

Welspun Post Campaign Evaluation

Month: Oct-Nov



Creating pan-India Awareness across 17 Cities, with 164 Units in 22 days
Almost 46% High Impact Formats and remaining with reach medium



Impression in Mn : 128

Unique Reach in Mn : 10.27

Average Frequency : 12

City Level Campaign Evaluation

	Town	Units	Impression	Unique Reach	Average Frequency
Metro	Mumbai	46	3,65,00,333	26,35,403	14
	Delhi	37	3,47,37,136	23,39,201	15
	Hyderabad	11	94,67,213	9,15,591	10
	Surat	7	66,98,189	8,53,272	8
	Bengalore	8	56,24,291	7,44,939	8
	Chennai	5	52,59,493	6,23,163	8
Tier 2	Jaipur	9	77,32,598	7,54,400	10
	Lucknow	7	63,06,026	7,83,357	8
	Ludhiana	4	31,61,900	4,44,087	7
	Varanasi	4	30,14,565	3,61,459	8
	Amritsar	5	27,26,320	3,61,102	8
	Visakhapatnam	3	21,44,224	2,72,455	8
	Coimbatore	2	13,75,711	1,82,213	8
	Mangalore	2	8,01,081	1,08,140	7

Key Points:

In metro cities, we reached 70% of the audience through 114 units.

1.In Tier 2 cities, we reached 29% of the audience utilizing 38 units.

2.In Tier 3 cities, we reached 5% of the audience with 2 unit.

3.The average frequency in metro cities is highest for Mumbai, Delhi, and Hyderabad.

4.The average frequency in Tier 2 cities is highest for Jaipur.

5.In Tier 3 cities, the average frequency is 7 for Jaipur.

Campaign Executed Photos

