

The Media Ant

Empowering All To Advertise

India's No.1 Media Agency

Managing 3,000+ Unique Brands Nationwide



Competitor analysis – Brand 3

Index



Share of Voice



Brands Share by Media Type



Where brands are spending?

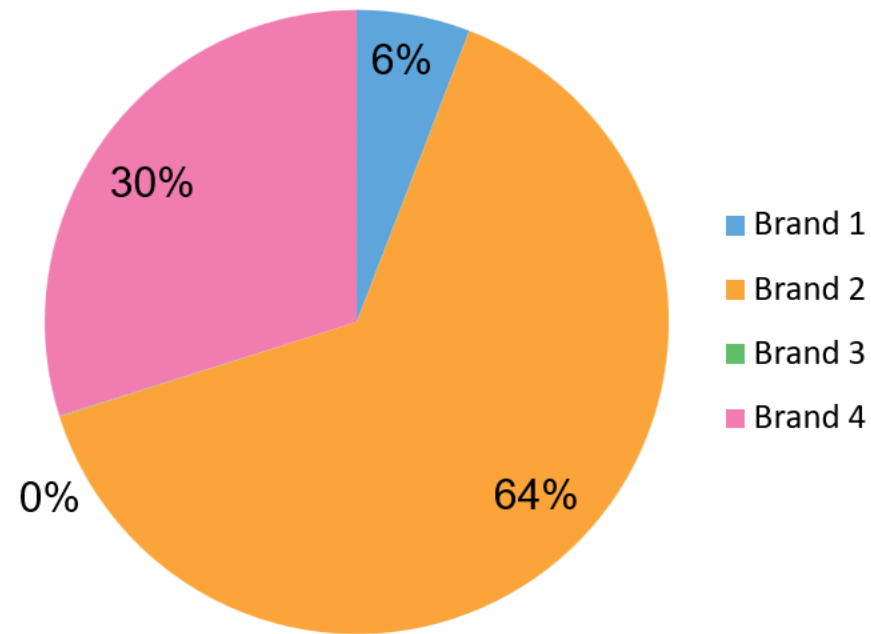


Media Level Insight



Share of Voice

Top Brand By Spend - Brand 2



Sources: TV, Radio, Print (AdEx), and Outdoor (TOM)

Data Coverage:

TV and Print: Pan-India

Radio: 18 Stations

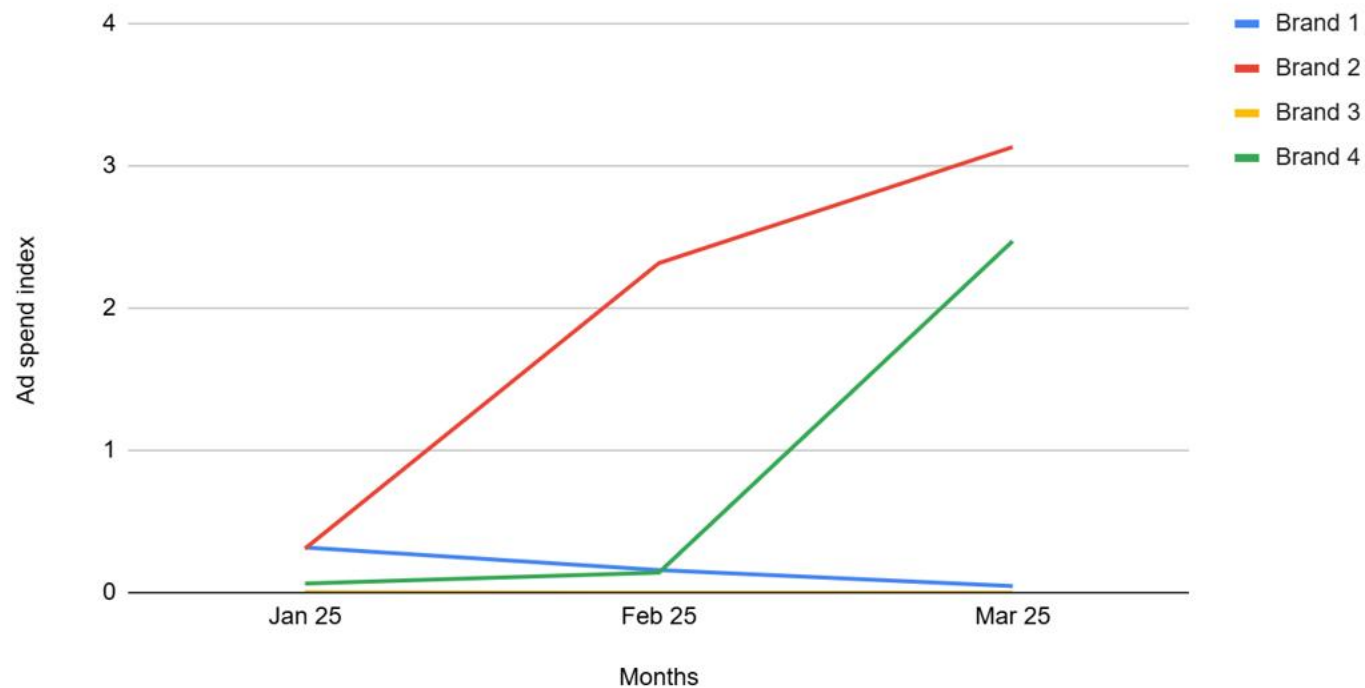
Outdoor: Top 8 Metro Cities

Spends are estimated and may not be exact as per closed campaigns.

Time Period: Jan 25 - Mar 25

Brands Spend Seasonality

➤ Peak Ad Spend Months - **Mar 25, Feb 25**



Sources: TV, Radio, Print (AdEx), and Outdoor (TOM)

Data Coverage:

