- ✓ Campaign duration for a limited period during the Holi festival – 1 week
- ✓ Lack of regional channels in these Hindi speaking markets
- ✓ Ability to command higher reach and mindshare among the MF 22+ audience

SOLUTIONS:

Amagi's geo-targeted channel bouquet contains the channels across the genres – GEC, Movies and News. With top channels, such as Zee TV, Zee Cinema and Zee News, Amagi could create the media plan that effectively caters to all the audience. All these channels continuously rank among the top three in these markets which ensure the reach that the client needs.

RESULTS:

When compared to regular campaigns, geo-targeted channel deliveries in these markets are phenomenal. GRP has increased by 67% and 19%, and reach by 37% and 22% in Bihar and Uttar Pradesh in a week-long campaign.



Campaign Period: 14 -20 March 2016, TG: NCCS AB 22+ MF, Channel: Zee TV, Zee Cinema and Zee News

Before Amagi (Grey bar) After Amagi (Blue bar)

About Amagi:
Amagi is an Indian media-tech firm, that provides cloud-based broadcasting and targeted advertising solutions for TV and OTT devices.

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