



# ROYALE GLITZ

## RICH MEDIA CAMPAIGN

20  
21

AGENCY PARTNER **MADISON**  
[www.xapads.com](http://www.xapads.com) | [support@xapads.com](mailto:support@xapads.com)

# Introduction

## ABOUT ASIAN PAINTS LIMITED:

Since its foundation in 1942, Asian Paints has come a long way to become India's leading and Asia's third largest paint company, with a turnover of Rs. 217 billion. Asian Paints operates in 15 countries and have 26 paint manufacturing facilities in the world, servicing consumers in over 60 countries. Asian Paints has always been a leader in the paint industry, innovating new concepts in India like Colour Ideas, Home Solutions, Colour Next, and Kids' World. Asian Paints manufactures wide range of paints for Decorative and Industrial use. The company is also present in the Home Improvement and Decor segment and offers bath and kitchen products. The company also introduced lightings, furnishings, and furniture in its portfolio. In the Health and Hygiene segment, Asian Paints offers range of Sanitizers and Surface Disinfectants.



# OBJECTIVES

Asian Paints launched its luxury range of product – Royale Glitz the Ultra Sheen Paint, with a clear objective of driving awareness in the native environment of the users. Hence opted for Rich Media Solution provided by Xapads.



# CAMPAIGN STRATEGY

## TARGETING

### DEMOGRAPHICS:

**GENDER:**  
Male / Female

**SMARTPHONE OWNERS:**  
20K+

**AGE:**  
21-54 Years

**GEO:**  
North West States,  
Karnataka & West Bengal

### TARGETED CATEGORY:

**News**

**Business**

**Finance**

**Premium Websites  
& Apps**

## ATTRIBUTES

**PLACEMENTS:**  
Mobile-Web | Vernacular

**PLATFORMS:**  
Mobile



# CAMPAIGN EXECUTION

## MADISON

*With the new tv launch, Madison India had reached out to us for creative yet innovative solution to drive awareness and create buzz about their Ultra Sheen Paint. The Madison team had throughout guided and supported for creative creation and execution of the campaign.*