TV and Print: Pan-India

Radio: 18 Stations

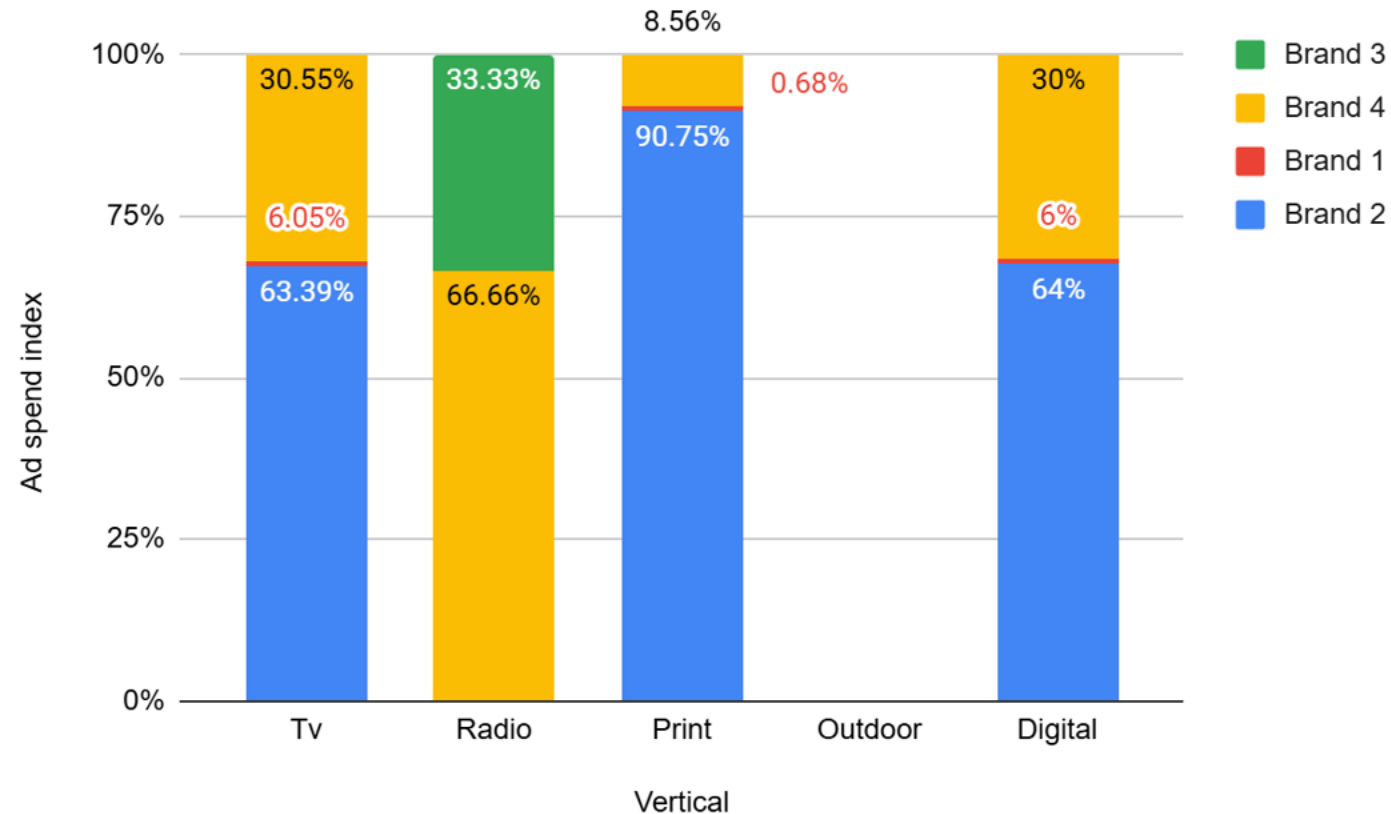
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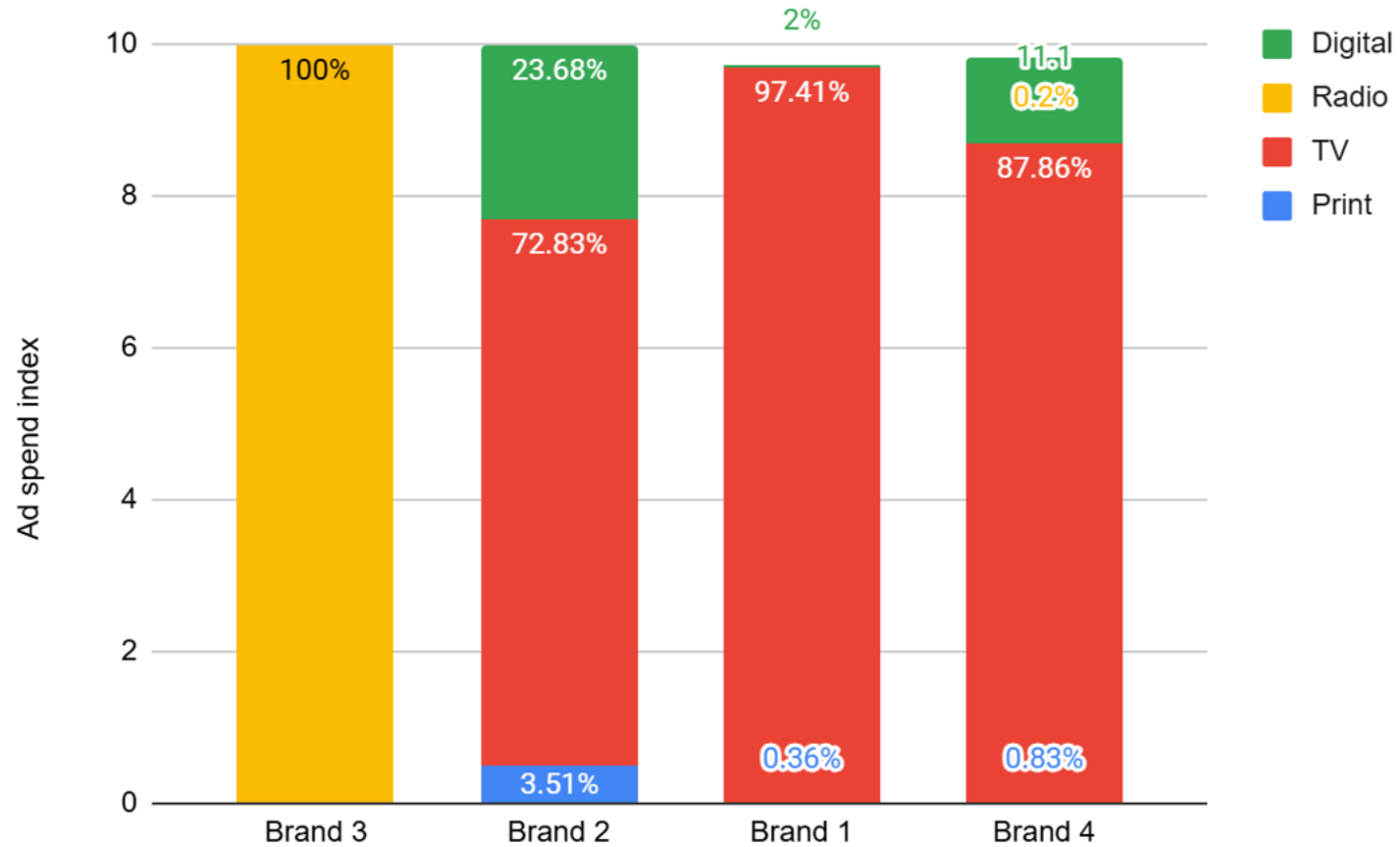
Brands Share - Media Level

- Top Brand by Spend in Print - **Brand 2**
- Top Brand by Spend in Radio - **Brand 4**
- Top Brand by Spend in Digital - **Brand 2**
- Top Brand by Spend in Outdoor - **N/A**
- Top Brand by Spend in TV - **Brand 2**



Time Period: Jan 25 - Mar 25

Where are Brands Spending?



Sources: TV, Radio, Print (AdEx), and Outdoor (TOM)

Data Coverage:

TV and Print: Pan-India

Radio: 18 Stations

Outdoor: Top 8 Metro Cities

Spends are estimated and may not be exact as per closed campaigns.

