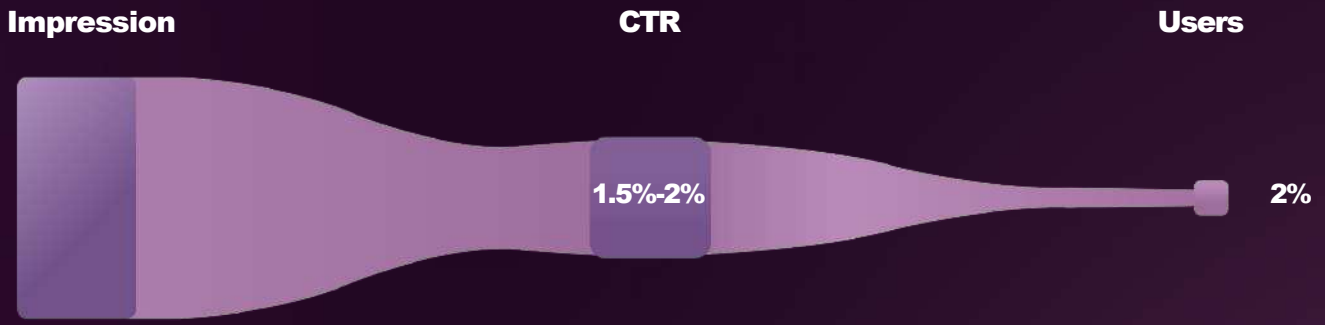
Turning **Physical Distribution** into

# Media Channel

A platform built for awareness, **consideration** and conversion



# The Real Problem : High CAC




With multiple brands fighting for the same space, unpredictable metrics and rising CPMs are the new normal.

### Overcrowded feeds

You rent half a second. Then it is gone.

**0.4s**

OF ATTENTION PER SCROLL

### Rising CAC

Same attention. Higher price. Every quarter.

**↑ CAC**

EVERY QUARTER

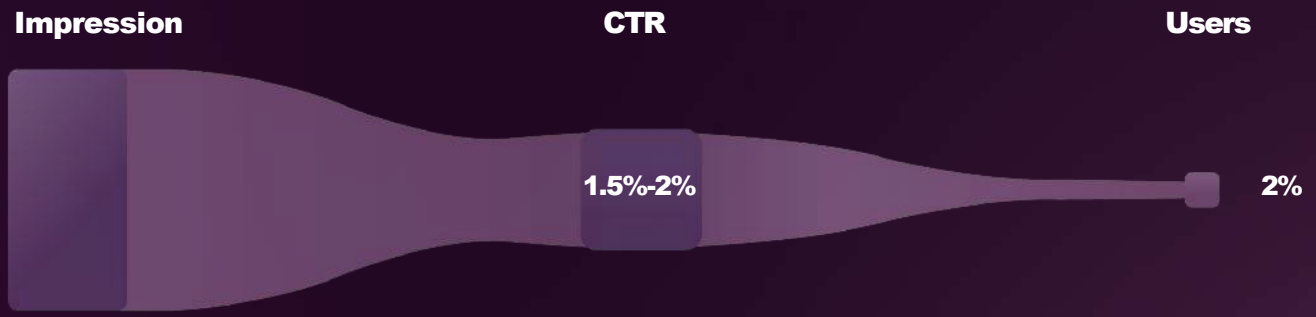
### Unmeasurable OOH

Reach without proof. No scan, no attribution.

**?ROI**

NO ATTRIBUTION

# How We Do It Differently?




COMPETITORS

BPOP



# Who We Are

An FMCG brand that
**sells attention.**

We turned bottles that people already buy into measurable media inventory.




*We have used our client Mockups for visual aid

# PRODUCT DECONSTRUCT




*We have used our client Mockups for visual aid

# How we paint the city RED for you




PUBS




MRP




RETAIL




SUPERMARKETS

BPOP BEVERAGES

Confidential

*We have used our client Mockups for visual aid

# We hand-pick your Target Audience.

Zone-level planning before a single bottle ships.

## Geography

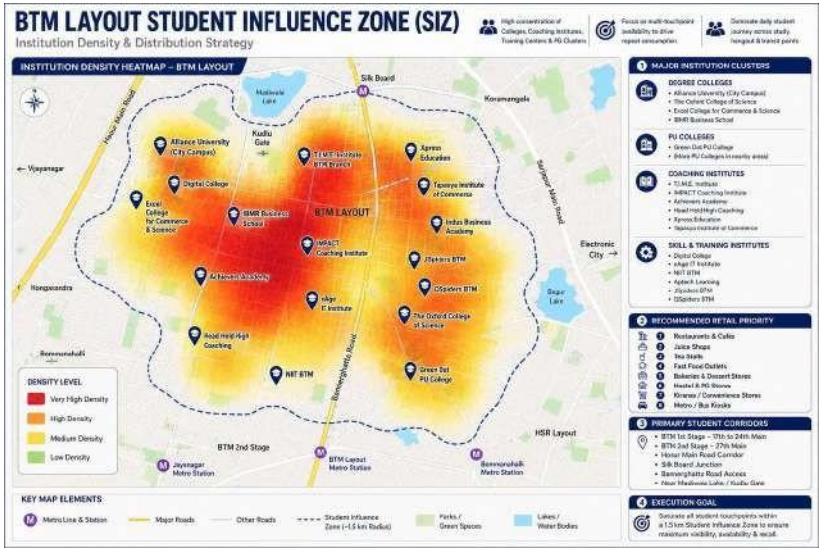
Locality-level zone plans across 30+ Bengaluru micro-markets.

