

OOH Activation Rural Retail DOOH

Posterscope

A dentsu company

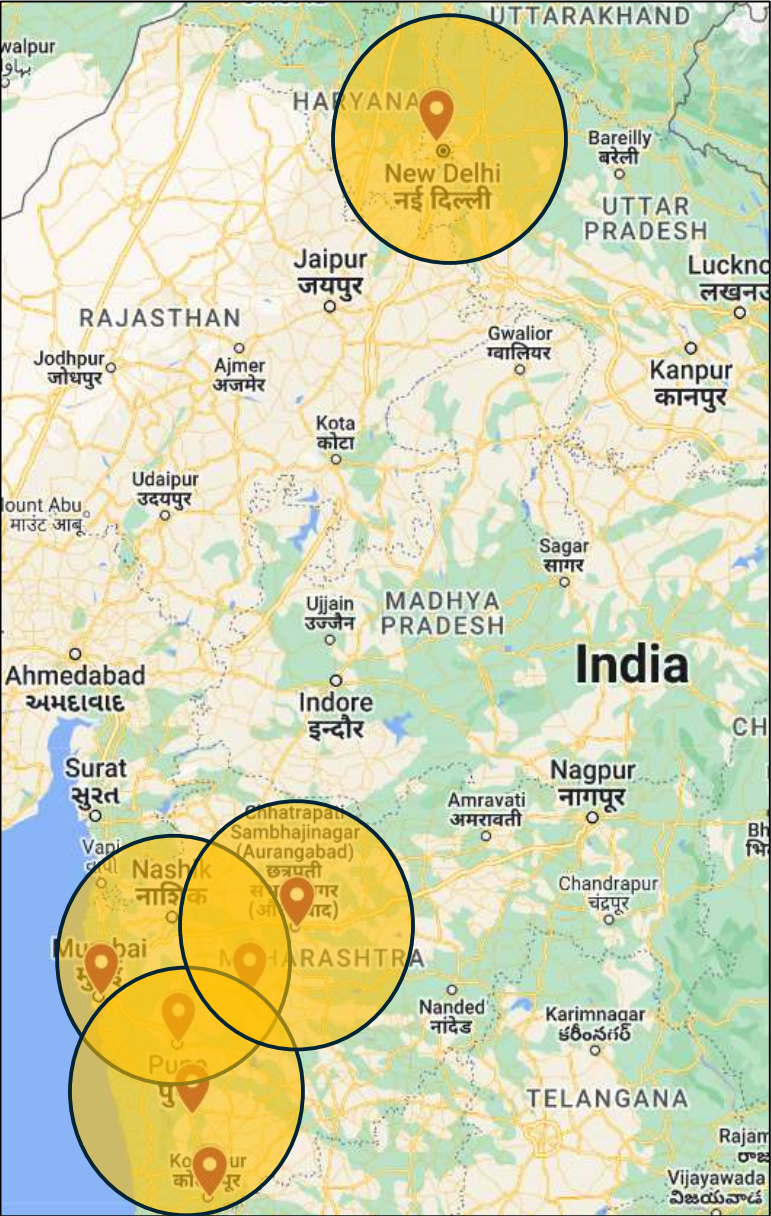
# Posterscope

Mastering the art of impactful communication through strategic out-of-home advertising

A deep dive in our organization



Oaksmith Style Studio Campaign



Campaign Understanding	
Brand Name	Oaksmith
Sub Brand Name	Oaksmith Style Studio
Cities	Mumbai, Delhi, Pune, Kolhapur,Satara, Ahmednagar, Aurangabad
Caption/Communications	Style Studio
Media Type	Billboard, Digital Screen
Media Units	71
Total Sqft	62 K+ Sqft
Touch Point	High Impact Road, Key Arterial Road, Cinema Lobby
Total Spends	20 Mn

