

Play up your space.

royale PLAY

PATTERNS • MATERIALS • STENCILS

FOR IDEAS, DOWNLOAD COLOUR WITH ASIAN PAINTS ON

asianpaints

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Featured Pattern: Ragging

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Featured Pattern: Disc

FOR IDEAS, DOWNLOAD COLOUR WITH ASIAN PAINTS ON



IMPACT VISIBILITY

FOCUSED TARGETING



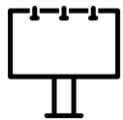
1,713
MEDIA UNITS

34
CITIES

2 Lac+
Sq Ft

400 Mn+
Impressions

Create impact through large formats, Ambient Media
& combination of Digital & Transit media



INNOVATION

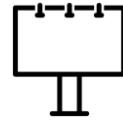
TECHNOLOGY LEAD

INNOVATION

+

ENHANCING *CONSUMER*

CONNECT WITH DOOH



UBIQUITOUS MEDIA COVERAGE

*238 high impact OOH media units | 875 cab branding | 2 Metro Wraps | 31 high impact mall media | 4 airports
| 62 pubs & restaurants | 33 corporate parks | 72 PVRs |*



ALL-PERVASIVE TOUCHPOINT PENETRATION

OOH | MALLS | AIRPORT | TRANSIT | CORPORATE | PUBS | CINEMA | DIGITAL



FIRST EVER USE OF PROGRAMMATIC IN THE CATEGORY

Playing Up the Digital Space - 3 digital billboards | 3 different creatives | 3 traffic signals



BIG ON DIGITAL & CLUSTER BRANDING

70+ Digital & 2 OOH Clusters | 450+ Digital screens at relevant TG touchpoints



UBIQUITOUS MEDIA COVERAGE

18/09/2019 16:26
30 cities : 1700+ sites

ALL-PERVASIVE TOUCHPOINT PENETRATION

OOH | MALLS | AIRPORT | TRANSIT | CORPORATE | PUBS | CINEMA



MEDIA SELECTION TOOL



LOCATION SELECTION TOOL

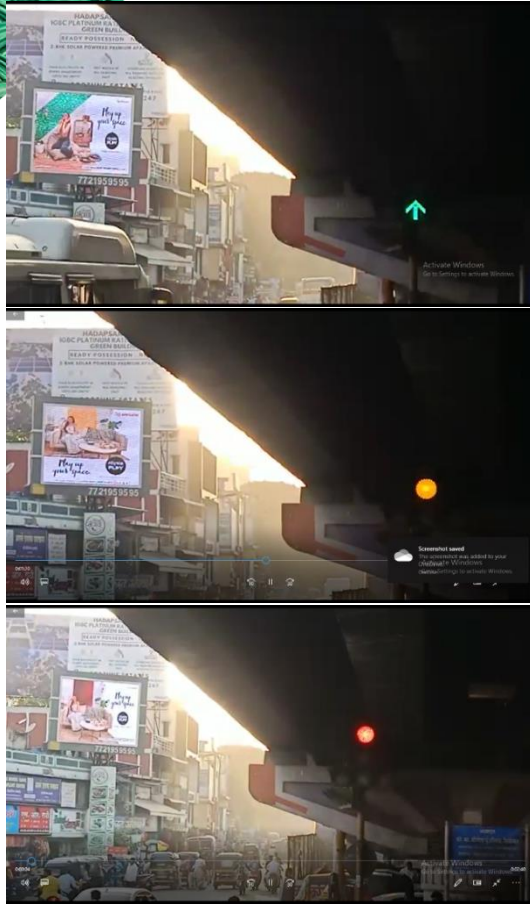


DIGITAL

3
PLAY COLORS

3
TRAFFIC SIGNALS

0.7 Mn+
IMPRESSIONS



FIRST EVER PROGRAMMATIC DOOH



CONCEPT: 3 digital billboards in close proximity to traffic signals in Pune were synchronized real time with the colors of the traffic signal bringing the “Play” into action



THE DIGITAL BOOM

464 Digital screens @ MALLS | AIRPORT | TRANSIT | CORPORATE | PUBS

2019.09





IMPACT WITH 400+ MEDIA UNITS IN CLUSTERS

2019/9/13 19:56



PROOF OF THE PUDDING

350 Mn + OOH Impressions



29 Mn + Transit Impressions



15 Mn+ Impressions via Destination Branding



0.7 Mn + Impressions via Programmtic DOOH



DIGITAL REACH – 2.2 Mn+, 21 Mn+ Views, 2 lac+ clicks

Client Speaks !

- ✓ Most searched sub-brand of Asian Paints in 2019, as per Google Search Trends, 2019
- ✓ Recorded 12% higher sales, post campaign execution (as per pre and post campaign analysis done via internal sales dashboard)
- ✓ Significantly higher recall than any previous campaigns
- ✓ Overwhelming feedback from internal and external stakeholders
- ✓ Other sub-brands to follow suit

Client Speaks !

FW: Royale Play - OOH campaign snapshot - Message (HTML)

FILE **MESSAGE**

Ignore Delete Reply Reply All Forward More Meeting Admin & HR To Manager Team Email Done Reply & Delete Create New Move OneNote Actions Mark Unread Categorize Follow Up Translate Find Related Select Zoom Insights

Tue 03-03-2020 21:45
Rohan Prasher <rohan.prasher@asianpaints.com>
FW: Royale Play - OOH campaign snapshot
To Shipra Sharma

Message Royal Play - SEPT 2019_shared.pptx (4 MB)

From: Rohan Prasher
Sent: Monday, October 7, 2019 10:57 AM
To: Mohit Agrawal <mohit.agrawal@asianpaints.com>; Kunal Adhvaryu <kunal.adhvaryu@asianpaints.com>; Abhishek Sadalge <abhishek.sadalge@asianpaints.com>; Monarch Raval <monarch.raval@asianpaints.com>; Naveen Murali <naveen.murali@asianpaints.com>; Varun Vakil <varun.vakil@asianpaints.com>; Amar Rajagopal <amar.rajagopal@asianpaints.com>; DU Venkata Ramanan <du.venkataramanan@asianpaints.com>
Cc: Ankit Puri <ankit.puri@asianpaints.com>; Basto Collins <pbasto.collins@asianpaints.com>; Manan Choksi <manan.choksi@asianpaints.com>
Subject: Royale Play - OOH campaign snapshot

Dear All,

FYI. Royale Play OOH was highly visible with impactful media across all cities.

Sharing this with you all as this campaign had a good set of creatives and Ankit/Basto gave us quick approvals on media locations/innovations.

Regards.
Rohan Prasher

From: Rohan Prasher
Sent: Monday, October 7, 2019 10:20 AM
To: Durav Khandwala <nurav.khandwala@asiannaints.com>; Akash Gupta <akash.gupta@asiannaints.com>; Mahendra Ganekar <mahendra.ganekar@asiannaints.com>; Vishal Tewari

Rohan Prasher RE: [External Sender]Smartcare all Medium Launch plan- March'20

Type here to search

12:37 04-03-2020