

iNfinityMedia

Company Profile





OUR PHILOSOPHY


We Own

We Commit

& We Deliver

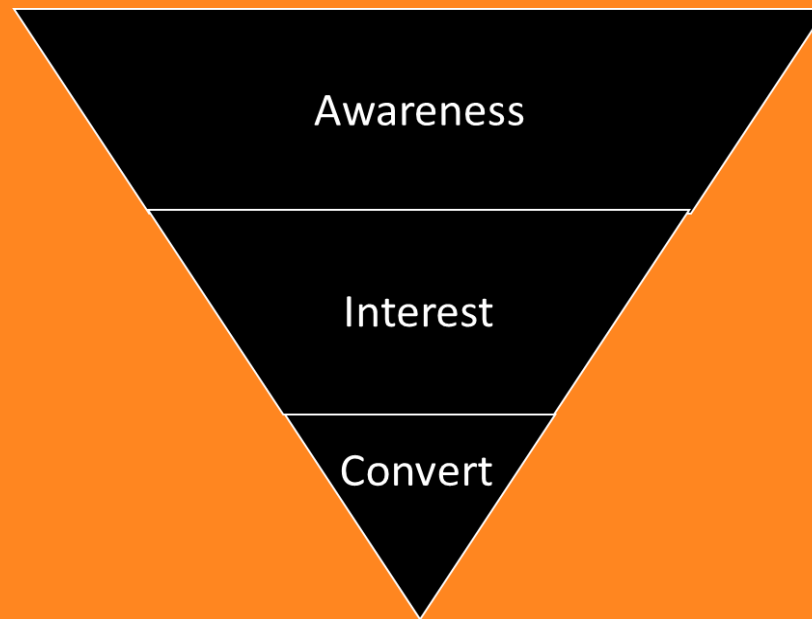


About Us:

- We host extensive Clienteles' and are an appointed OMA for Zong.
 - 10 + years of Industry Experience.
 - With a Dynamic team of professionals, we specialize in crafting tailored solutions to elevate brands and drive results.
 - PKR 102 Million + Turnover.
- 

Our Main Objective:

- To draw awareness, capture viewers interest and ultimately convert them into a consumer of our brand.



Drive:

- 1) Meeting and understanding your needs.
- 2) Brainstorming.
- 3) Setting Campaign Goals & Purpose.
- 4) Budgeting, setting timelines and allocating mediums (static, digital, and creatives).
- 5) Running our Campaign.
- 6) Execution & Monitoring.
- 7) Analyzing the results. Recommended: Pre & Post Campaign foot/website traffic and Sales data to set as a metric to gauge the campaign success.

How will it be done?

- By deploying Cutting-Edge ERP and Media Planning Solutions we offer the best sites in the vicinity in terms of visibility to lower the cost per eye ball making the best use of your budget and providing maximum reach.
- Boosting brand awareness and conversion by collaborating with our in-house design team to provide you with informative and persuasive advertising.



OVER THE YEARS



**Established
in 2014**



**10 Years of
Outdoor
Experience**



**Recognized
OMA**



**In-house
Creative
Department**



**Digital
OOH**



Strong R&D



10+ Years of SUCCESS

WE LEAD

First time in Pakistan

Digital Pole Signs

Executed By: Infinity Media Pvt Ltd

January 2015



SETTING TRENDS FOR BRANDING

Building Wrap Under Passes



The background features abstract, organic shapes in orange and dark grey. In the top left, there is a large, light orange arc with a smaller orange circle inside it. In the bottom right, there are dark grey, wavy shapes that resemble a stylized landscape or a series of peaks. A small white circle is visible within one of these dark grey shapes.

