

The Media Ant

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Managing 3,000+ Unique Brands Nationwide



Competitor analysis – Brand 3

Index



Share of Voice



Brands Share by Media Type



Where brands are spending?

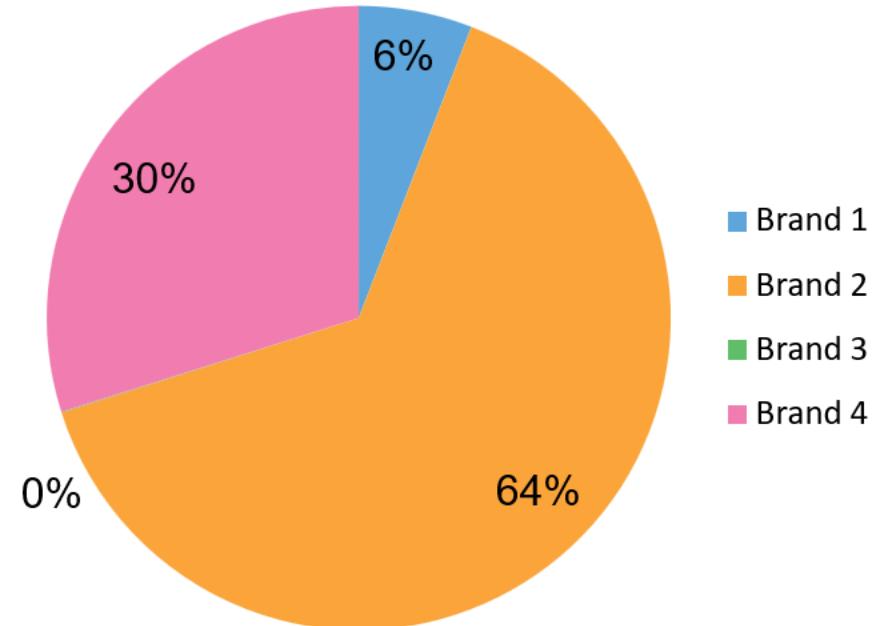


Media Level Insight