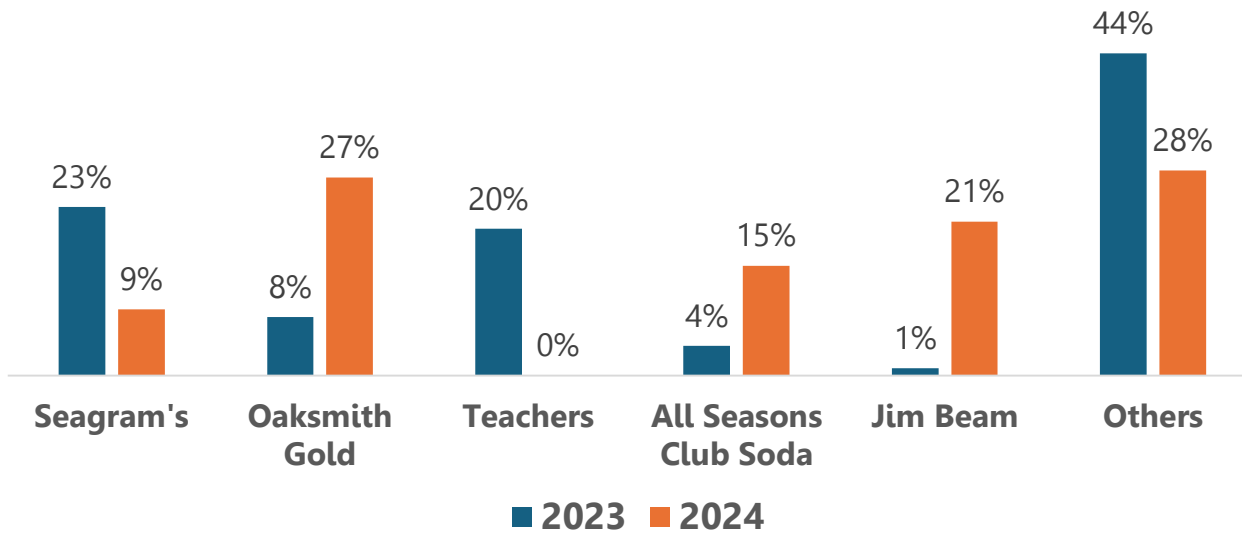
Source: Times Monitoring and Market Intelligence

