



Artize

Client Name :

Artize, Jaquar.

Campaign Name :

Artize.

Campaign Duration :

45 & 60 days.

Marketing Objective :

Marketing objective was to establish brand prominence of the brand Artize as a luxury product in bathing spaces with unique design and technology.

Advertising Objective :

The objective was to reach out to high end customers and to create a top of mind recall by advertising on most premium sites in all cities.

Role of Outdoor in the campaign :

The role of outdoor in the campaign was to capture the target audience, promote the launch of the product and to support the dealers in respective regions.

Target Audience :

Sec A+ and Sec A.

Markets :

Delhi, Mumbai, Kolkata, Hyderabad, Bangalore, Pune & Ahmadabad.

Innovation done :

No.



