



Rangana

SPACES[®]
BED • BATH • RUGS

***Rangana** is a series of Bed Linen inspired by traditional art forms of India.*

Campaign Objective - Create a market buzz during the festive season to promote higher sales

A multi-media approach was taken with a good media mix to ensure desired reach and build consideration

Out-Of-Home | Experiential (Airport) | In-flight | Point of Purchase | Digital

Out-Of-Home

MAKE A STATEMENT: BUILD REACH: LAST MILE

Impact billboards → Build cover and reach

Strategic Long-term bus shelter media → Catchment Specific; proximity to high-end malls / shopping clusters

Location and media selection → Use of in-house tools such as Madison Vicinity, Madison Traffic Count & Madison VUON street in the shortlisted clusters





Experiential at Airports

BUILD CONSIDERATION: PRODUCT EXPERIENCE

Promo set-up at departure terminals of Mumbai & Delhi airports

Covered 60-65% of overall domestic air passenger traffic.

Product Experience → Set-up resembled a book, the pages of which were the actual bed linen fabrics. This enabled consumers to get actual feel of the fabric and prints



In-flight

SAMPLING : PRODUCT PROMOTIONS : IN-FLIGHT ANNOUNCEMENT

*A tie-up with Go Air was done to distribute Rangana brochures across **2550** flights.*

***5 lac** brochures were distributed across 15 days amongst passengers flying to various destinations from the top 6 metros resulting in reaching approx. 200 passengers per flight*

In-flight announcement was done across all Go Air flights





Point-of-Purchase / Digital

POLYGON MAPPING

6 key stores → OOH media procured in store vicinities to complement the store presence

*Geo fencing of stores to serve real time banner ads to consumers passing through.
Once the consumer clicked on the ads they were directed to the brand website thus influencing
action.*

Connect between offline and online established successfully

Proof of the Pudding

- **40 million** impressions with traditional OOH
- **3 Lac** + impressions over **7 days** with digital polygon mapping
- **1896** clicks
- **2000+** leads generated at the airport set-ups
- **5 lac** brochures distributed
- **70%** of entire festive collection sold out within a span of **45 days**

Accolades



Thank You