### INNOVATION THAT DELIVERS

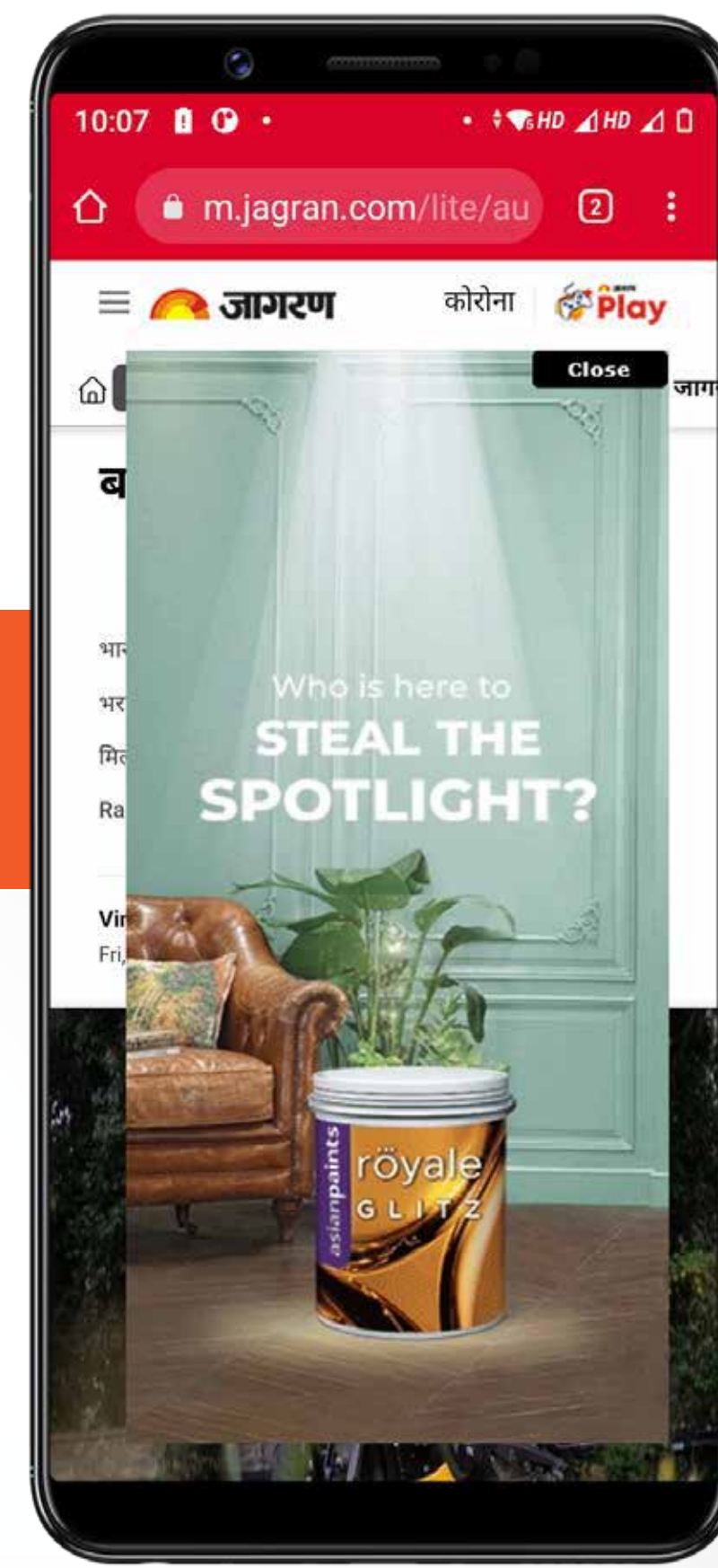
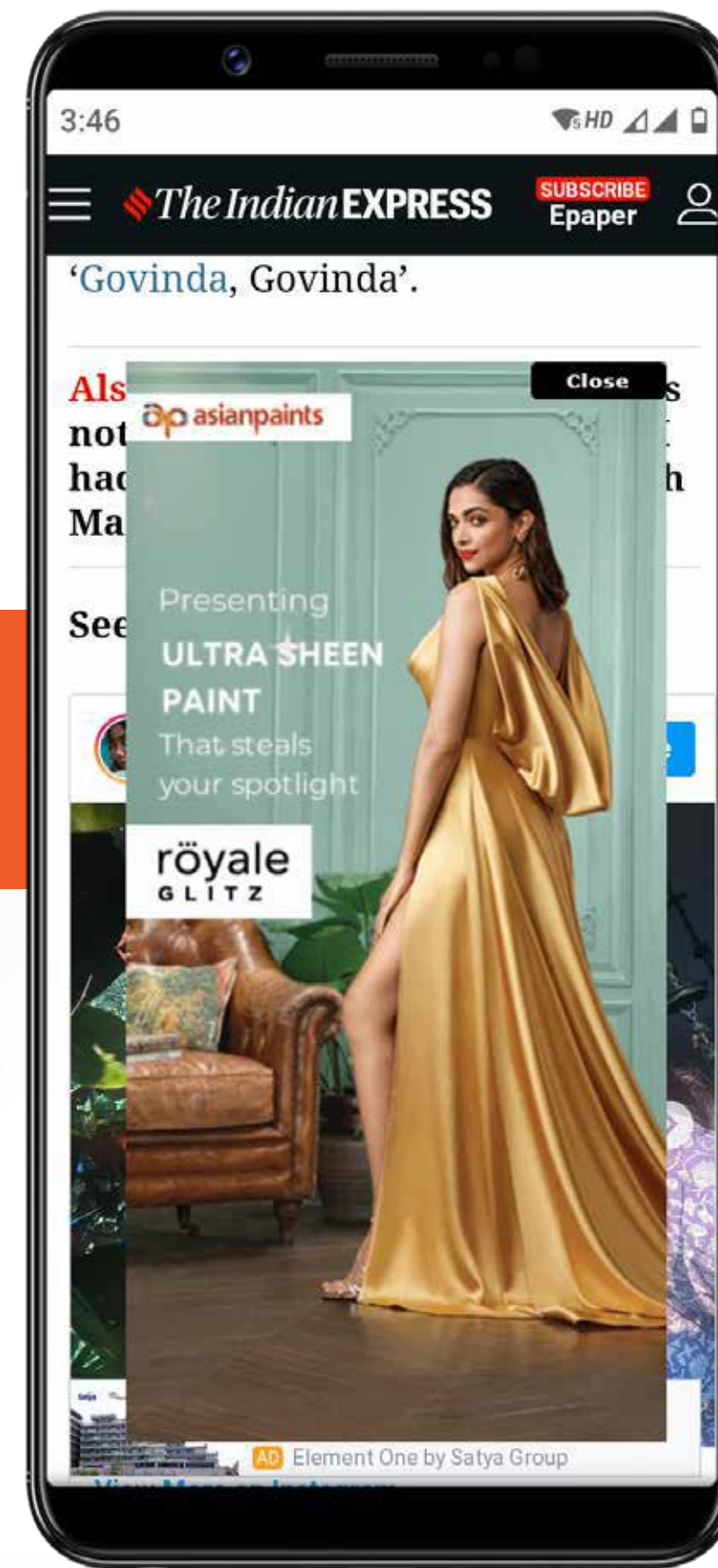
The most important objective of the campaign was to create the buzz and increase the eyeballs and showcase Innovation + Brand proposition. We targeted Users using Smart Phones with a 20k INR and higher range and have data segmented with Interest in Similar Brands, through which we were able to engage over 50 lac users with our Innovation in 20 days.

