



## **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.