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

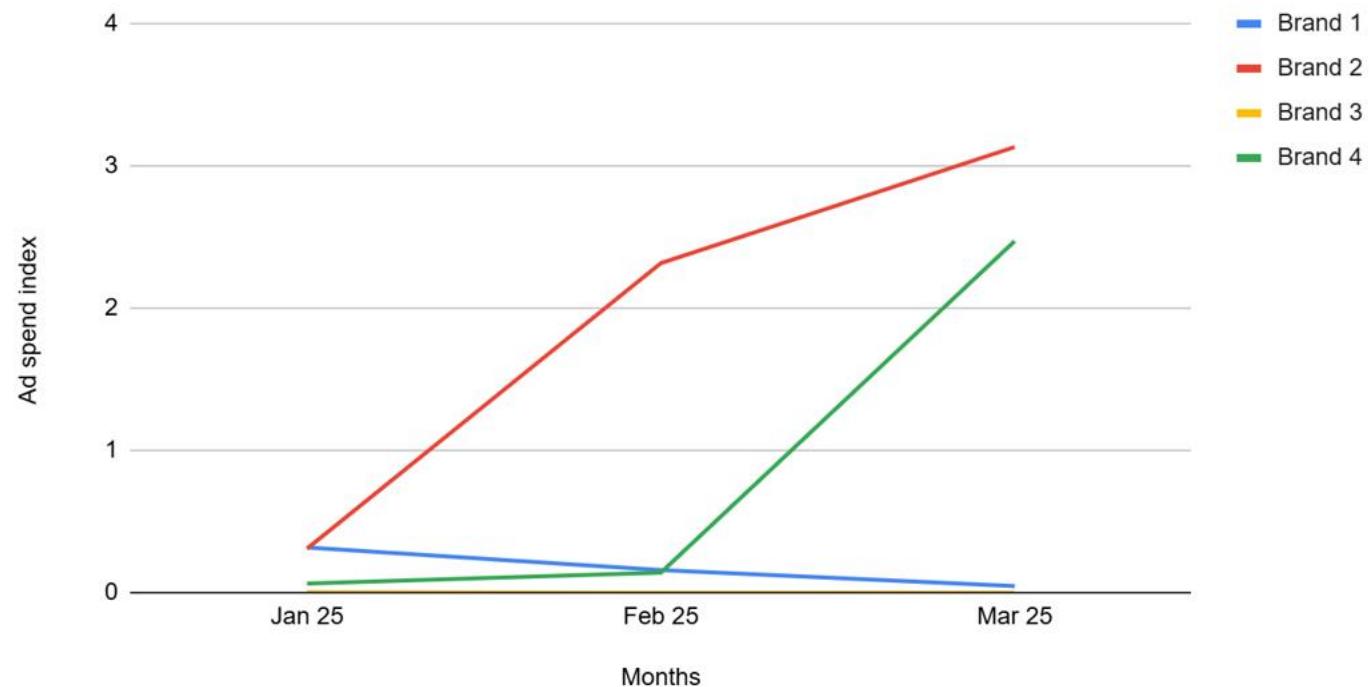
Outdoor: Top 8 Metro Cities

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

Outdoor: Top 8 Metro Cities

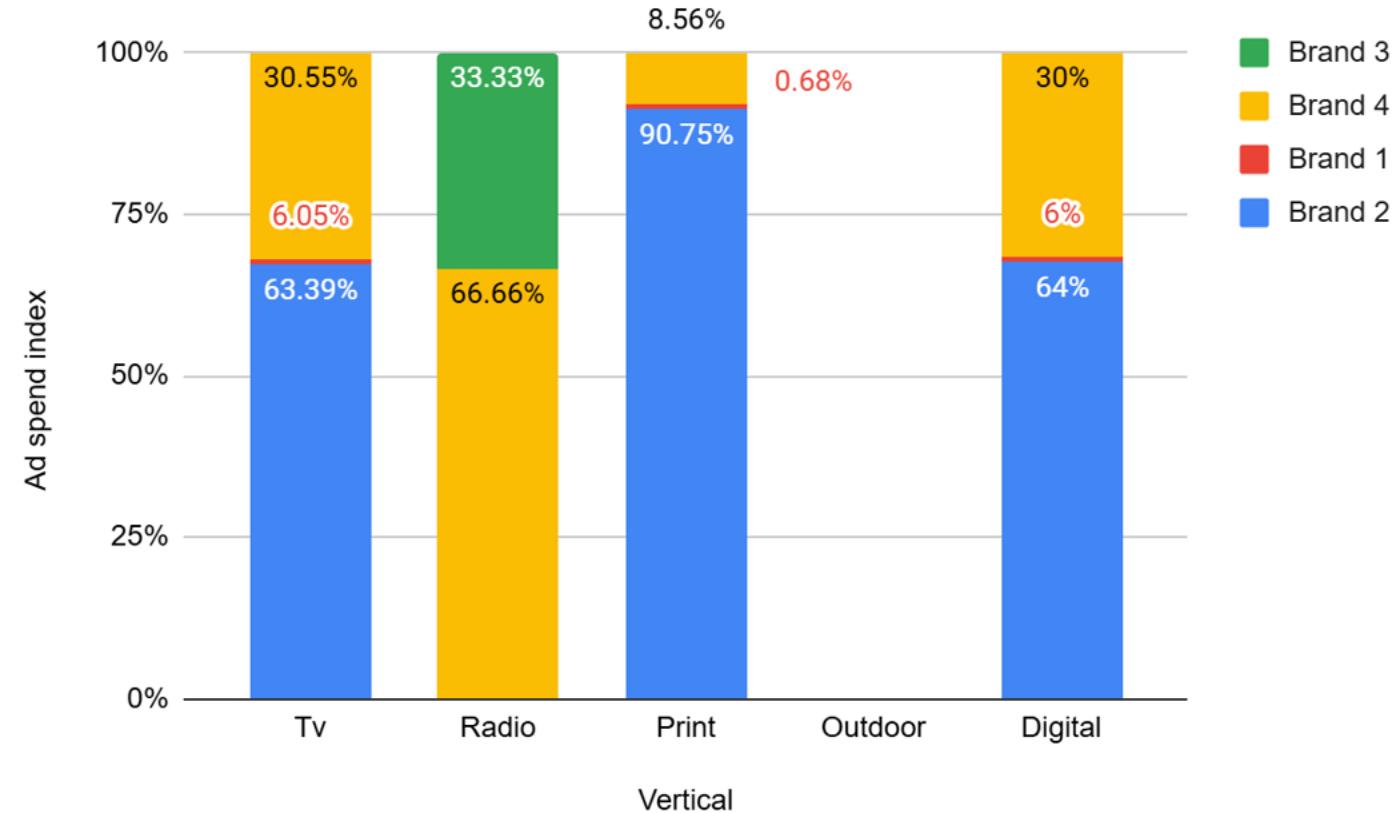
Spends are estimated and may not be exact as per closed campaigns.