Time Period: Jan 25 - Mar 25

Summary



Top Brand By Spend - Brand 2



Peak Months by Ad Spend - Mar 25, Feb 25



Top Brand by Spend in Print - Brand 2



Top Brand by Spend in TV - Brand 2



Top Brand by Spend in Radio - Brand 4



Top Brand by Spend in Outdoor - N/A



Top Brand by Spend in Digital - Mrf

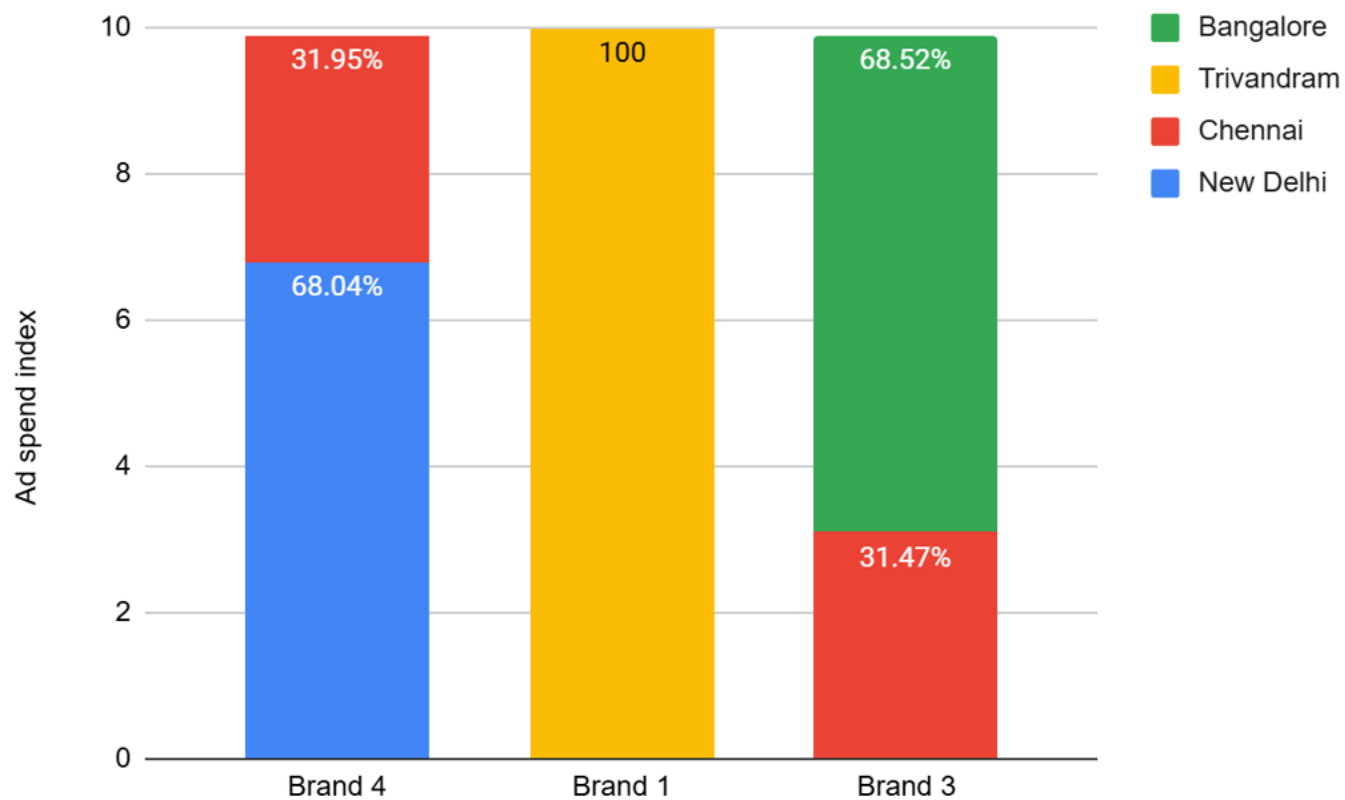




Radio Spends Top Cities



Top Cities Based on Ad Spend



Time Period: Jan 25 - Mar 25

Radio Spend & Ad Strategy



Details	Preferred Station	Preferred Days
Brand 4	Ht Fever-del	FRI & THU
Brand 1	Red Fm-tvm	FRI & THU
Brand 3	Radio Mirchi-pune	WED & TUE

