

# THE PRACTICAL MARKETER

BY SAURABH BAJAJ



**Saurabh Bajaj** serves as the Executive Vice President of Prepaid Marketing at Vodafone Idea. An esteemed graduate of Delhi College of Engineering and IIM Indore, Saurabh brings over two decades of rich experience in sales and marketing to his role. His impressive career spans several high-profile organizations, including Mondelez India, Diageo India, and Britannia Industries, where he has consistently driven growth and innovation.

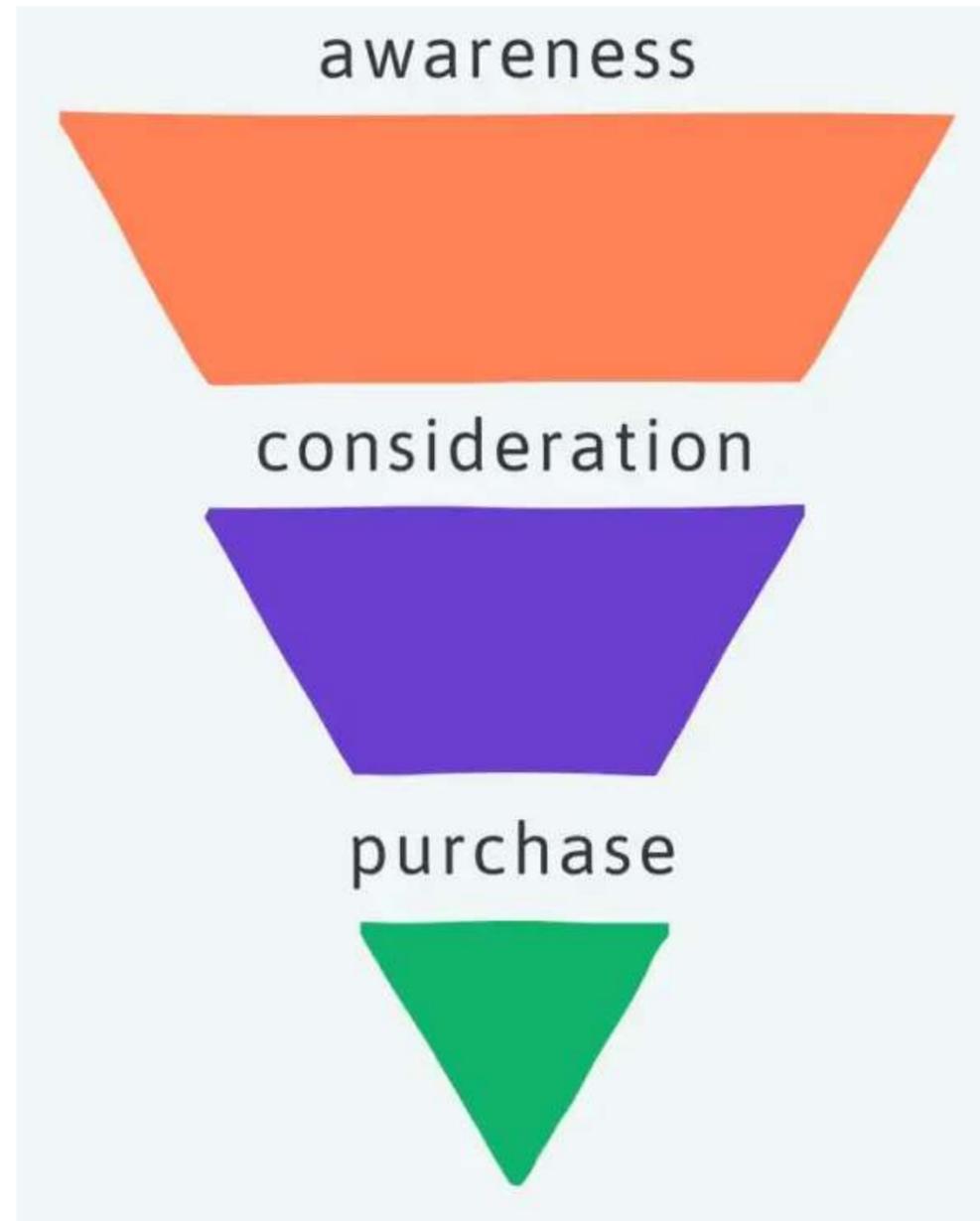


Lets get on to Execution

# Making the Media Plan



# Campaign Objective

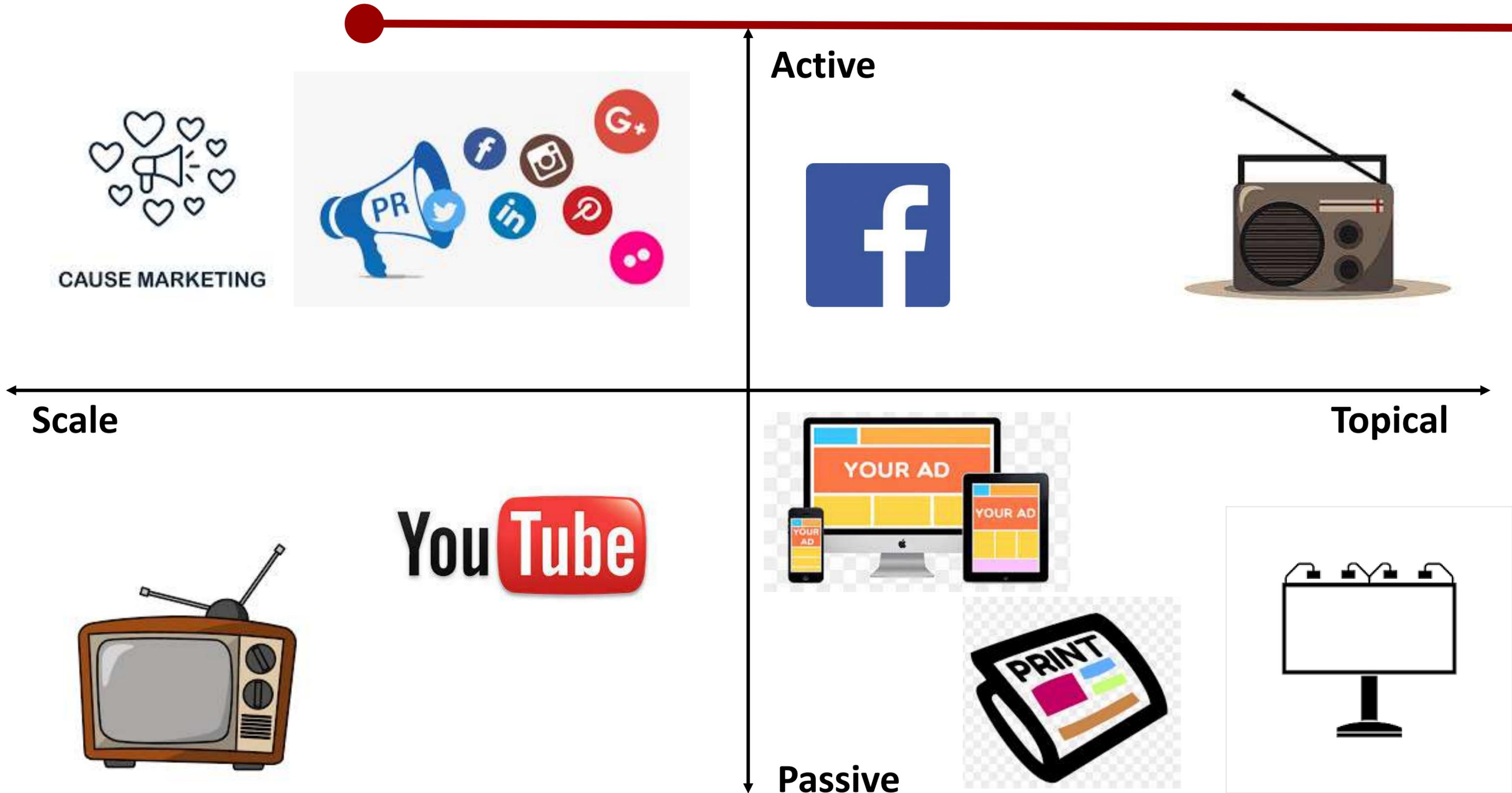


**Salience**

**Consideration**

**Persuasion**

# Role of Media Elements



# *Advertising : 1 thing you want to tell the Consumer?