

# Testimonials



We have had a positive impact on our shares in 2 out of the 3 western states. These 2 states, Maharashtra & Madhya Pradesh, are the ones where we used innovative media like gas & electricity bills - a unique offering of AXIS Media - to reach our customers for Closeup's new 15g small pack.

With this performance, we are encouraged to use your services in other geographies too.

		MS Val	MS Val		MS Vol	MS Vol	
		QTRFC0108	QTRFC0208	Change over Prev. Period	QTRFC0108	QTRFC0208	Change over Prev. Period
Maharashtra	CUP 15g	0.2	0.3	0.1	0.1	0.3	0.2
	Toothpaste Category (0-25g)	4.4	4.1	-0.3	3.9	3.7	-0.2
Madhya Pradesh	CUP 15g	0.2	0.4	0.2	0.1	0.3	0.2
	Toothpaste Category (0-25g)	3.6	3.6	0	3.3	3.3	0
Gujarat	CUP 15g	0.1	0.1	0	0.1	0.1	0
	Toothpaste Category (0-25g)	1.1	1.5	0.4	1	1.5	0.5

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“ Tata Sky advertised in Electricity bills - a coupon which gave the consumer Rs. 100/-off on a Tata sky connection. 50,000 sales worth Rs. 22 crore were made from the coupon itself ”

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Following is the summary of the activity and primary feedback on the same based on the market research :

We ran an SMS based contest on our short code wherein we received 19,000 responses across the 3 circles-Gujarat, Maharashtra and Madhya Pradesh.

The medium was well appreciated and noticed by masses, especially retailers who keep the copy every month as record and as consumers who save it as an identification proof. As per our Brand Track of the Electricity bills, the branding of Idea received 35% recall in Maharashtra (Pune, Nagpur and Nasik) and 20% in MP (Indore, Bhopal ).

We are pleased and would like to continue our association with this medium depending on our product launches and target group.

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Conceptually, the MSEB electricity bill was a good medium for a brand like Gelusil because :

It promised to multiply our reach through traditional media like television by 4x Help us to get into households where there was a need for antacids but low penetration of media, Geographic focus, Greater retention value, important for an OTC brand.

We used the medium in July 06 in Maharashtra, which is already a large and strong market for us. The communication has worked for us with Maharashtra showing increase in sales upto 21% from June to September, at a time when the antacid market dips due to seasonality. Sales in the rest of the country remained stagnant during the same period.