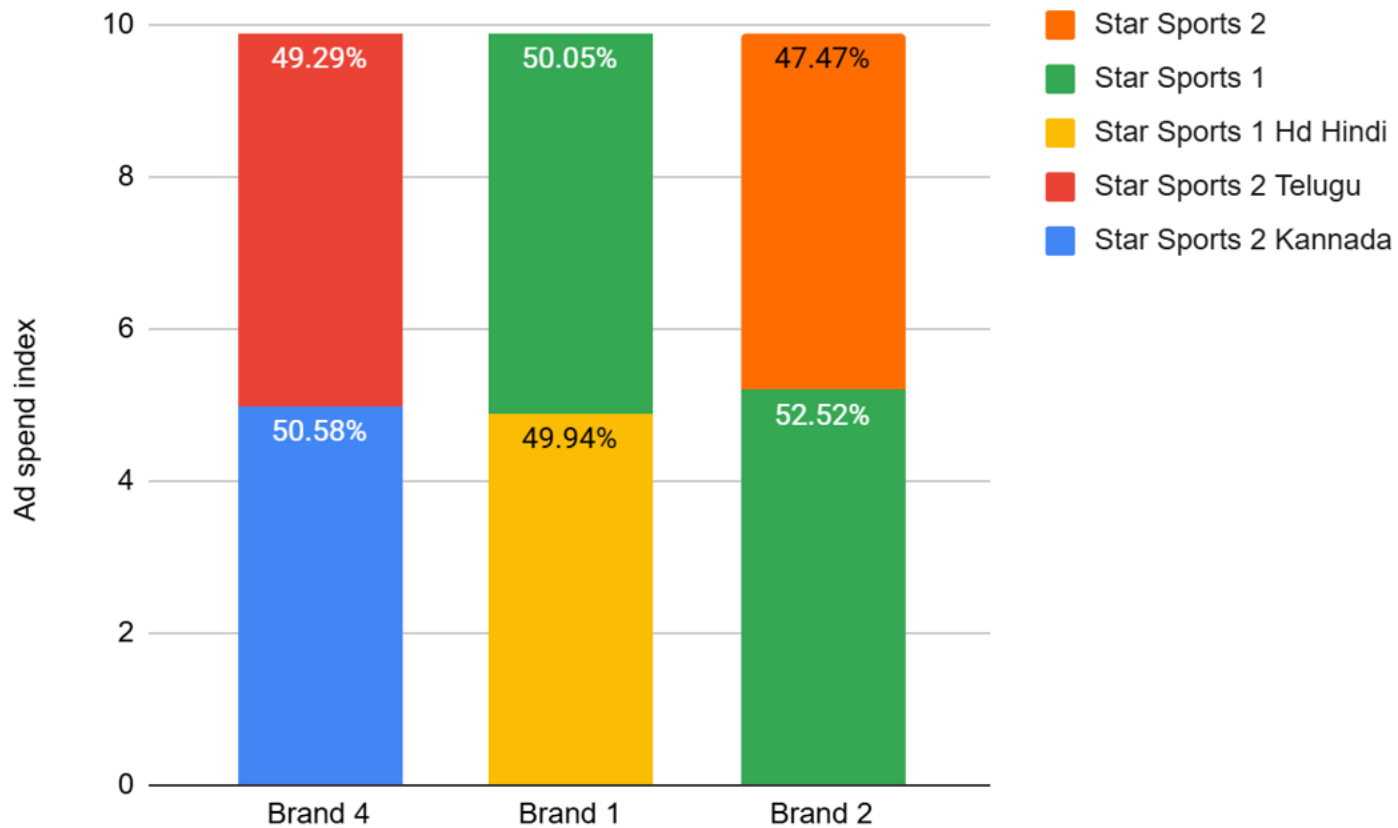
Time Period: Jan 25 - Mar 25



TV Spends Top Genres



Top Channels Based on Ad Spend



Time Period: Jan 25 - Mar 25

TV Spend & Ad Strategy

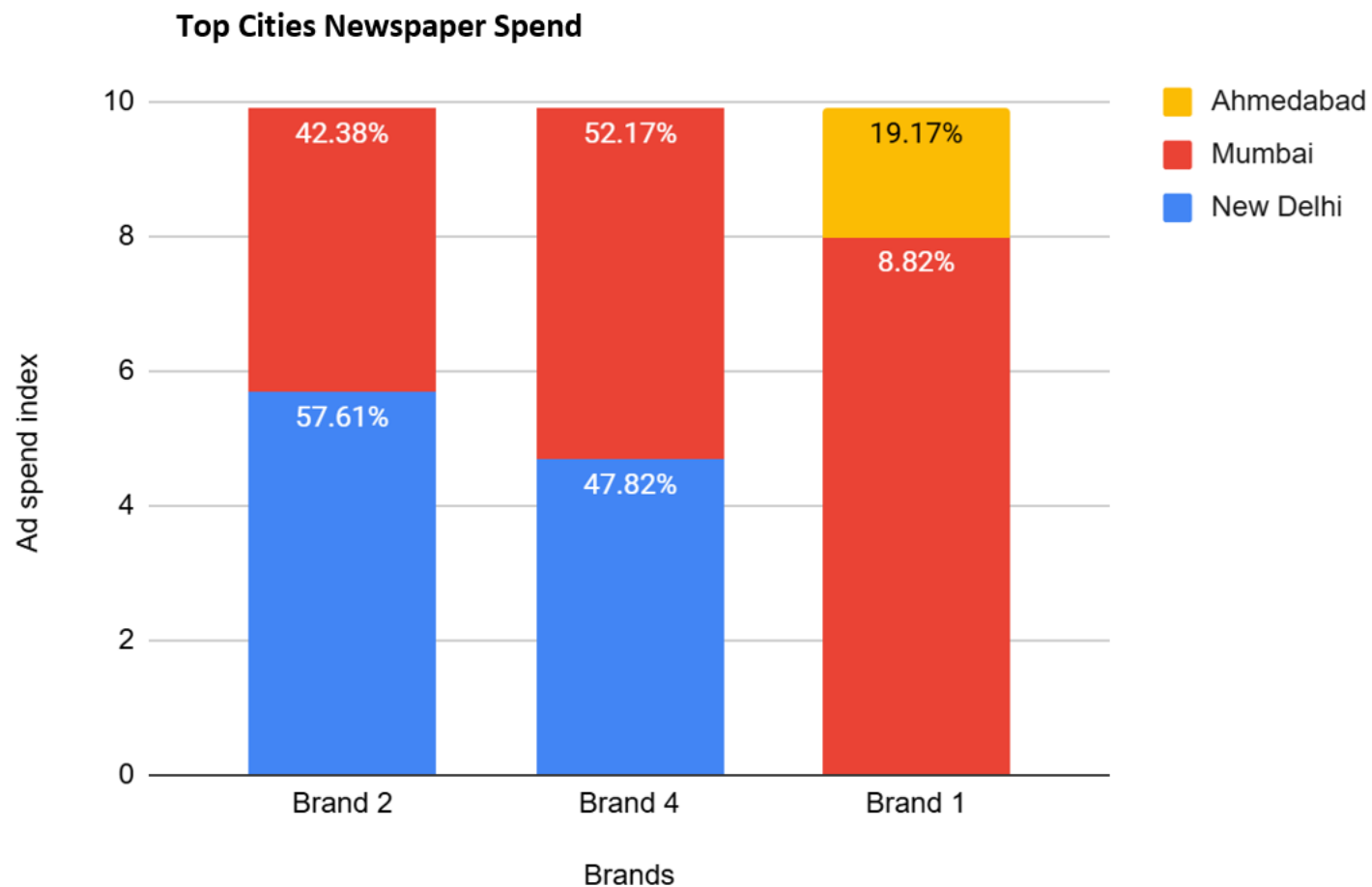


Details	Top Genre	Language
Brand 2	Cricket & Soccer	English & Hindi
Brand 4	News Bulletin & Cricket	Hindi & Tamil
Brand 1	News Bulletin & Cricket	Tamil & Malayalam

