



Task :

Sabse Sasta Tin Din' (24th Jan-26th Jan) from Big Bazaar

Objective :

These 3 days was the highest revenue generating period for the client. Since its a sale, the revenue per item is low. Therefore the objective is to get maximum footfalls within those 3 days.

Challenge :

To plaster the city by executing 60,000 sq feet within a single day. As the campaign was only for 3 days, it was mandatory to start execution just a day before. It was our first campaign for Big Bazaar, so there was immense pressure.

Route :

The buying skills came to the fore in getting maximum sites with impact and reach but with limited money. The logistics had to be planned meticulously on printing and mounting job allocation and also the specific roll out time during the day.

Result :

Client appreciated our effort and termed the campaign as the 'Best ever' Outdoor campaign ever executed for Big Bazaar.