

MEDIA PLAN

7TH, 8TH & 9TH DECEMBER 2017
Hall 7 and 8, DUBAI WORLD TRADE CENTRE

CREDAI
PRESENTS
INDIAN PROPERTY SHOW

MEDIA	No. of Spots / Frequency	OCT 2017		NOV 2017				DEC 2017
		Week 3	Week 4	Week 1	Week 2	Week 3	Week 4	Week 1
Radio								
101.6 City FM	200							
89.1 Radio 4 FM	244							
97.3 / 88.8 Mirchi FM	248							
106.6 Gilli FM	106							
89.4 Tamil FM	106							
96.7 Hit FM	106							
106.2 Big FM	247							
105.5 Spice FM	116							
102.4 Suno FM	85							
Newspapers								
Gulf News	6							
Khaleej Times	1							
Daily Thanti	5							
Mathrubhoomi	2							
Malayalam Manorama	2							
Television								
Star Plus	132							
Life OK	78							
Star Gold	95							
Sony Television	199							
Set Max Asia	84							
Times Now	81							
Aaj Tak	81							
Colors TV	102							
NDTV 24x7 ME	81							
Imagine Movies	81							
Star Vijay (International Beam)	270							
Outdoor								
Bridge Banners on Strategic locations	3							
Email Campaigns with Outsourced Agencies								
	3.2 Million							
SMS Campaigns with Outsourced Agencies								
	1 Million							
Online								
Google ads / Facebook ads / App ads / Instagram ads								
Online Networking Banner ads								
India Network Sites*	1,000							
Gulf News	210							
Khaleej Times	125							
Dubizzle	125							
Bollywood Hungama	150							
Cross Promotion with Home Furnishing, Electronic Stores & Magazines								
Flyers to various Supermarkets / Electronic Stores / Exchange Houses / Indian Association Groups:								
Jumbo Electronics	50,000							
Jumbo Flyer Distribution								
Jumbo Emailer to Indian Database								
Jumbo - Social Media Coverage								
Homes R us - Flyer Distribution								
Tamil Sangam- Email / SMS / Online Campaign								
Indian Association Groups in Dubai								
India Club - Flyer Distribution								
Indian Business and Professional Council- IBPC								
Trav Tips - Flyer Distribution & Emailer to their Indian Database								
Al Ghurair Exchange - Email / Flyers / SMS Campaign	120,000							
Invitation Cards - Distribution to over 70 Indian Restaurants								
Public Relations (Approx over 120 clippings)								

Radio Spots

1458 spots across 9 Leading radio stations (101.6 City FM, 89.1 Radio 4, 88.8 Mirchi FM, 89.5 Hello FM, Tamil FM / Big FM / Spice FM / Suno FM / Gilli FM / 96.7 Hit FM)+ RJ mentions + Interviews + Online Coverage

Print Media

16 insertions across leading newspapers and Magazines- Gulf News, Khaleej times, Daily Thanti, Mathrubhoomi, Malayalam Manorama

Outdoor Banner

Bridge banner advertisements placed on the strategic location for 2 weeks

Cross Promotional

2 weeks of massive cross promotional campaigns across leading electronic stores / Home Furnishing / Indian Restaurants and Indian Association groups in Dubai

Television Media

1284 spots across 11 leading TV Channels

Flyers

Flyers distributed to various Supermarkets / Electronic Stores / Exchange Houses / Indian Association Groups

Google / Facebook

Massive Online Coverage across UAE

Public Relations

Massive Press Coverage across UAE

SMS Campaign

SMS blast over 1 Million HNI database

Direct Emailer

Email blast sent out to over 3 Million database

Invitation Cards

Distribution of 120,000 Invitation Cards to all the Indian restaurants