Time Period: Jan 25 - Mar 25



Newspaper Top Spends



Time Period: Jan 25 - Mar 25

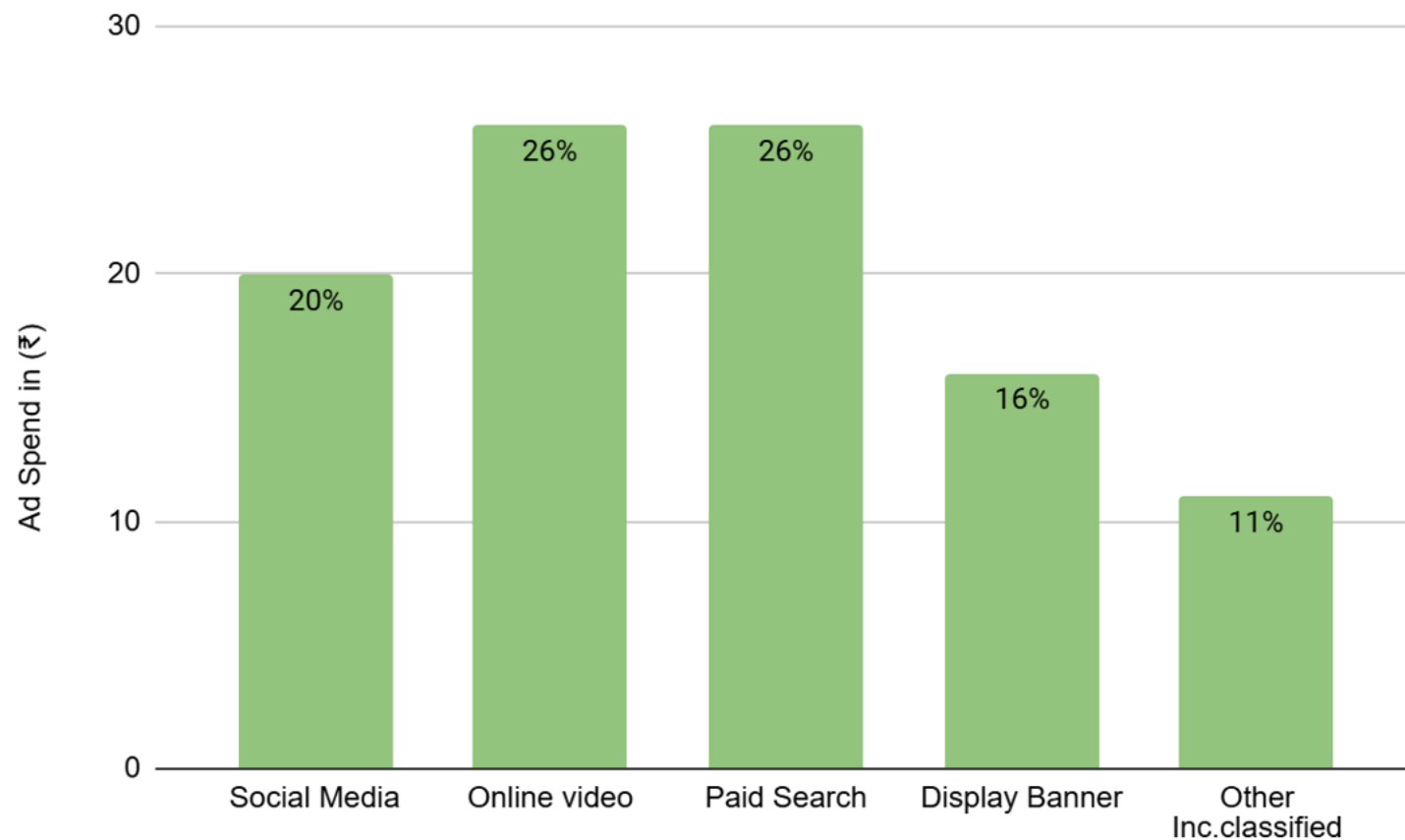
Newspaper Spend & Ad Strategy



Details	Preferred Publication	Preferred Day	Preferred Media Option	Preferred Page Position
Brand 4	Vijayavani	WED & FRI	Solus & None	Back Page & Front Page
Brand 2	Times Of India	SAT & WED	None & Solus	Back Page & Inside Page
Brand 1	Financial Express	FRI & THU	None & Half Page-horizontal (np)	Inside Page & Back Page

Time Period: Jan 25 - Mar 25

Digital Spend Category



Time Period: Jan 25 - Mar 25



What's next?

Get a detailed report with actual spend of 12 Months.
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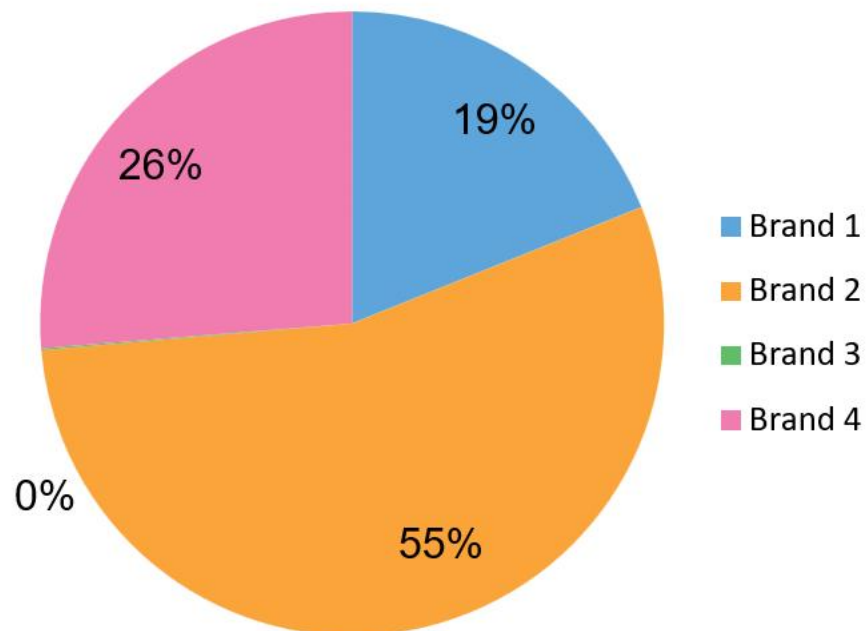
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Advertisers
ad@TheMediaAnt.com

Share of Voice

Top Brand By Spend - Brand 2



Total Spend ₹ 11,38,09,94,969

Brand 1 : ₹ 2,15,27,22,957

Brand 2: ₹ 6,22,84,81,311

Brand 3: ₹ 1,03,44,548

Brand 4: ₹ 2,98,94,46,153

Sources: TV, Radio, Print (AdEx), and Outdoor (TOM)

Data Coverage:

