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## “A Study on Out-Of-Home Advertising and Analysis of Promotional Marketing Activities”

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### ABSTRACT :

The success of a project, especially one that hinges on robust marketing, dedicated customer engagement, and razor-sharp sales tactics, lies in a well-crafted strategy. Here's a detailed approach that can drive this endeavor to fruition.

Begin with a deep dive into market research and analysis. The importance of understanding your target audience, the competition, and prevailing market trends cannot be overstated. By pinpointing the industries and businesses that stand to gain the most from your digital screen product, you're setting a clear course.

Equally vital is the art of customer segmentation. Classifying potential clients based on parameters such as their industry type, company size, geographic location, and unique requirements can lead to more tailored and effective pitches.

Then there's the realm of customer engagement, which has transformed in this digital age. Consider enhancing your digital screens with interactive features—think along the lines of polls, quizzes, or even platforms for user-generated content. Such initiatives not only make the screens more engaging but also foster a two-way dialogue, offering invaluable feedback.

The prowess of your sales team is your frontline weapon. A well-informed team, adept in the product's intricacies and trained in the nuances of effective selling, can make a world of difference. Their ability to sieve out high-potential leads from the rest can significantly enhance conversion rates.

Lastly, the lifeblood of any sales-centric endeavor: lead generation. A blend of both inbound and outbound strategies can cast a wider net. Innovative methods like dedicated landing pages, webinars, and workshops can act as magnets for capturing leads, propelling your project toward success.

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### Introduction:

The field of advertising has seen a transformative evolution with time. One of its prominent features is the Out-of-Home (OOH) advertising, which focuses on reaching consumers when they are outside their homes. Varsha Brand wave Pvt. Ltd., as a participant in the advertising domain, has also shown a keen interest in OOH campaigns. This review seeks to cast light on the extant literature surrounding OOH advertising and the promotional marketing activities, placing an emphasis on the practices of Varsha Brand wave Pvt. Ltd.

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### OOH Advertising: A Brief Overview:

OOH Advertising is the term used for any advertising that targets consumers when they are outside their homes. This includes traditional formats like billboards, transit posters, and airport displays, as well as newer forms like digital billboards, kiosks, and other interactive mediums.

#### *Benefits of OOH Advertising:*

**High Visibility:** Placing assets in strategic locations ensures high visibility to a vast number of individuals.

**Cost-Efficient:** With extended campaign periods and wide reach, OOH often yields a commendable return on investment.

**Innovative Approaches:** Digital OOH now facilitates the display of dynamic content, leading to more captivating advertisements.

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### Promotion Marketing Activities:

This pertains to the strategies and techniques that organizations employ to market their products, services, or brand to their desired audience.

1. **Traditional vs. Digital Promotion:** While traditional promotion encompasses TV, radio, print, and OOH, digital promotion includes tools like social media, emails, and online advertisements. Each has its unique advantages and challenges.

2. Integrated Marketing Communication (IMC): IMC involves ensuring that promotional messages are consistent across all channels, reinforcing a coherent brand image and message.

#### ***Varsha Brand wave Pvt. Ltd. in the OOH Landscape:***

Varsha Brand wave, renowned for its innovative strategies, has effectively harnessed the OOH platforms, merging it adeptly with other promotional undertakings.

1. Notable Campaigns: Varsha Brand wave has executed various OOH campaigns that have garnered attention and have been subjects of discussion in many industry platforms.
2. Digital Integration: The company has seamlessly combined digital media with its OOH campaigns, bestowing a more holistic experience upon its audiences.
3. Challenges and Opportunities: Though Varsha Brand wave has tasted success, the OOH domain does come with its share of challenges, like location restrictions, ecological concerns, and evolving consumer behaviors. But inherent in these challenges are hidden opportunities.

#### ***Fundamental Analysis:***

1. Return on Investment (ROI): There's ample evidence to suggest that OOH advertising can provide a substantial ROI, especially when intertwined with digital facets. For Varsha Brand wave, determining the ROI of their OOH initiatives can be instrumental for planning future campaigns.
2. Consumer Engagement Metrics: It's vital for an establishment like Varsha Brand wave to grasp consumer engagement levels. Advancements in technology now enable tracking metrics such as viewability, interaction rates, and conversions, even for OOH advertisements.
3. Market Trends: A rigorous analysis of market inclinations can guide Varsha Brand wave in tailoring its OOH strategies to resonate with consumer preferences.