*



**What does she currently think about our Product?**

**What do we want her to believe about us?**



**What is the 1 thing you should say to make them believe this?**

# *What is the 1 thing you want your consumer to believe?*



**Don't worry  
about Body  
Odour with Axe!**

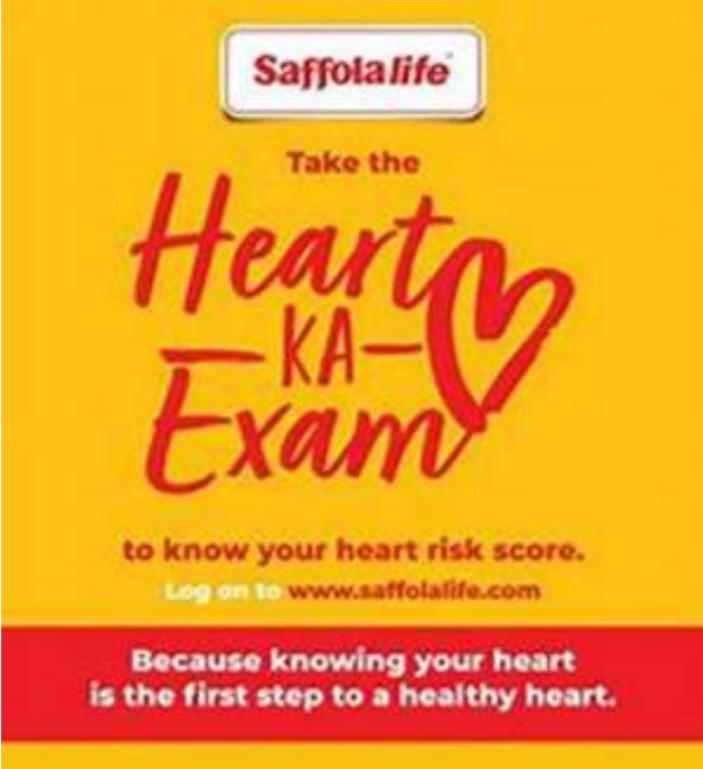
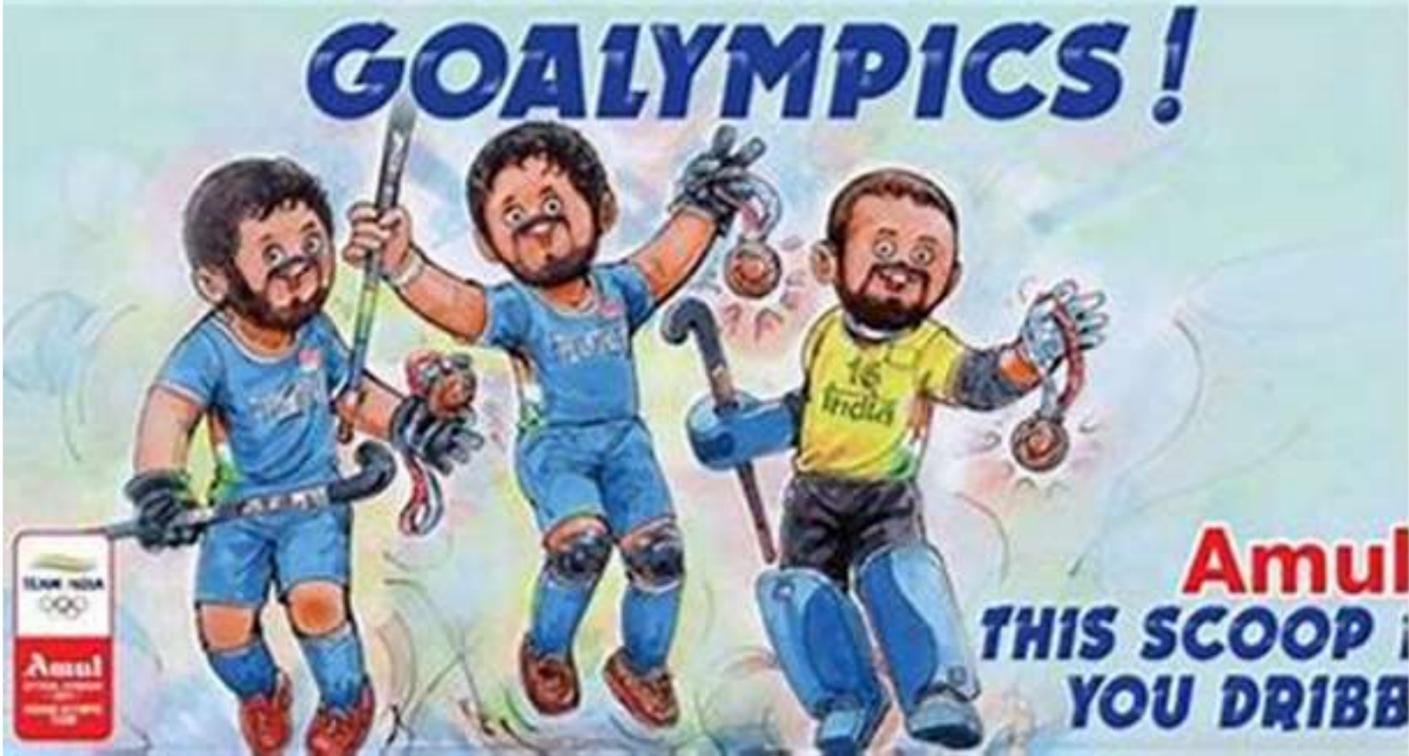