TV and Print: Pan-India

Radio: 18 Stations

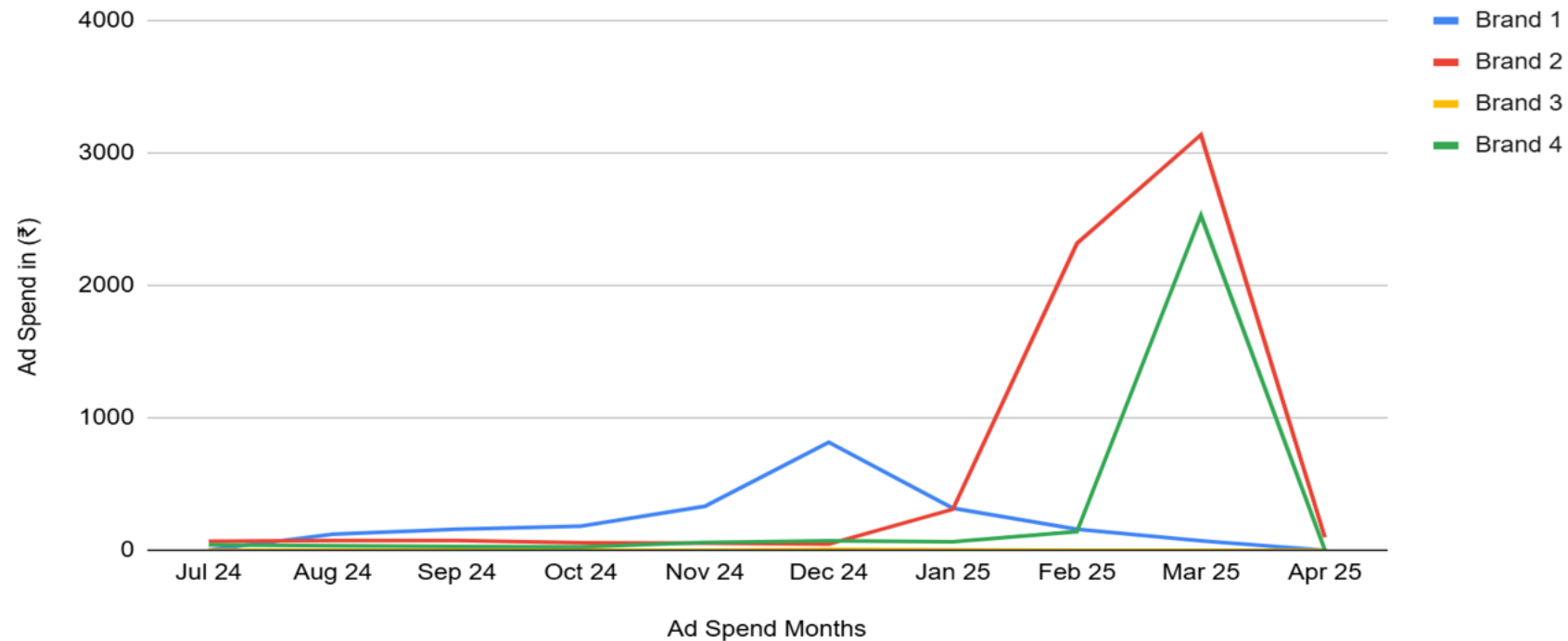
Outdoor: Top 8 Metro Cities

Spends are estimated and may not be exact as per closed campaigns.

Time Period: Jul 24 - Jul 25

Brands Spend Seasonality

➤ Peak Ad Spend Months - **Mar 25, Feb 25**



Sources: TV, Radio, Print (AdEx), and Outdoor (TOM)

Data Coverage:

TV and Print: Pan-India

Radio: 18 Stations

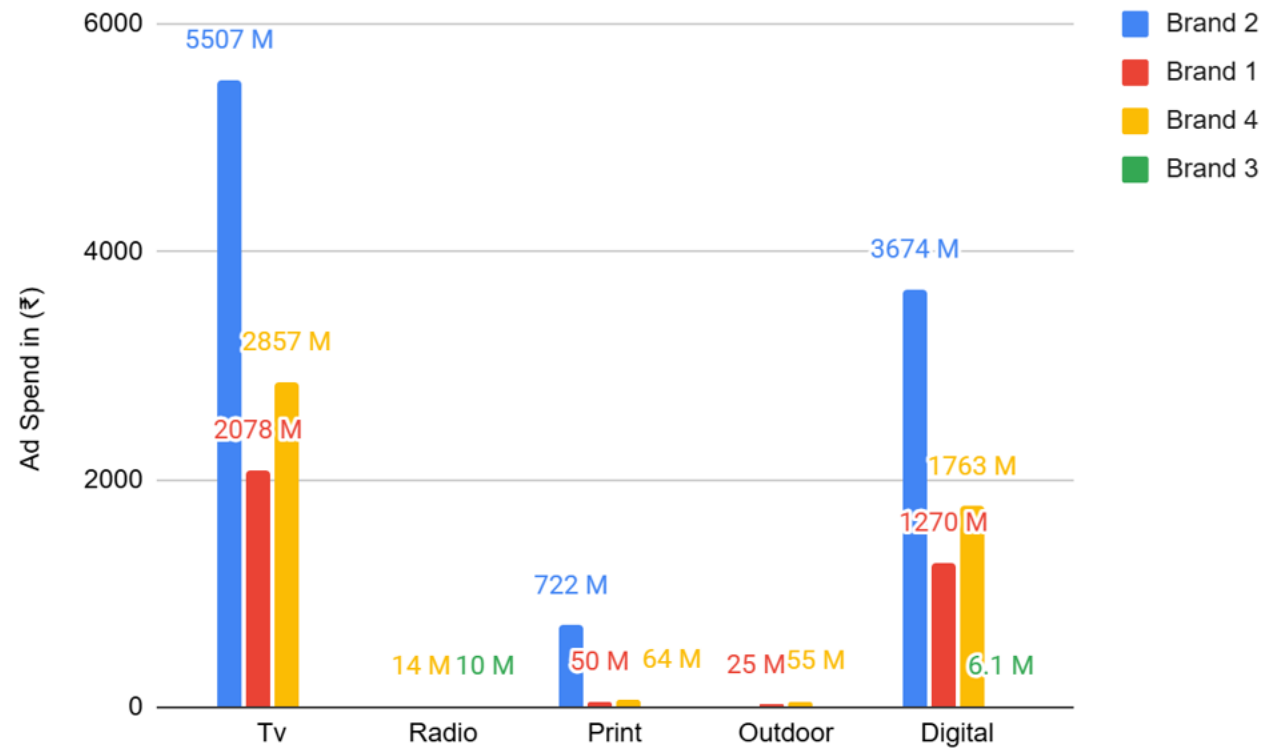
Outdoor: Top 8 Metro Cities

Spend is estimated and may not be exact as per closed campaigns.

Time Period: Jul 24 - Jul 25

Brands Spend Media Level

- Top Brand by Spend in Print - **Brand 2**
- Top Brand by Spend in Radio - **Brand 4**
- Top Brand by Spend in Digital - **Brand 2**
- Top Brand by Spend in Outdoor - **Brand 4**
- Top Brand by Spend in TV - **Brand 2**