#### ***Conclusion:***

While OOH advertising has been a cornerstone of promotions for ages, it continues to maintain its relevance in the marketing mix. For companies like Varsha Brand wave Pvt. Ltd., both challenges and opportunities arise from amalgamating time-tested OOH methods with modern-day digital innovations. The available literature and fundamental evaluations point towards a hopeful horizon for OOH, as long as it's strategically harnessed.

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#### **Objectives of the Research:-**

- Boost public engagement in advertising for a balanced 'Yes' and 'No' response, enhancing campaign reach.
- Shift towards digital platforms to create a more even mix with traditional methods, transforming advertising strategies.
- Tackle Digital Out-of-Home (DOOH) advertising concerns, emphasizing safety, revenue optimization, and effective maintenance.

Swiftly address customer concerns, prioritizing satisfaction and loyalty through efficient problem resolution and service quality improvement.

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#### **Research Methodology :**

##### ***Data Collection:***

The primary data was collected through Questionnaire & Personal Interviews.

##### ***Sampling procedure***

Type of research	Descriptive research
Data source	Primary data
Data collection method	Interview and survey
Data collection tools	Questionnaire
Sample size	300
Sampling area	Pune

1. **Data Collection:** Gather both primary and secondary data.

Primary Data: Conduct surveys, interviews, and focus groups with existing and potential customers, as well as industry experts.

Secondary Data: Collect data from industry reports, market research studies, and competitors' strategies.

**Market Analysis:** Analyze the data collected to understand market trends, customer preferences, and competitor strategies. Identify opportunities and threats in the market.

1. **Performance Metrics:** Define key performance indicators (KPIs) to measure the success of the enhanced strategies. These could include conversion rates, customer acquisition cost, and revenue growth.
2. **Implementation:** Roll out the enhanced strategies across marketing and sales teams. Ensure that all relevant stakeholders are trained and aligned with the new approach.

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## Data collection

### Primary data collection:

1. **Customer Surveys:** Design surveys to gather insights from existing and potential customers. Ask questions about their preferences, pain points, and expectations regarding digital screen products. You can use tools like Survey Monkey or Google Forms to create and distribute surveys.
2. **Interviews:** Conduct in-depth interviews with a select group of customers and industry experts. This qualitative data can provide valuable insights into customer behavior and market

### Secondary Data collection

1. **Market Research:** Access secondary data sources such as industry reports, market research studies, and competitor analyses. Look for trends, market size, growth potential, and other relevant information.
2. **Website and Social Media Analytics:** Utilize tools like Google Analytics and social media insights to gather data on website traffic, user behavior, and engagement. This data can help optimize online customer acquisition strategies.
3. **Sales Data:** Analyze your historical sales data to identify patterns and trends. Look at factors like seasonality, customer segments, and geographical preferences.
4. **Online Feedback and Reviews:** Monitor online platforms, forums, and review websites for feedback about your product and competitors. This can provide insights into customer sentiments and pain points.

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## Data Analysis & Visualization:

- Data collected from the questionnaire and secondary sources are analyzed to find out important information from it.

Data analyzed needs to be compiled in the most meaningful way to take away the most from it.

### Data Collection Tool:

- A questionnaire was prepared to understand the Managers response to the OOH.
- The questions were presented in a one-to-one interview with each of the respondents.
- Responses were thoroughly analyzed.
- conclusion had been arrived at using the response of the concerned person and not on the questionnaire alone.

In this context the questionnaire was a full-fledged one and was made with an intention of getting the main Information as the POC (Point of contact) do not have much time to spare and questionnaires may irritate them. So, the questionnaire used in my research was crisp and aimed at getting the required information in the last time, also the questionnaire was used for the primary purposes.

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## Data Analysis: -

1. Is society currently engage in advertising initiatives

		No. of responses	% of respondent
1.	Yes	100	33.33
2.	No	200	66.66
	<b>Total</b>	<b>300</b>	

### Analysis:

From the above pie chart, 33.33% of the respondents are engaged in advertising campaigns.

