

**Task :**

To announce launch of new Parachute Advanced Ayurvedic Cooling Oil across AP markets (14 markets altogether including Hyderabad). To generate frequency of at least 3-4 for the TG.

Objective :

To act as a Precursor to TV for generating awareness for the brand. Incidentally this was the first brief given to OAP by Marico. Since this is a new product from Marico they were very cautious about the launch and chose AP as the test market.

Challenge :

The major obstacle was in the form of specific TG (Women of age 25+, SEC AB, married, has a 3+ yr kid) who has limited exposure to the conventional roadside format of out-of-home.

Route :

Since the TG for the product is very specific detailed study has been done to see specific touchpoints where they are frequented during the day like market, schools, tutorials etc. We also studied the travel pattern of the TG to choose formats suitable for out of home viewing.

Extensive use of Bus shelters being used across the markets with cutouts are used along with large billboards at key touchpoints, were the plausible solution. Mall exteriors and mobile vans are used strategically to add vibrancy to the campaign. Plan and rationale with specific sites for all towns specified has been given for clear understanding.

Result :

With limited budget Marico Ayurvedic Oil was able to generate tremendous visibility across AP markets. The campaign got a fabulous response in terms of awareness built up. It was also highly appreciated by the sales team of the client for its immaculate planning.

Seeing at the impromptu response the campaign was extended by the client.