Time Period: Jul 24 - Jul 25

Summary



Top Brand By Spend - Brand 2



Peak Months by Ad Spend - Mar 25, Feb 25



Top Brand by Spend in Print - Brand 2



Top Brand by Spend in TV - Brand 2



Top Brand by Spend in Radio - Brand 4



Top Brand by Spend in Outdoor - Brand 4



Top Brand by Spend in Digital - Brand 2

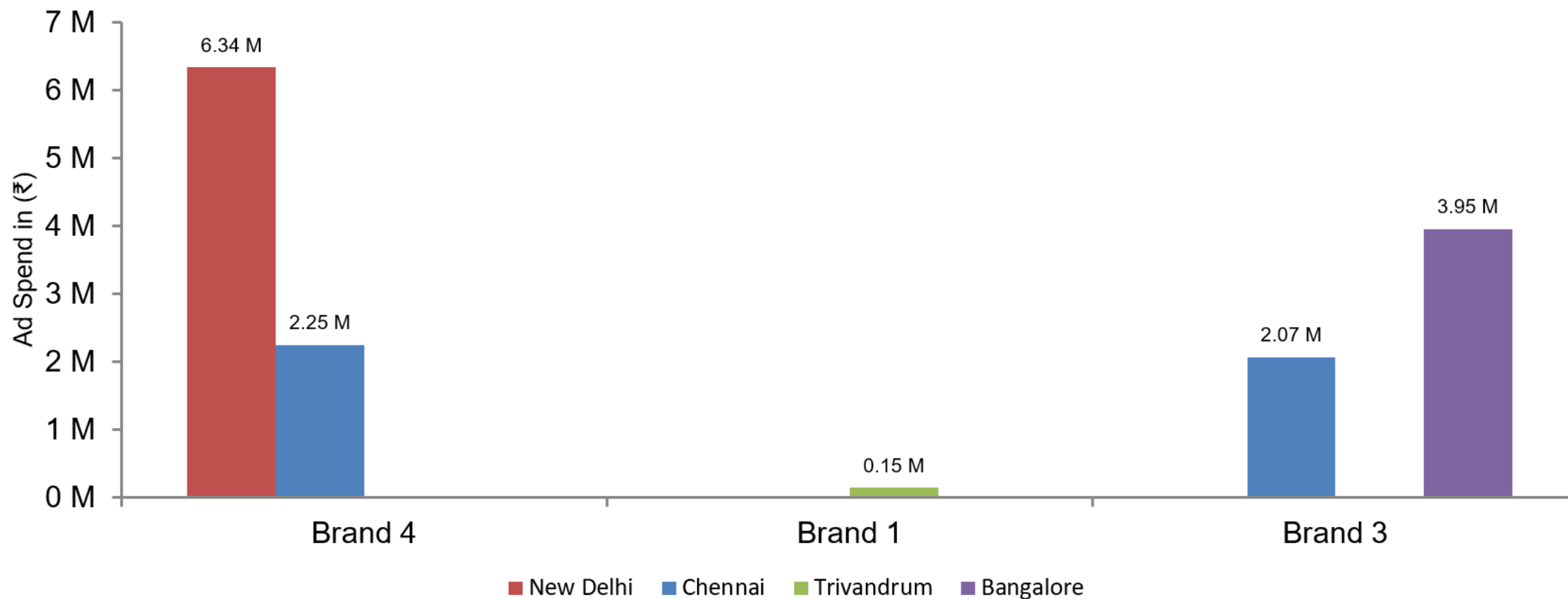




Radio Spends Top Cities



Top Cities Based on Ad Spend



Time Period: Jul 24 - Jul 25

Radio Spend & Ad Strategy



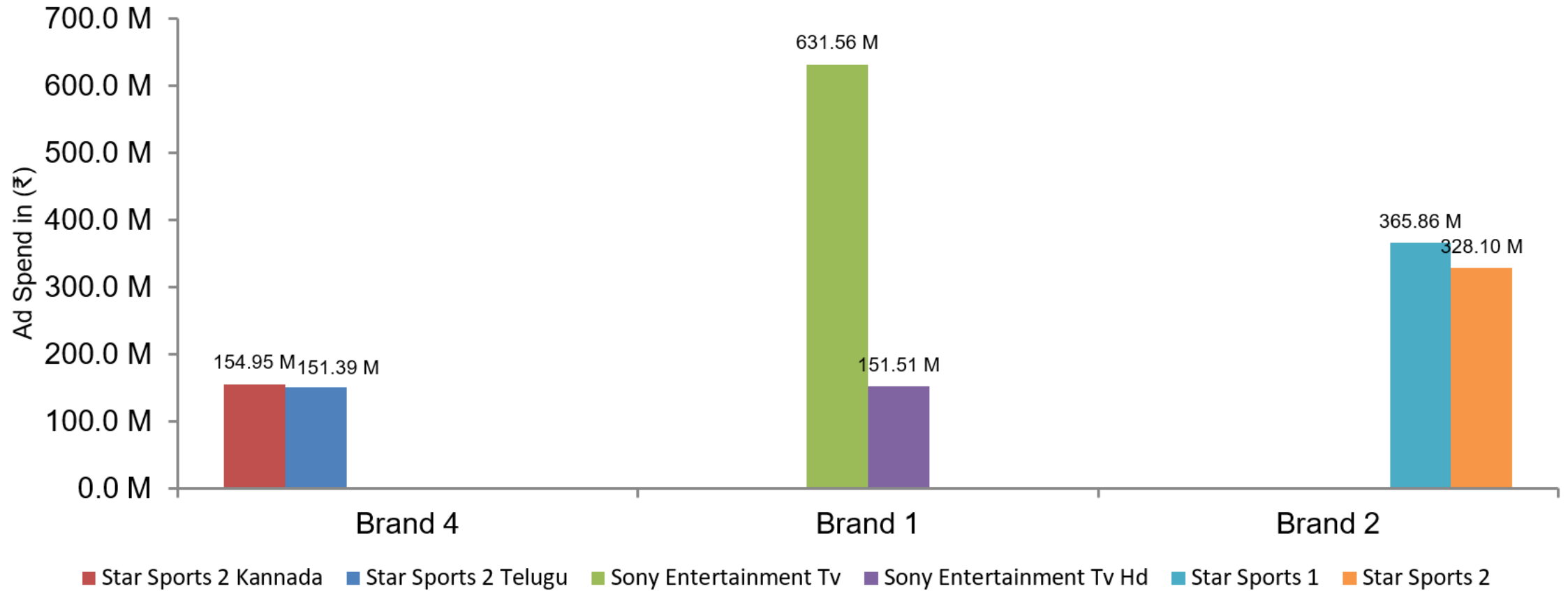
Details	Preferred Station	Preferred Days
Brand 4	Red Fm-del	WED & THU
Brand 1	Red Fm-tvm	FRI & THU
Brand 3	Radio Mirchi-pune	SAT & SUN