**Cadbury Silk is the  
softest & creamiest  
chocolate !**



**Fevicol is the  
best adhesive,  
Really!**

# How does your Brand participate in the Consumer's life in a relevant way?



# Saliency Campaigns : Scale & Passive : TV & YouTube Led



# Consideration Campaigns : Active : On Ground & Digital

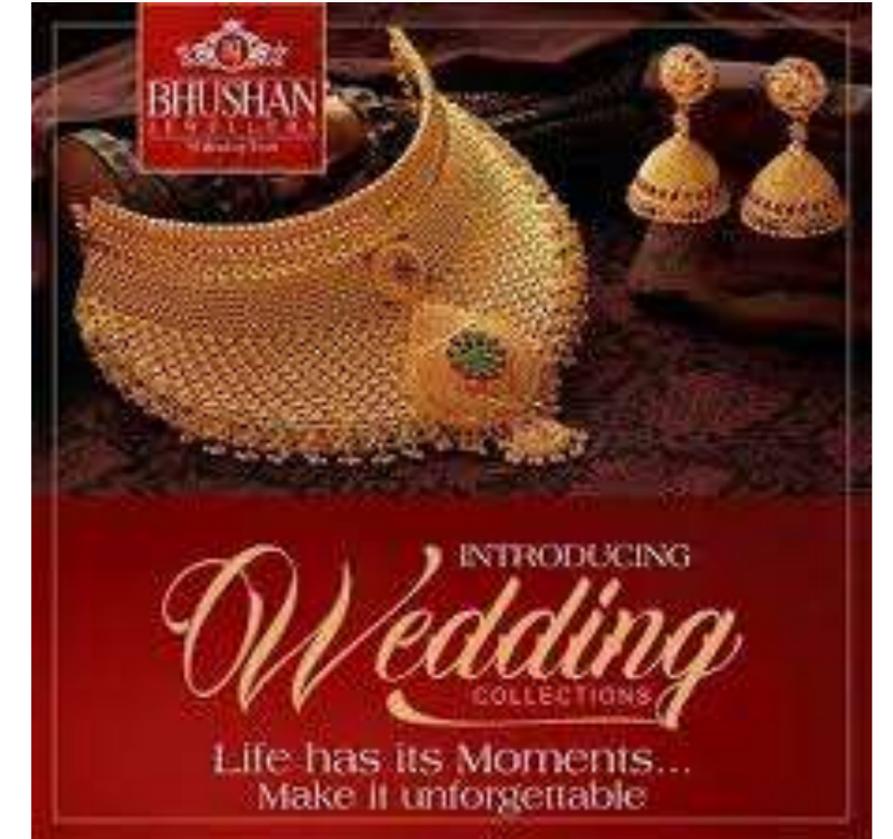


# Persuasion Campaigns : Active : Print



# Persuasion Campaigns : Topical : Outdoor

Diwali



Marriage  
Jewelery

# Salience Campaigns : Engagement : Outdoor + Print + Digital



**Thank You !**