## Oaksmith Style Studio Reference Photos



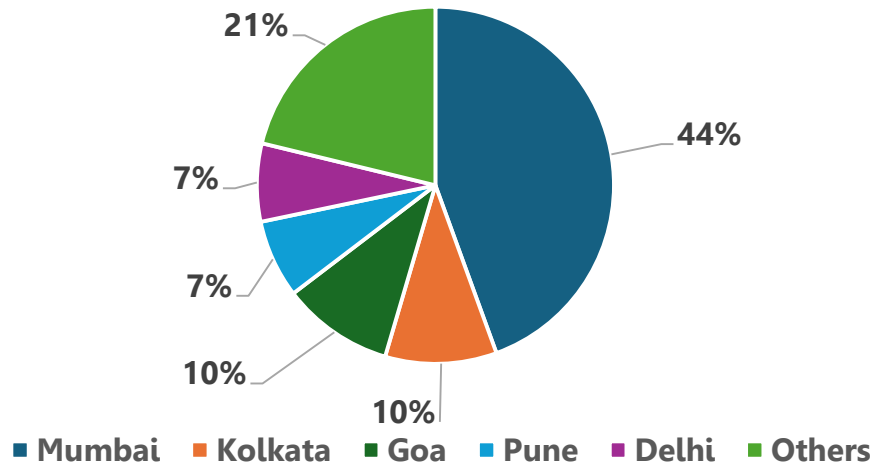
# Competitor Analysis

## Top 5 Spenders in %

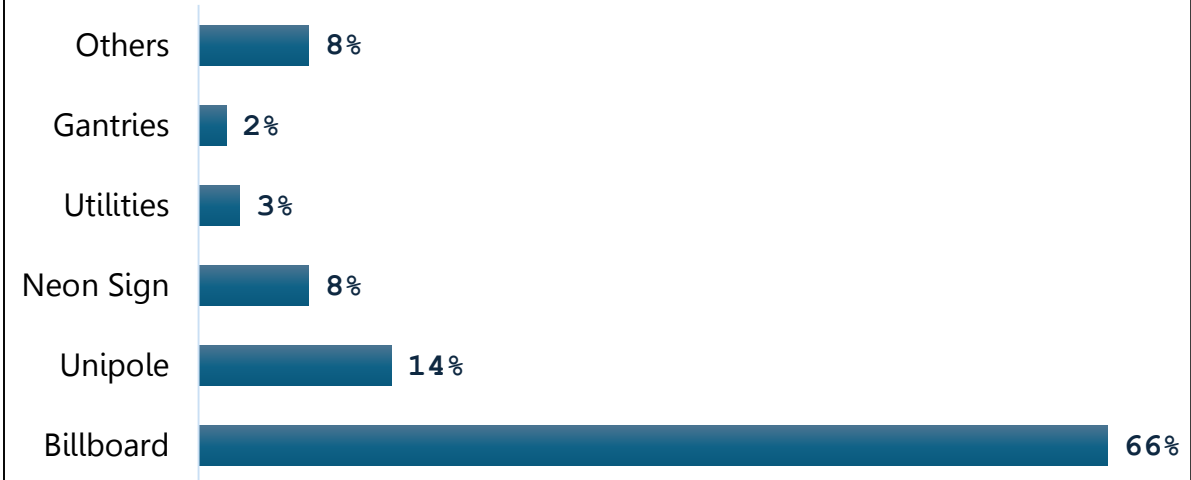


- In the liquor category, **Seagram's** leads in spending, followed by **Oaksmith Gold** and **Teacher's**, while other brands contribute at moderate levels.
- Brands are primarily focusing on metro cities, with **Mumbai** accounting for 44% of the total spend, followed by **Kolkata** and **Goa**. Tier 2 cities like **Bhubaneshwar**, **Guwahati**, and **Indore** also see notable activity.
- A mix of media formats is used, with **Billboards** being the most preferred (66% of the spend), followed by **Unipole**. Frequency media is also employed for brand recall.
- Brands are highly active from **March to May**, with 43% of total spend concentrated in this period, while spending remains moderate in other

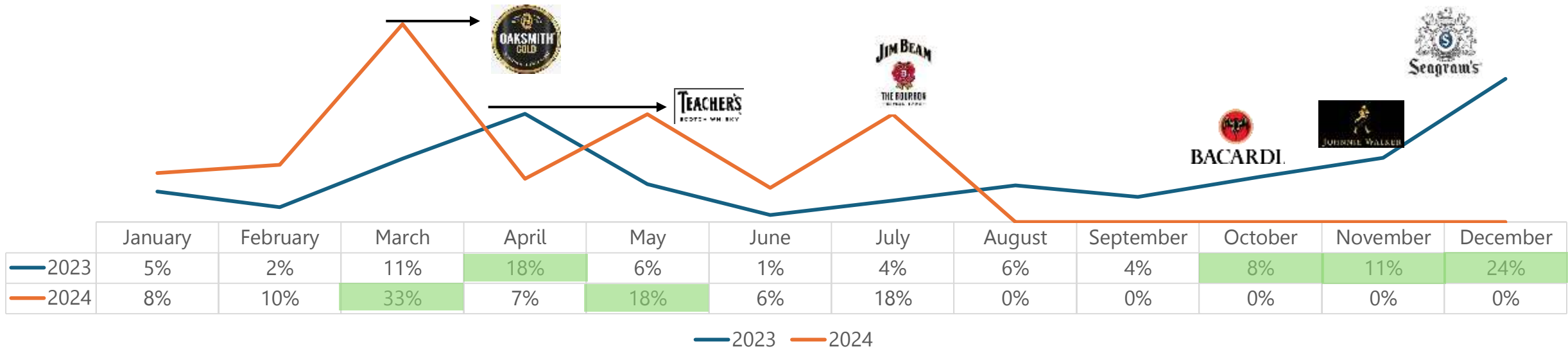
## Top 5 Cities in %



## Top 5 Media Type in %



## Monthly Seasonality and Category Understanding



- **Seagram's** leads as the top spender in its category, with the highest of its investment They concentrated 55% of their investment in August, April, December, and March they strategically timed their campaigns for maximum impact. During these key months they partnered with celebrities for communications.
- **Oaksmith Gold** is the second highest spender in its category, with its largest investment in March, covering 82% of its annual spend. They are partnering with an event featuring **Rafael Cerato**, a renowned electronic music artist. It enhances the brand's cultural appeal to an audience that values creativity, nightlife, and premium experiences.
- **Teachers** is the third highest spenders in its category , with highest of its investment concentrated 57% in May and December. They partnered with rappers and Television host (Rannvijay Singh)
- Other brand like **All Seasons Club Soda** is doing long term campaign focusing on versatility, adaptability, and reliability to excel in any situation or season, emphasizing consistency and relevance across different challenges.
- **Jim Beam blends** smooth whiskey with the energy of live concerts and singer sessions, creating unforgettable, music-filled experiences. The brand focuses on elevating your moments with the perfect harmony of great taste and sound.
- Other brands focus on live concerts, music shows, and draw attention with neon signs boards at high consumption city.

Top 10 Captions

No	Brand	Captions	Year	Spends In %
1	Teachers	Buddy Vibes With Rannvijay Singha	2023-2024	8%
2	Jim Beam	Best Enjoyed Together	2024	7%
3	Teachers	Reserve Nights - Tech Panda X Kenzani	2023	5%
4	Teachers	The GQ 35 Most Influential Young Indians	2024	5%
5	Oaksmith Gold	This Holi Paint The Town With	2023	4%
6	All Seasons Club Soda	Man Of All Seasons	2023-2024	4%
7	Oaksmith Gold	Oaksmith Live Presents - Rafael Cerato	2024	4%
8	Jack Danielis	Labels We Are Given Ourselves	2023	4%
9	All Seasons Club Soda	Official Partner	2024	4%
10	Seagrams	Ab Har Koi Ban Sakta Hai Superstar	2023	3%



## Captions Photos