### INCREASE THE REACH

To increase the reach we took the leverage of their TVC featuring Deepika Padukone with a jingle in form of an old song recreation – Baar Baar Dekho. We highlighted the USPs of Royale Glitz paint with the tagline – **The Ultra Sheen Paint, that Steals Your Spotlight** which helped us in achieving **3 lakh+ unique** users in less than a month.

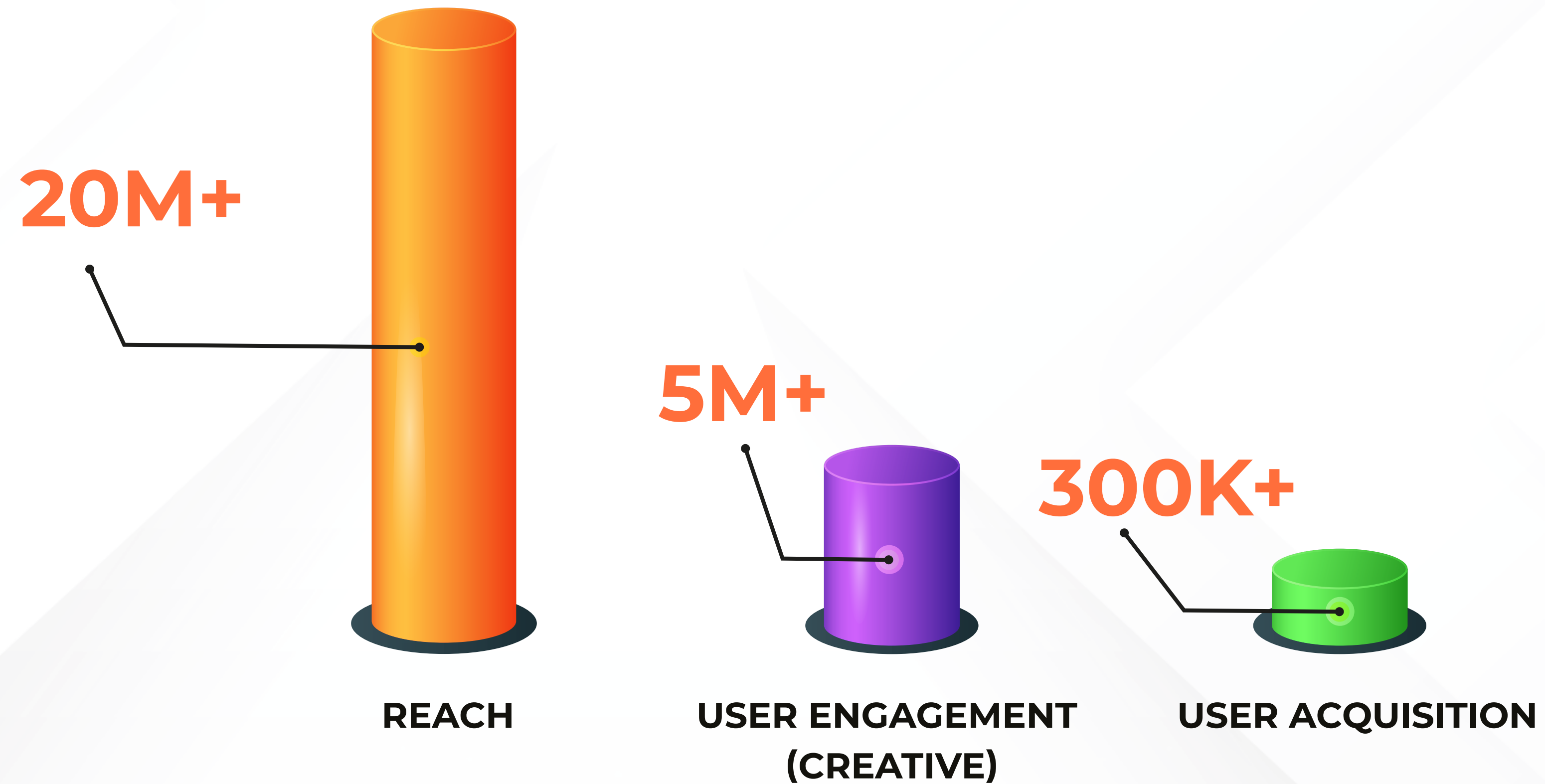


# SCREENSHOTS



# RESULTS

Successful delivery of the campaign within 20 days and gaining more campaigns from the client month on month.



**THANK YOU**



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