### Interpretation

From the stated data, one-third of the respondents are actively involved in advertising campaigns. This signifies a significant portion of the sampled group recognizes the importance of advertising in their operations or strategies. Such a substantial percentage indicates that advertising plays a crucial role in the endeavors of these respondents, be it for product promotion, brand awareness, or other objectives. Conversely, this also means that 66.67% of the respondents are not engaged in advertising campaigns, which could be due to various reasons like different business models, budget constraints, or a focus on other promotional methods. While advertising is a primary strategy for a third of the group, the majority remain unengaged in such campaigns.

2. Society is engaged in digital or other advertising initiatives.

		Responses	% of respondent
1.	Digital	30	30%
2.	Traditional	70	70%
	<b>Total</b>	<b>100</b>	

**Analysis:**

Among the respondents, 70% prefer traditional methods, while 30% lean towards digital. This shows a clear majority still favor traditional approaches over digital in the given context.

**Interpretation:**

The statement highlights that societies have limited awareness and understanding of Digital Media advertising, partly due to its novelty. Their unfamiliarity leads to hesitancy in adoption. To address this, the company is advised to promote DOOH Advertising more aggressively and ensure high customer satisfaction. By enhancing awareness and building trust through positive experiences, the company can encourage societies to embrace this new technology.

3. Primary concerns regarding DOOH

Primary concerns	Responses	% of respondent
Safety and Security	90	30%
Aesthetics	30	10%
Revenue generation	60	20%
Resident feedback	30	10%
Maintenance	60	20%
Other	30	10%
	<b>Total</b>	<b>300</b>

**Analysis:**

Safety and Security is the primary concern, with 30% of the responses indicating its importance.

**Revenue generation** and **Maintenance** are both secondary concerns, each capturing 20% of the analysis.

**Aesthetics**, **Resident feedback**, and **other** factors each represent 10%, suggesting lesser importance compared to the first three.

**Interpretation:**

"Safety and Security" stands as the predominant concern at 30%, indicating the importance of ensuring

that any initiatives, DOOH installations, prioritize safety. The equal emphasis on "Revenue Generation" and "Maintenance" at 20% each suggests a balanced view between the potential financial benefits and upkeep costs. "Aesthetics" and "Resident Feedback," each at 10%, highlight a need for installations to be visually appealing and positively received by the community. The "Other" category, also at 10%, indicates diverse concerns that might need further exploration. While safety is paramount, a comprehensive approach addressing aesthetics, revenue, and maintenance is crucial for broader acceptance.

#### 4. Customer satisfaction

Sr. No.	Concern Resolve	respondent	% of respondent
1.	Yes, and I was satisfied with the resolution	135	45%
2.	Yes, but the resolution could've! been better	102	34%
3.	No, it was not addressed	42	14%
4.	I've never had a negative experience	21	7%
	<b>Total</b>	<b>300</b>	

#### Analysis:

45% of the respondents confirmed their concerns were resolved, expressing satisfaction with the outcome.

34% acknowledged that while their concerns were addressed, the resolution could have been more effective or satisfactory.

14% were clear in stating their concerns went unaddressed, suggesting lapses in customer service. A notable 7% have never experienced any issues, pointing to a cohort of entirely content customers.

#### Interpretation:

While a substantial majority (79%) received some form of resolution, nearly half felt there was room for improvement or were dissatisfied with the response. This underscores the need to enhance the resolution process to better meet customer expectations. The presence of 7% of respondents without any negative experiences indicates there's a standard of service the company is capable of delivering and should aim to consistently provide for all its cuts.

