



standard
chartered

Mid Campaign Measurement Analysis

Measurement

OOH

Sr.No	Cities Name	Media Units	Traffic for Pre-Over all Campaign (Mn)	Interim-campaign Number (Mn)
1	Mumbai	10	6.22	3.11
2	Bengaluru	2	1.61	0.94
3.	Chennai	2	1.62	0.68
4.	Ahmedabad	2	1.22	0.41
5.	Gurugram	2	1.42	0.59
6.	Jaipur	2	0.95	0.56
7.	Pune	2	0.71	0.42
8.	Hyderabad	1	0.74	0.43
9.	Kolkata	3	1.07	0.45
Total		26	15.56	7.73

Airport

Sr. No	Cities Name	Media Units	October Footfall as per Campaign duration in (Mn)	December Expected footfall in (Mn)
1	Mumbai	57	1.47	1.65 E
2	Delhi	41	2.19	2.34 E
3.	Bengaluru	12	0.28	0.31 E
4.	Chennai	14	0.63	0.65 E
5.	Chandigarh	3	0.15	0.16 E
Total		127	4.72	5.1 E

Start Date : 12 Dec – Date : 18 Dec 2024

OOH Estimation

1	Impression in Mn	16
2	Unique Reach in Mn	3.87
3.	Average Frequency	4

Value Addition

➤ Outdoor

- Hyderabad 1 Unit for Rs.0.27 Mn
- Kolkata 3 Units for Rs.0.16 Mn

➤ Airport

- Delhi 24 Units for Rs.0.47 Mn
- Bengaluru 5 Units for Rs.0.17 Mn

Total Value Addition worth Rs 1.07 Mn