Time Period: Jan 25 - Mar 25

Brands Share - Media Level

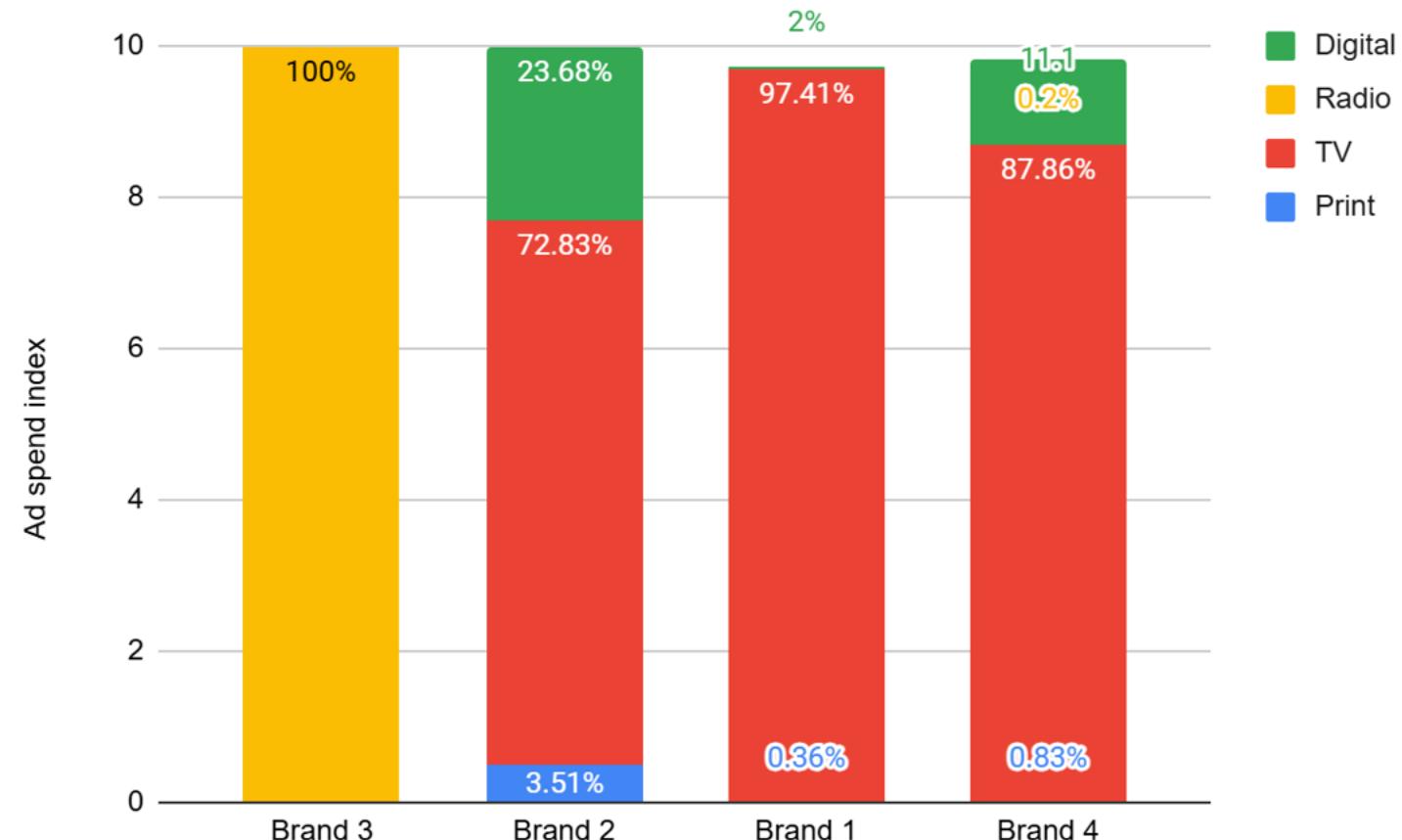
- ↗ Top Brand by Spend in Print - **Brand 2**
- ↗ Top Brand by Spend in Radio - **Brand 4**
- ↗ Top Brand by Spend in Digital - **Brand 2**