#### Findings:

- Engagement in Advertising Initiatives: Approximately 33.33% of the respondents are actively engaged in OOH advertising campaigns. This suggests that OOH advertising plays a significant role in the operations or strategies of a portion of the sampled group.
- Awareness of OOH Advertising: A substantial majority (60%) of respondents are aware of Out-of-Home (OOH) advertising. This indicates a good level of reach and penetration for this advertising medium among the surveyed group.
- Primary Concerns Regarding OOH: Safety and security are the primary concerns associated with OOH advertising, with 30% of respondents highlighting this issue. Other concerns include revenue generation (20%) and maintenance (20%).
- How Respondents Know Varsha BrandWave Pvt. Ltd.: The most common way respondents are familiar with Varsha BrandWave Pvt. Ltd. is through friend/family recommendations (54.66%), followed by social media (23%) and online advertisements (12%).
- Factors Influencing Purchase Decisions: The most significant factor influencing purchase decisions for respondents is the salesperson's approach (33%), followed by product features (26%). Pricing (17%), customer reviews (14%), and special offers (10%) also play roles in influencing decisions.
- Rating of Product/Services: Almost 74% of respondents rated the product/services as 'Good' or 'Excellent,' indicating strong customer satisfaction. However, 25.01% felt there's room for improvement, including 'Average,' 'Below Average,' and 'Poor' ratings.
- Customer Satisfaction: Around 79% of respondents received some form of resolution to their concerns, but nearly half of them felt there was room for improvement or were dissatisfied with the resolution.

#### Conclusions:

- Advertising Initiatives: There is notable engagement in OOH advertising campaigns among the sampled group, emphasizing the importance of advertising in their operations.
- OOH Advertising: There is a substantial awareness of OOH advertising, suggesting that efforts to promote and educate about this medium

- have been relatively successful.
- c) Concerns About OOH: Addressing safety and security concerns, optimizing revenue generation, and ensuring effective maintenance practices are essential for broader acceptance of OOH advertising.
  - d) Brand Recognition: Friend and family recommendations play a significant role in how respondents become familiar with Varsha BrandWave Pvt. Ltd. The company should leverage this trust to further enhance brand awareness.
  - e) Purchase Decision Factors: Salespeople's approach and product features are critical factors influencing purchase decisions. Focusing on effective sales tactics and continuous product development is vital.
  - f) Product/Service Satisfaction: While the majority of respondents are highly satisfied with the product/services, addressing concerns of the remaining quarter could lead to even higher customer satisfaction levels.
  - g) Customer Resolution: A significant portion of customers received resolutions to their concerns, but there's room for improvement in the effectiveness of the resolution process

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### Recommendations:-

Since 30% of respondents were not aware of OOH advertising, consider launching awareness campaigns to educate potential customers about the benefits and effectiveness of OOH advertising.

- **Enhance Safety and Security Measures:**  
As safety and security are primary concerns (30%), invest in robust safety measures for OOH advertising installations to address this concern and gain the trust of potential customers.
- **Leverage Word-of-Mouth:**  
Given that 54.66% of respondents knew about your company through recommendations from friends and family, incentivize and encourage satisfied customers to refer your services to others.
- **Optimize Sales Approach:**  
The salesperson's approach was the most influential factor (33%) in making purchasing decisions. Focus on training and empowering your sales team to effectively communicate the value of your products and services.
- **Diversify Marketing Channels:**  
While word-of-mouth is potent, diversify your marketing channels by continuing to invest in online advertisements (12%) and social media (23%) to reach a wider audience.
- **Address Concerns and Improve Customer Satisfaction:**  
Acknowledge that 25.01% of respondents rated your product or service as 'Average,' 'Below Average,' or 'Poor.' Use this feedback to identify areas for improvement and take steps to enhance customer satisfaction.
- **Implement a Resolution Improvement Plan:**  
Since 34% of customers mentioned that issue resolutions could have been better, consider implementing a resolution improvement plan to address concerns more effectively and satisfy customers.
- **Consistent Focus on Customer Service:**  
Ensure that all customer interactions, including issue resolution, maintain a high standard of service to continually meet and exceed customer expectations.
- **Maximize OOH Adoption Opportunities:**  
Leverage the openness to DOOH (80%) by developing and promoting innovative DOOH advertising solutions that align with the preferences of your target audience.
- **Market Research for Pricing Strategies:**  
Since pricing was a factor for 17% of respondents, consider conducting market research to optimize your pricing strategies and ensure they align with the perceived value of your offerings.
- **Measure and Monitor Progress:**  
Continuously measure and monitor the effectiveness of your advertising, customer satisfaction,

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