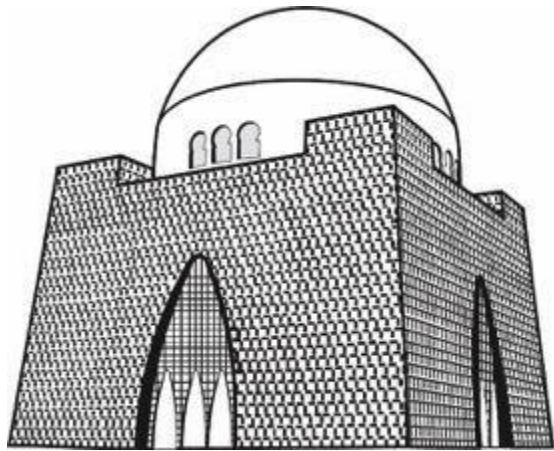
Leadership, Operational Strength and Control

OUR OPERATIONAL TEAM

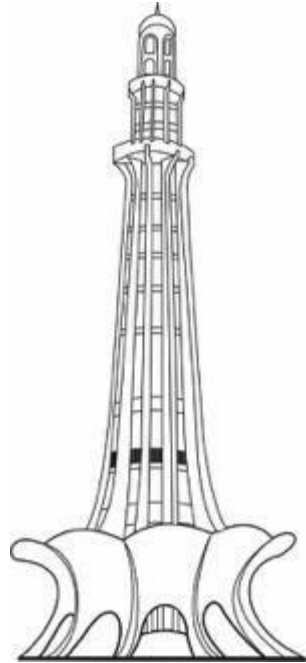


30 Permanent staff members

OUR OFFICES



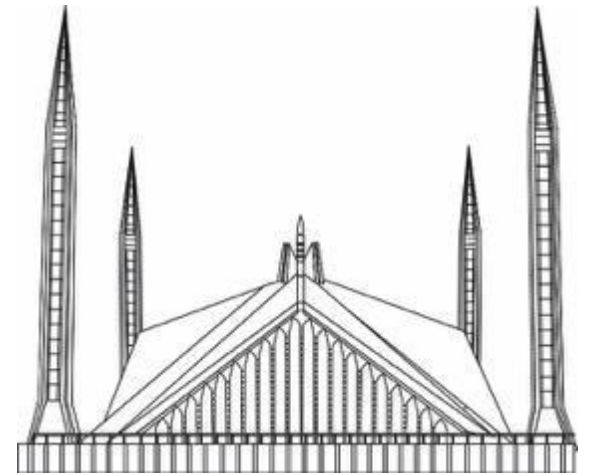
Building # 86-C, 3rd Floor, 11th
Commercial
Street. Phase 2 Extension, Khayaban-
e-Ittehad, DHA. Opp. NADRA Office,
Karachi
Ph: 0316-0284321



Workplace, 6th Floor,
Main Boulevard Gulberg
Ph: 0316-0294321



House # 16, Street 4, Y- Block,
New Multan
Ph: 0321-4333373



Office#11 & 12, 3rd Floor, Abass
Arcade,
5th Road Commercial Market, Satellite
Town, Rawalpindi
Ph: 0316-4524321

Great People We Work With

ZONG 4G
A NEW DREAM



Zaroori Hai

Coca-Cola



Mreet
CORPORATION LIMITED

Fatima
Fertilizer Company Limited

SHOEBOX
POWER OF CHOICE

TISSOT
Swiss Watches since 1853



STRATEGIC PLANNING

PLANNING TOOLS



MOVE

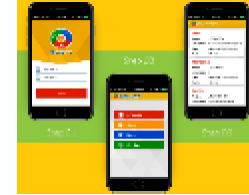
Benchmarking for new targets through analysis of old and used data for better efficiency to focus on parameters like

- Reach
- Frequency distribution



HAWKEYE

- 24/7 live monitoring with date/time stamp
- Proposed cost effective monitoring tool
- Easy access through mobile/laptop