## Demography

Institution density, student corridors, income and footfall class.

## Income Class

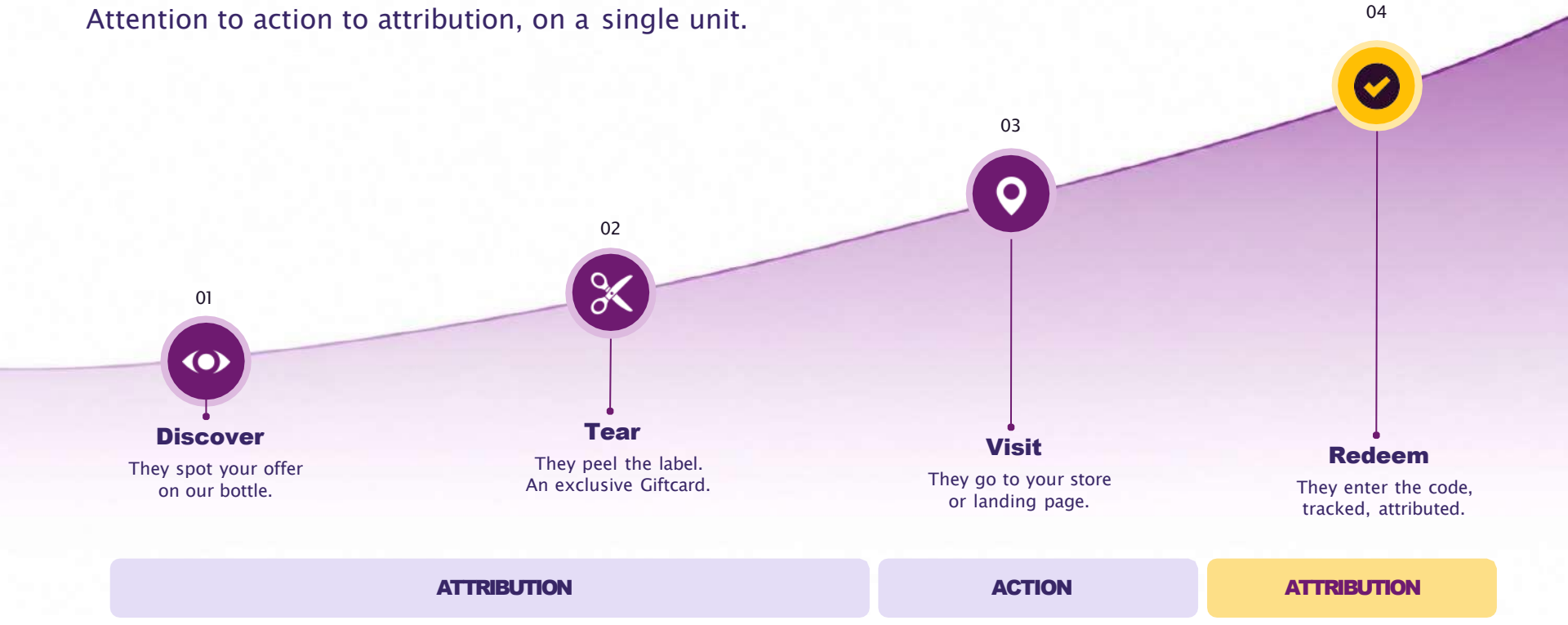
Filtered through the Store location, positioning and custom grading.




*Sample zone plan: BTM Layout (Students/Colleges Targeted). One of 30+ localities mapped before launch.*

# Built For Conversion, With Full Attribution

Attention to action to attribution, on a single unit.



# Case Study

Saffron
ESSENTIALS

## Campaign Details

45 day conversion campaign.
Live in 150 stores, 20+ localities.

Goal: Acquire users below a **₹100 CAC**

**We beat it by ~65%.**

### INTECT RICH ENGAGEMENT

**23%**

SCANNED THE BOTTLE QR CODE

### INTERACTION

**3450**

TRACKED INTERACTIONS with Gift Card

### EFFICIENCY

**65%+**

BELOW THE TARGET CAC

### FINAL CAC

**₹34.8**

COST PER ACQUIRED CUSTOMER

# Live In Market

Branded bottles on shelf in kiranas, supermarkets and MRP stores across Bengaluru.















# Retail Touchpoint Branding - B2C




3 Retail Shelf




2 Danglers




4 Cash Counter POS




1 In-store Posters




Shop Layout




5 Aisle Breaker



*We have used our client Mockups for visual aid

# Restaurant/Pub Branding - B2B




Restaurant Layout




On Tables of
Pubs/Restaurants



*We have used our client Mockups for visual aid

# Your Brand, In The Right Places

Premium localities, high-footfall stores and venues where people actually hold the bottle. Water doubles the doors: it lands on tables that never order a soda.

**30+**
**PREMIUM LOCALITIES**

**200+**
**RETAIL OUTLETS**

**250+**
**HOSPITALITY PARTNER OUTLETS**

Customer targeting by Geography, Demography and income class

**FEATURED RESTAURANT & PUBS :**




*and more across Bengaluru*