



---

## **Kaya Skin Clinic August Sale Campaign**

**Client Name :**

Kaya Skin Clinic.

**Campaign Name :**

August 50% Off sale

**Campaign Duration :**

10-15 days.

**Marketing Objective :**

Kaya has decided for the first time to break the Sale Campaign for August. August is a very crucial month for the brand as it is leading to the Festive and marriage season and the August tempo is very much necessary for yearlong business prospect for Kaya. The creative for Kaya is also undergoing a change so as to attract customers on a larger scale. Subtle elegance is replaced by vibrant and outwardly image makeover by usage of bold colors and imagery. The scheme is a conscious effort to push the brand to a larger audience.

**Advertising Objective :**

The objective is to create maximum awareness and thereby maximise the footfall and increase sales.

**Role of Outdoor in the campaign :**

To build up high impact about the scheme.

**Target Audience :**

SEC A+,A Female 20 - 40 Yrs

**Markets( Cities) :**

Mumbai

**Innovation done :**

NA.

### **Strategy :**

The strategy adopted is a clever mix of Impact Billboards at strategic locations like Bandra Flyover and WE highway , Mahim, EE Highway. Alongside these a lot of backlit bus shelter has been taken (which is apt for female TG) to generate frequency and reach. The distribution of these shelters have been done keeping in mind the 20+ Kaya Clinics across Mumbai. The vicinity of all the clinics has been well covered as well as the high and mid profile residential pockets where the bulk of TG reside in.

There was a new creative agency on board to give the new look and feel for Kaya branding. Special quality print has been used and superior material quality has been used to for the skins. Also the color schemes has been finalized after lot of examination so that proper effect comes in daylight as well as night.

### **Result :**

The client is really pleased with the response generated by the campaign and has achieved the highest ever August sales figure. This leads to an additional budget allocated to the campaign thereby increasing the nos of media taken . It's a 4 star for overall planning, buying, servicing and campaign maintenance. The sales figure and the congratulatory cake sent by the client says it all.

### **Marine Lines Station**



Worli Depot



Dadar Tulsi Pipe Rd, Nr Station



Mahim Tulse Pipe Rd, Nr Station



Dadar TT Circle



**Bandra Worli Sea Link 3rd Site on RHS MT 41x41**



**MS-0089 FountainDN Road O/S American Express Bldg, Nr. Khadi Bhandari, UCO bank Hutatma Chowk**



**MW-0298 Andheri (W) J.P. Road/ Versova Rd Opp. Varun Apts Gangabhavan**



**WEH Bandra Kherwadi ET 40x40**



Hughes Road Parsi Colony Before Kemps Corner Flyover