PICSURVE

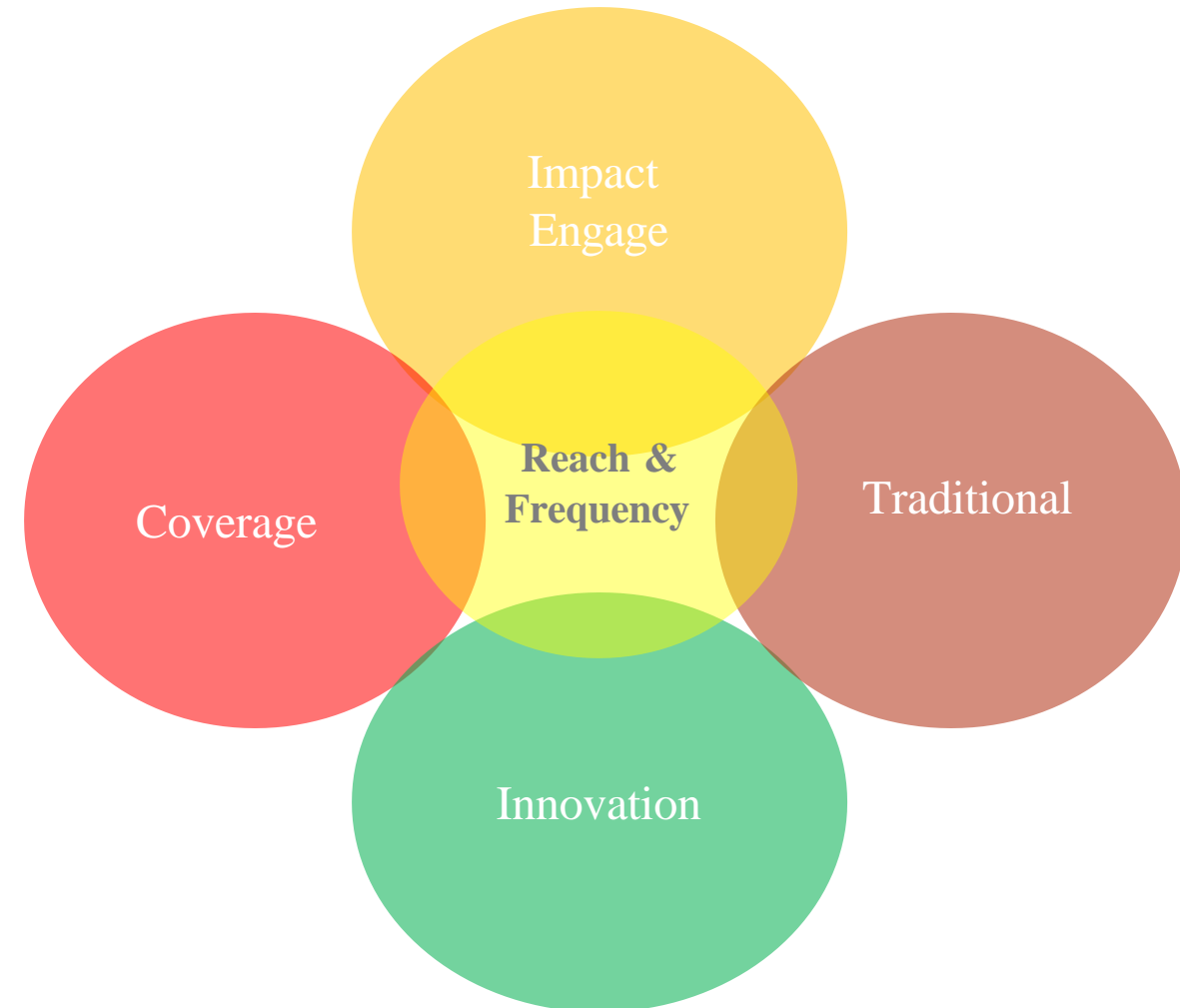
- Our in-house tracking app
- 3000+ sites 80+ vendors
- Nationwide on our database
- ONLINE TRACKING SOFTWARE (24/7)
CLIENT ACCESS

OOH PLANNING PROCESS



Metro Coverage – We are Trained !!

