



**QUIKDRY MOVEMENT
- MONSOON
ACTIVATION
CAMPAIGN In
MUMBAI**

CAMPAIGN VIDEO



WELSPUN
QuikDry Towel



KEY HIGHLIGHTS OF THE CAMPAIGN

Contextual use of transit media

USE OF BRANDED, WATER-RESISTANT AUTO CURTAINS

Focused TG and Touchpoint targeting

OOH | TRANSIT | ACTIVATION | DIGITAL

Touching peoples' lives and bring alive the brand experience via activation

TOWEL & UMBRELLA DISTRIBUTION | 30+ Locations in MUMBAI

Ensuring recall with Digital & Audio Announcements

DIGITAL AMPLIFICATION & AUDIO ANNOUNCEMENTS IN TRAINS

MEDIA STRATEGY

Welspun as a brand wanted to take their campaign a notch higher in helping the local people, during the monsoon season. The idea was to execute a focused campaign at high density zones and amplify it using digital

Small format OOH media like bus shelters, station boards, etc was deployed in TG centric areas across the city

In 30+ locations across Mumbai, Welspun Quik Dry Towels and Welspun-Branded umbrellas were provided, to help those on the move stay safe and dry from the downpour. Product samples were distributed to people around workplaces, outdoor shopping areas or wherever they would have possibly gotten drenched due to heavy rains

Large stall umbrellas were provided to 500 roadside vendors in pockets that are prone to water-logging, to help run their daily businesses as usual, since these people are most in need of staying dry.

For regular Mumbai commuters who travel in auto-rickshaws, we ensure they stay dry and safe by fitting 500 autos with water-resistant curtains that also displayed the brand message.

To further amplify the campaign, audio jingles were played across 68 local trains on the Western Railway line.

The entire on-ground campaign was then shot on video and was made viral on digital platforms

CAMPAIGN EFFECTIVENESS

Target Audience: All Adults (Females-Primary, Males-Secondary, 25-45 yrs, NCCS B1,B2)

On ground impressions:

15000+ people were assisted on ground around 30+ locations in the city

Digital impressions:

The campaign garnered 3.4 mn+ impressions, 0.5 mn video views and recorded **reach** of **3 mn** with active engagements of 72k

Outdoor impressions:

Transit media (radio jingle) garnered **3.7+ mn impressions** on a daily basis

Traditional OOH generated impression of 1+ mn impression

The campaign received lot of appreciation across stakeholders and recorded an increase in awareness by **19%** in an internal brand track study conducted by a third party for the client, post the campaign execution.

Overall sentiments of the campaign were very positive and supportive of the cause.

My Welspun Home

Published by Jaina Bhuva [?] · August 8 ·

Malad mein baarish se bachna, aaj hai aasaan! Meet our Welspun Quik dry volunteers at these locations, and stay dry!

Find our volunteers at the nearest location around you:
<https://bit.ly/33kqVMU>



Find your nearest Welspun Quik Dry volunteers, and stay dry!

My Welspun Home

Published by Jaina Bhuva [?] · August 31 ·

Like Page

Be it pouring rains, or dark clouds in sight, our Welspun Warriors really went far and wide! Saluting the heroes who kept you safe and dry this monsoon! #QuikDryMovement



77,351
People Reached

11,381
Engagements

Boost Post

10K

18 Comments 16 Shares

Like

Comment

Share

My Welspun Home

Published by Jaina Bhuva [?] · August 17 ·

#ContestAlert

Baarish ka season, matlab sookhe rehne ke nuskhe! Share your #QuikDryTip with us, and the best answers stand a chance to win an amazing Welspun Umbrella! #QuikDryMovement #SookheRaho



00:10

CAMPAIGN EXECUTION VIDEO



RAILWAY ANNOUNCEMENTS







WELSPUN
2 in 1 Bedsheet

द्विचिह्नित स्टायल
और बड़ा साइज

सिर्फ
₹799/-

100% COTTON

LONG LASTING



WELSPUN
QuikDry Towel

जल्दी सूखे,
जल्दी सुखाए

सिर्फ
₹249/-

100% COTTON

LONG LASTING

www.WelspunHome.com • Write to us: care@welspun.com • For more information call - 1800 123 6408 (toll free)



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LONG LASTING
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WELSPUN
QuikDry Towel

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जल्दी सुखाए

100% COTTON LONG LASTING



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₹249/-

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CR

CENTRAL RAILWAY

TIME	DESTINATION	MODE	CAR	ETM
12	स. विवाकी महाराम	धीमी	12	3
HALTING STATIONS				
रान पर रुकेंगी				

WELSPUN
 QuikDry Towel

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प्लास्टिक को 'ना' कहें

प्लास्टिक अपशिष्ट प्रबंधन
बेहतर पर्यावरण के लिए महत्वपूर्ण है

महानगर अक्षांश में प्लास्टिक को 'ना' कहें और प्लास्टिक को 'हाँ' कहें।
 प्लास्टिक को 'ना' कहें और प्लास्टिक को 'हाँ' कहें।



WELSPUN
QuikDry Towel

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जल्दी सुखाए

लिफ्ट
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LONG LASTING



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स्वच्छता का प्रण करें,
रेल को हम स्वच्छ करें

