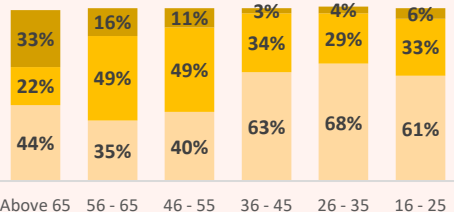


Overview: Beyond is a **SMART Home Brand** under Croma, which aims to innovate and integrate the Smart homes, bring in convenience and make life easier. This report would define the **media channels**, **financials** for the implementation, Online & Offline **campaigns**, **Influencers** involved, and the overall **advertisement strategy** for Beyond to make their mark in the market.

Social Media Influencer

Young connected customers are highly influenced by social media



- No, I rarely or never base my decision upon what's happening in my social network
- Yes, I only occasionally base my decision upon what's happening in my social network
- Yes, I frequently base my decision upon what's happening in my social network

Channels:



Social Media Channels

	More Reach, More Leads		TG: B2B Connects with Developers, Builders,
	More Reach, Brand Awareness		Personalized marketing & AI chat Bot for queries
	Visibility, Niche marketing		TG: Working Professionals
	Smart Home Podcasts		Bring clarity, Convince potential customers

Advertisement Strategy

- Launch of campaigns** would be event specific, based on festivals, days, season, etc
- Regularity** in follow-ups from the first-time visit customers through **Whatsapp AI Chat Bot**
- Tonality report** after completion of campaign
- OOH (Out of Home)** campaigns around key areas (busy streets)
- Promote the **core competency** of Beyond as a **Smart Experience**
- Create an **Impact** in the minds of **TG** through communal betterment, make an **emotional connect**
- Brand Identity: Exquisite, Intelligent**



Whom should we target?

Influencers

Tanmay Bhatt
Technical Guruji
Pankaj Tripathi
Tech Burner
Anumita Singh

A mix of **mega, macro and micro** influencers

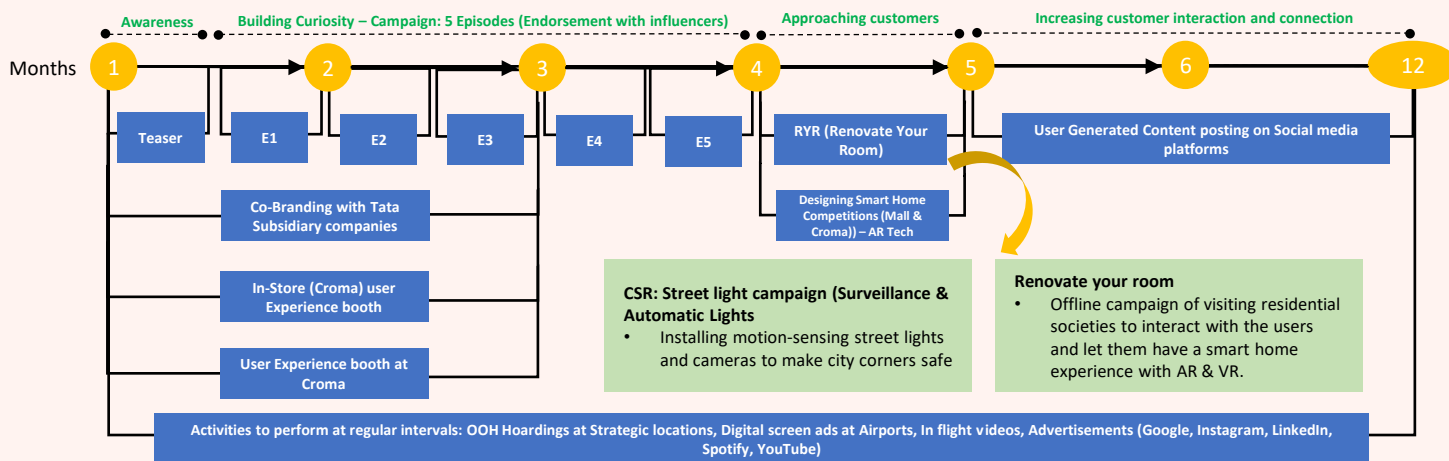
Influencers who have made a major **come-back** will tell their story of life transformation for the web series

Influencer Marketing

- Transforming** Tech youtuber's & Vloggers room into beyond smart rooms
- Asking them to promote Beyond Smart Homes via **Reels, Posts/Instagram** Snapchat Stories/**spotlight** **YouTube Shorts** and **Videos**

Building a future community

Online & Offline Campaigns



Advertisement Financials

Commercial ad costing

	Overheads	Episode 1 (30 Sec)
Production services	Light Department (Baby lights)	₹ 30,000
	Camera and lens rentals	₹ 30,000
	Costume & make-up charges	₹ 25,000
	Art director (Scene setup)	₹ 30,000
Post production services	Editing services	₹ 20,000
Other charges	Digital intermediate team	₹ 20,000
	VFX team	₹ 25,000
	Director (1)	₹ 50,000
	Cameraman (2)	₹ 30,000
	Executive producer (2)	₹ 60,000
	Line producer (2)	₹ 50,000
	Actors (4)	₹ 80,000
		₹ 4,50,000

This is the average cost to shoot one commercial advertisement.

Social Media Ads - Costing

Video	Tenor (days)	Target Views	Cost per view	Total Cost	Cost/ day
LinkedIn Videos	30	50000	₹ 520	₹ 26,000	₹ 867
Video	Tenor (days)	Target Views	Cost per view	Total Cost	Cost/ day
YouTube Video Ads	30	100000	₹ 8	₹ 8,00,000	₹ 26,667
Video	Tenor (days)	Target Views	CPM	Total Cost	Cost/ day
Instagram	30	100000	₹ 320	₹ 32,000	₹ 1,067
Per month expense on social media ads: INR 8,58,000					

User Experience – Croma costing

Overheads	Budget
Booth Installation	₹15,000
Designer Cost	₹2,000
Electricity/day	₹500
	₹17,500

17 Selected stores || Primarily in the southern states

Selection Criteria

- High per capita income in the southern state
- Major cities are included (Delhi, Mumbai, Kolkata, etc.).
- Higher search for **keywords** like Smart homes

CSR: Street light

Overheads	Budget
Cameras (3)	₹ 29,700
Bulbs (5)	₹ 7,000
Billboard (1)	₹ 20,000
Unipoles (1)	₹ 10,000
Installation	₹ 3,300
	₹ 70,000

Offline Campaign in Delhi streets

Total Costing = No of cities * avg cost

17 * 17,500 = **INR 2,97,500**