Demographics KNORR SOUP	LSM: 5+ TG: House Wife & Teen Geographic: KLI (Urban Area)						
	Frames	GRPs	Avg. Freq	Reach	Impact	Total Cost	Cost per GRPs
KHI	49	551	9	61%	47,423,119	7,500,000	13,612
LHR	8	67	2	35%	2,835,444	2,464,000	36,682
ISL	8	135	3	42%	1,651,597	1,165,500	8,649



It's all about Mix and ROI!!

OOH PLANNING PROCESS

OOH EVALUATION - METHODOLOGY

Traffic at proposed sites

- Number of vehicles
- In a specified time

Engagement

- How effective the message will be based on Size – Height, Clutter, Angle of view
- Engagement score
 - Average of Size Vs. Height, Clutter and visibility angle scores

Final Score

Technical Selection Criteria
Traffic X Av Engagement Score

Traffic

Number of vehicles / day

Score "A"

Size vs Height

Size		Height Points Criteria				
Size of site	Sq. Fts	15 Ft or less	>15 Ft but <30 Ft	>30 Ft but <45 Ft	>45 Ft but <60 Ft	Above 60 Ft
20x10 or less	200	0.85	0.75	0.65	0.55	0.45
>20x10 or equal to 45x15	675	0.9	0.8	0.7	0.6	0.5
>45x15 or equal to 60x20	1,200	0.95	0.85	0.75	0.65	0.55
> 60x20 or equal to 90x30	2,700	1	0.9	0.8	0.7	0.6
Above 90x30	2,700	1	0.9	0.8	0.7	0.6
Visual height from ground		Points Scored				

Score "B"

Clutter

Un cluttered = 1

Semi Cluttered = 0.75

Cluttered = 0.5

Note; Uncluttered site has no site within 50 meters, Semi Cluttered has one site within 25 meters

Score "C"

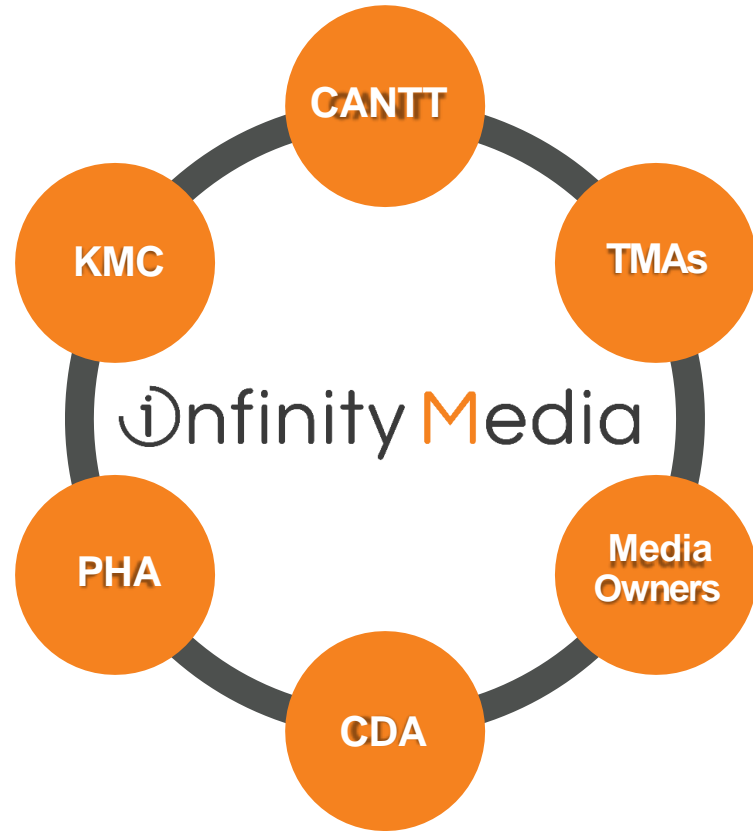
Visibility Angle

90 degree = 1

60 degree = 0.8

45 degree = 0.6

Negotiations and buying muscles



Edge to deal Smartly with Govt. authorities
Nationwide.



