



Client Name :

Bharti Walmart (Easyday)

Brief about Client and Product :

This retail format is outcome of joint venture between Bharti and Walmart group, they enter in B2B and B2c retail format, B2B is known as “Cash & Carry” and B2C as “Easyday”.

Easyday Hypermart as one stop solution for end consumer and giving stiff competition to existing players like Big Bazar, More, Reliance Fresh and Spar.

Task :

To execute high frequency launch campaign in Udaipur.

Campaign Name :

Udaipur Launch Campaign.

Campaign Duration :

1 month

Marketing Objective :

To determine a loud pitch launch of first “Easyday Hypermarket” in Udaipur.

Advertising Objective :

To achieve a significant level outshout, planned as in marketing objective.

Target Audience :

Age: - 20 - 45,

Sex: - Primarily - Female, Secondary – Male

Role of Outdoor in the campaign :

They are only using print and outdoor media to communicate to their TG, thus role of outdoor campaign it to achieve advertising objective.

Markets :

Udaipur.

Innovation :

Yes.

Challenge :

We have to design an outdoor campaign for their upcoming Hypermart in Udaipur. This launch was required to be doped with high freq of sites but since this launch was only a week before Diwali and most of the sites were booked, it became a challenge to paint full city when most of the premium sites were not available.

Planning :

While designing effective campaign we found out that in key localities where our TG moves, there was either no existing formats or even in some cases, where they were few, all were unavailable.

Now 23 locations were identified, out of which 5 were key locations, which were hosted with bigger formats and for rest we used the following options: -

- Pole kiosk
- Hand Trolley
- Pillar alley
- Corridor formation by taking cluster of sites

Result :

By having such balanced note of optimum reach and high frequency we assure that on launch day every individual will be aware of Hypermart.