Time Period: Jul 24 - Jul 25



TV Spends Top Genres

Top Channels Based on Ad Spend



Time Period: Jul 24 - Jul 25

TV Spend & Ad Strategy

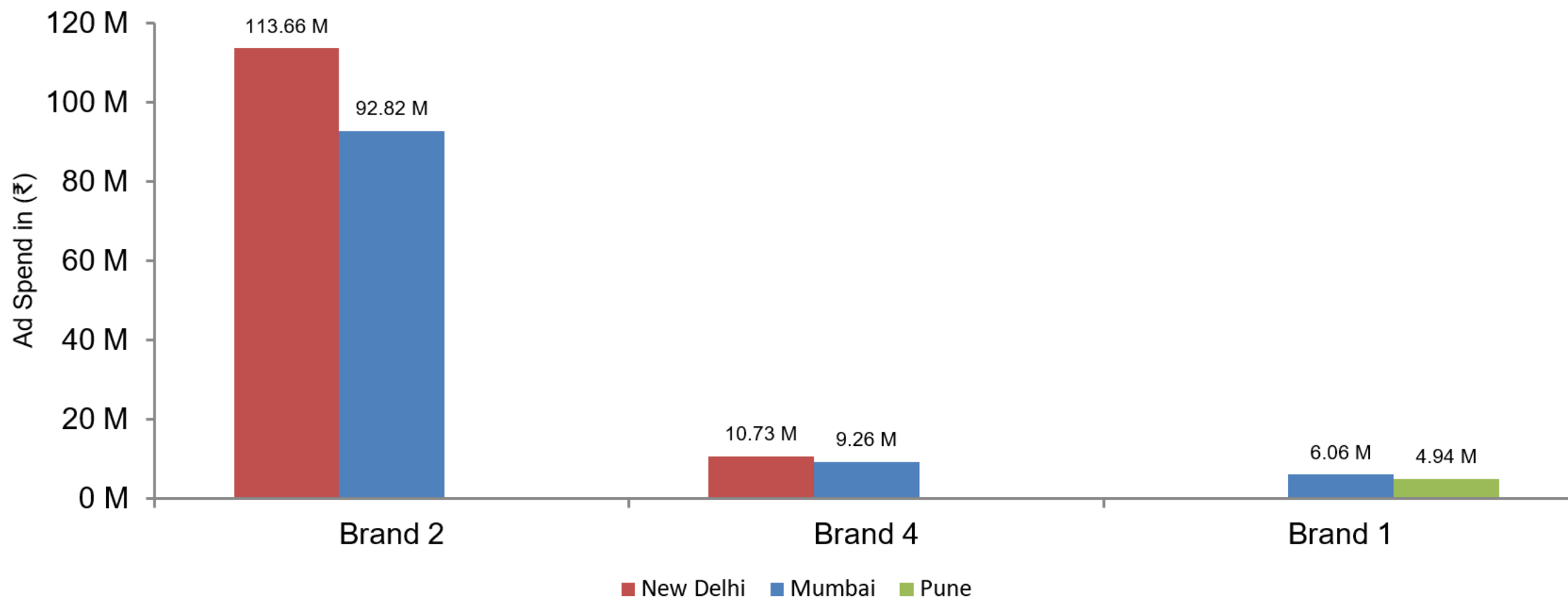


Details	Top Genre	Language
Brand 4	News Bulletin & Interviews/portraits/discussio	Hindi & Tamil
Brand 1	Cricket & News Bulletin	English & Hindi
Brand 2	Cricket & Multi Sports Events (olympics)	English & Hindi

Time Period: Jul 24 - Jul 25



Newspaper Top Spends



Time Period: Jul 24 - Jul 25

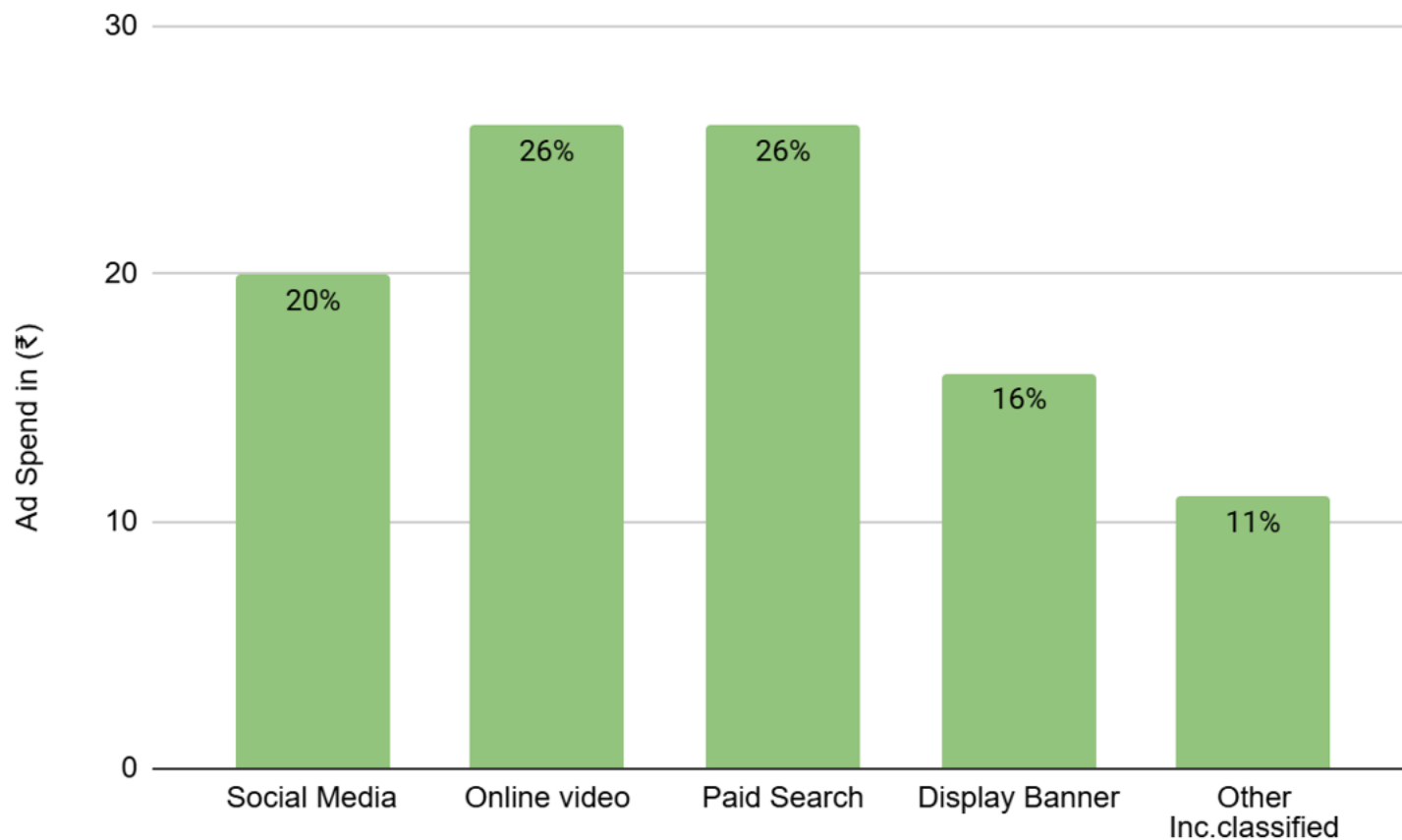
Newspaper Spend & Ad Strategy



Details	Preferred Publication	Preferred Day	Preferred Media Option	Preferred Page Position
Brand 2	Times Of India	SAT & SUN	None & Solus	Back Page & Inside Page
Brand 4	Vijayavani	TUE & WED	None & Solus	Inside Page & Front Page
Brand 1	Lokmat	SAT & FRI	None & Solus	Front Page & Inside Page

Time Period: Jul 24 - Jul 25

Digital Spend Category



For the brand's category overall, the estimated share of digital spending is approximately **37%**.

Time Period: Jul 24 - Jul 25

Our Clients Portfolio

Over a Decade of Experience Serving More Than 3,000 Clients

Sunteck

AKSHAR
INSPIRE LIFE

TATA
HEALTH

TATA
1mg
CONTAI

Thyrocare®
The Trust. The Truth.

motherhood
women & children's hospital

OrangeHealth

cloudnine

Strata

Realty

redBus.in

DELHIVERY

amazon

PHOENIX
MARKETCITY

DECATHLON

ROYALOAK
International Services and Retail Store

GIVA

MOVADO

DUNZO

SOBHA

Flipkart

interio

THE SLEEP
COMPANY

cult.fit

spencer's
Makes fine living affordable

BIG
FM
rhum baal ke

VIACOM 18

zomato

the organic
world

PARADISE
BIRYANI

Biryani
by KILO

POPEYES

Haldiram's

SWIGGY

THE RITZ-CARLTON

SONY
liv

fortune
edible oils and foods

Groww

McCain

paper
boat
drinks and memories

Havmor
ICE CREAM

PARLE

Bolas

Bavli

slurp
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