Trust by vendors on Infinity Media



BRIEF/OBJECTIVE

Enhance visibility of Brand “Tarang” in smaller towns



STRATEGY

Maximize The Exposure
Minimize The Investment

- ♦ DIFFERENTIATION
- ♦ ATTRACTIVE
- ♦ CLUTTER BREAKER
- ♦ COST EFFECTIVE
- ♦ IMPACTFUL
- ♦ INNOVATIVE



TRIKES

Why Trikes

- ♦ Not done by any brand
- ♦ Locally relevant
- ♦ Moving medium so higher number of eye balls
- ♦ Create hype around the brand
- ♦ Cost effective





EXECUTION

The following were executed and managed for 30 days

- ◆ Sindh & Baluchistan 14 Cities
- ◆ Central Punjab 13 Cities
- ◆ Southern Punjab 11 Cities
- ◆ 7 Trikes in each set (Total 3 Sets)
- ◆ 40% budget in Sindh, 29% in Southern Punjab and 31% In central Punjab



Budget = 8.87 Million



Eye Balls = 3 Million



Cost Per Eye Ball = Rs. 2.96



BRIEF/OBJECTIVE

Enhance the festivity of Jashan-e-Baharan. Creatively Incorporate the brand "Coca-Cola" in the overall festivities of Jashan-e-Baharan

STRATEGY

Strengthen the affiliations of Coca-Cola with Jashan-e-Baharan festival.



AGENCY'S APPROACH & WHY?

- ♦ Paint the town Red
- ♦ Achieve desired objective through illumination of roads and roundabouts
- ♦ Whenever there is festivity in our culture the house/buildings etc. are illuminated





EXECUTION

The following were executed and managed for 2 weeks in 2014.

- ◆ 8-Huge Entrance Gates
- ◆ 5,000 Streamers on roads
- ◆ LED Strips with Coca - Cola Sign Boards on major roads and intersections
- ◆ 300 Poles were covered with LED lights



EXECUTION

The following were executed
and managed for 2 weeks
in 2016



EXECUTION

Coca-Cola®



EXECUTION

Coca-Cola[®]





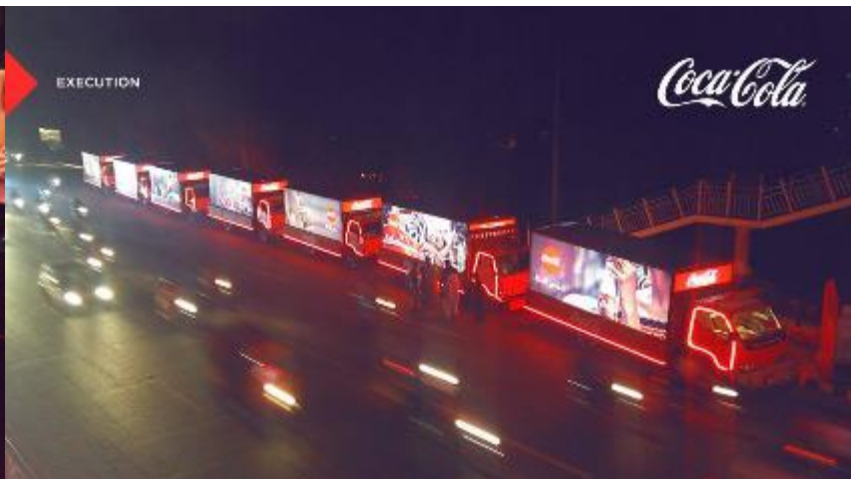
Our Projects

EXECUTION

The following were executed
and managed for 2 weeks
in 2016



EXECUTION



EXECUTION



1ST BRANDED SPRING FESTIVAL



AWARDS

WINNER
GOLD AWARD

Best Creative OOH Campaign
International Category



OUTDOOR ADVERTISING CONVENTION
2011

**CREATIVE
STRENGTH**





IMPACTFUL EXECUTIONS





SUPER WEEKLY MAX
25GB
Including 10GB YouTube.
Rs 194+tax/week (Rs 260/mon)
DIAL *220#



HAFTAWAR
LOAD
OFFER



CONVENTIONAL EXECUTIONS





MUST



MUST



Nurpur



Nurpur

MUST



MUST



Nurpur



Nurpur



Whistlez

Whistlez





Panadol

EFU





Zong



Total



QMobile



QMobile



QMobile



QMobile

QALCA-COLA



LIPTON



BLUE BAND



KNORR-N OODLES



GREE



HAIER



Creatives/DOOH













Reporting & Monitoring

- With our offices in Karachi, Lahore, Islamabad & Multan. Infinity commits to provide an effective monitoring for all of your brands.
 - We also provide DMR (Daily Monitoring report) with photographs.
 - Corrective measures are taken within 24 to 48 hours.
 - We at Infinity will be your eyes and ears, providing your team with Market Intelligence reports. The reports will include the following.
 - Upcoming market trends in the industry with respect to OOH medium.
 - Changes in road networks.
 - Changes in city administration bylaws
 - Upcoming branding and medium opportunities
 - Competition Activities & SOV/SOS analysis
 - Activities of other non-competing brands
- 



Transparency

- OOH plans will have details of all the vendors whose assets will be used.
 - We at Infinity Media propose that the PO should be generated in the name of the vendor, & payment should be done directly to the vendor.
 - Our books of accounts (**Your Account**) will be open at all times for Audit purposes.
 - A dedicated financial accounts person will be working on (**Your**) account to ensure correct and timely invoicing and also manage vendor reconciliation.
- 

Safety Protocols



Training Equipment

All the Fall Protection Equipment's should comply to OSHA/ANSI/CSA or EN Standard.

- ◆ Full Body Harness with Front, 02 Sides & 01 Back D Ring.
- ◆ Twin Leg/Y Leg Shock Absorber Lanyard.
- ◆ Work Positioning Lanyard.
- ◆ Gloves (As per OSHA/ANSI/CSA)
- ◆ Safety Shoes (As per OSHA/ANSI/CSA)
- ◆ Tool Bag with Water Bottle.
- ◆ Helmet with Chinstrap (As per OSHA/ANSI/CSA)
- ◆ Safety Goggles (As per OSHA/ANSI/CSA)



Harness Construction: 4 attachment points (dorsal & frontal D-ring and Lateral D rings), 6 adjustment points. If dorsal is not provided then it is still acceptable

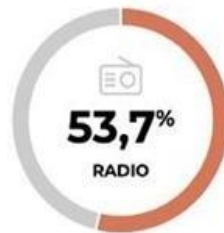
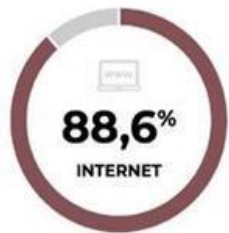
Why go for OOH ?

71% of people consciously look at billboards while driving.

OOH can potentially increase reach up to 300%

Avg site occupancy of OOH in cities is around 70%, which can help you to amplify your brand presence.

OOH Advertising Surpasses TV Advertising in Spain with 82%!



Why Choose Infinity ?

Since 2014.

Dynamic team of professionals to enhance your brand reach.

With an extensive portfolio of satisfied clients like Coca-Cola, Nurpur, and Q-Mobile, we are one of the best in the industry for building brands

Appointed OMA for Zong.



∞nfinity Media
We drive....!