- ↗ 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

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Time Period: Jan 25 - Mar 25

Summary

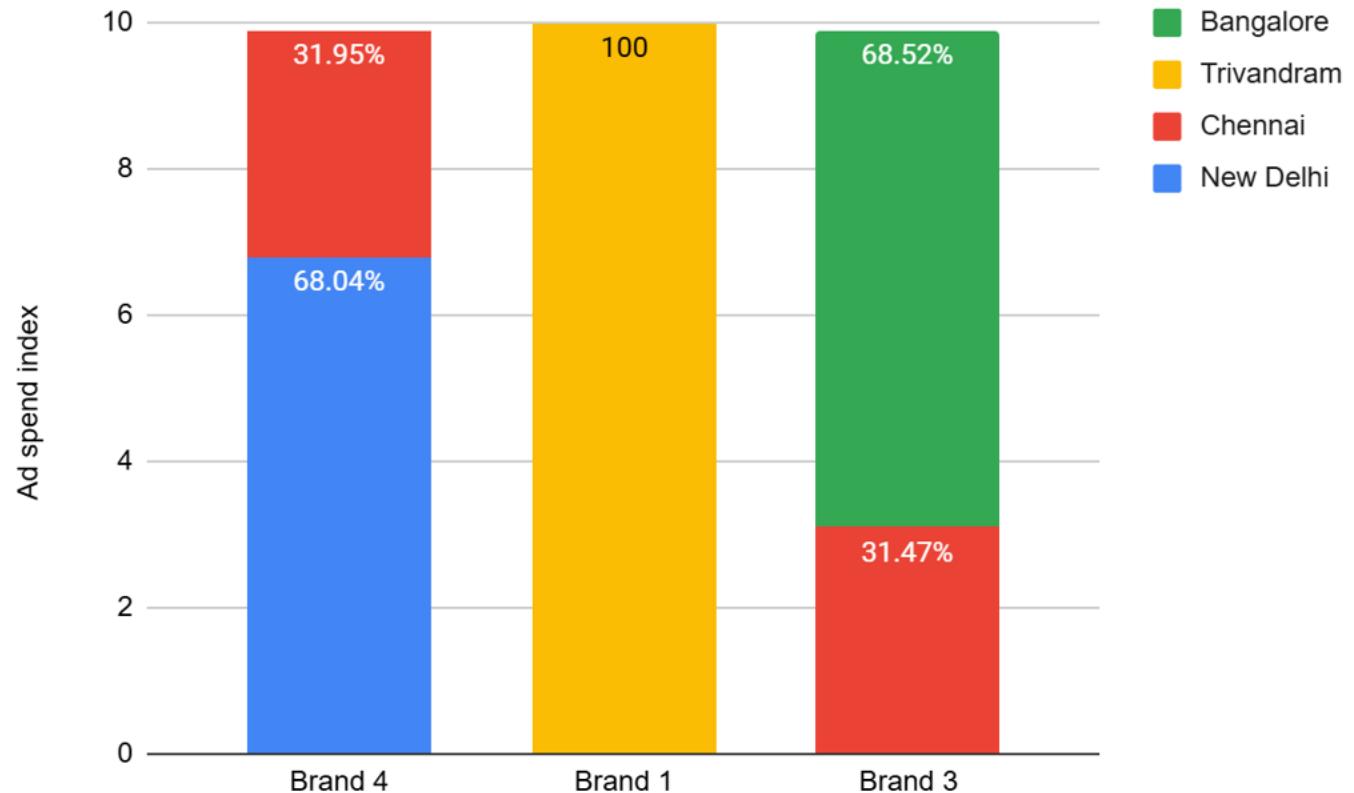
- ↗ Top Brand By Spend - Brand 2
- ↗ Peak Months by Ad Spend - Mar 25, Feb 25
- ↗ Top Brand by Spend in Print - Brand 2
- ↗ Top Brand by Spend in TV - Brand 2
- ↗ Top Brand by Spend in Radio - Brand 4
- ↗ Top Brand by Spend in Outdoor - N/A
- ↗ Top Brand by Spend in Digital - Mrf



📻 Radio Spends Top Cities



Top Cities Based on Ad Spend



Time Period: Jan 25 - Mar 25

📻 Radio Spend & Ad Strategy

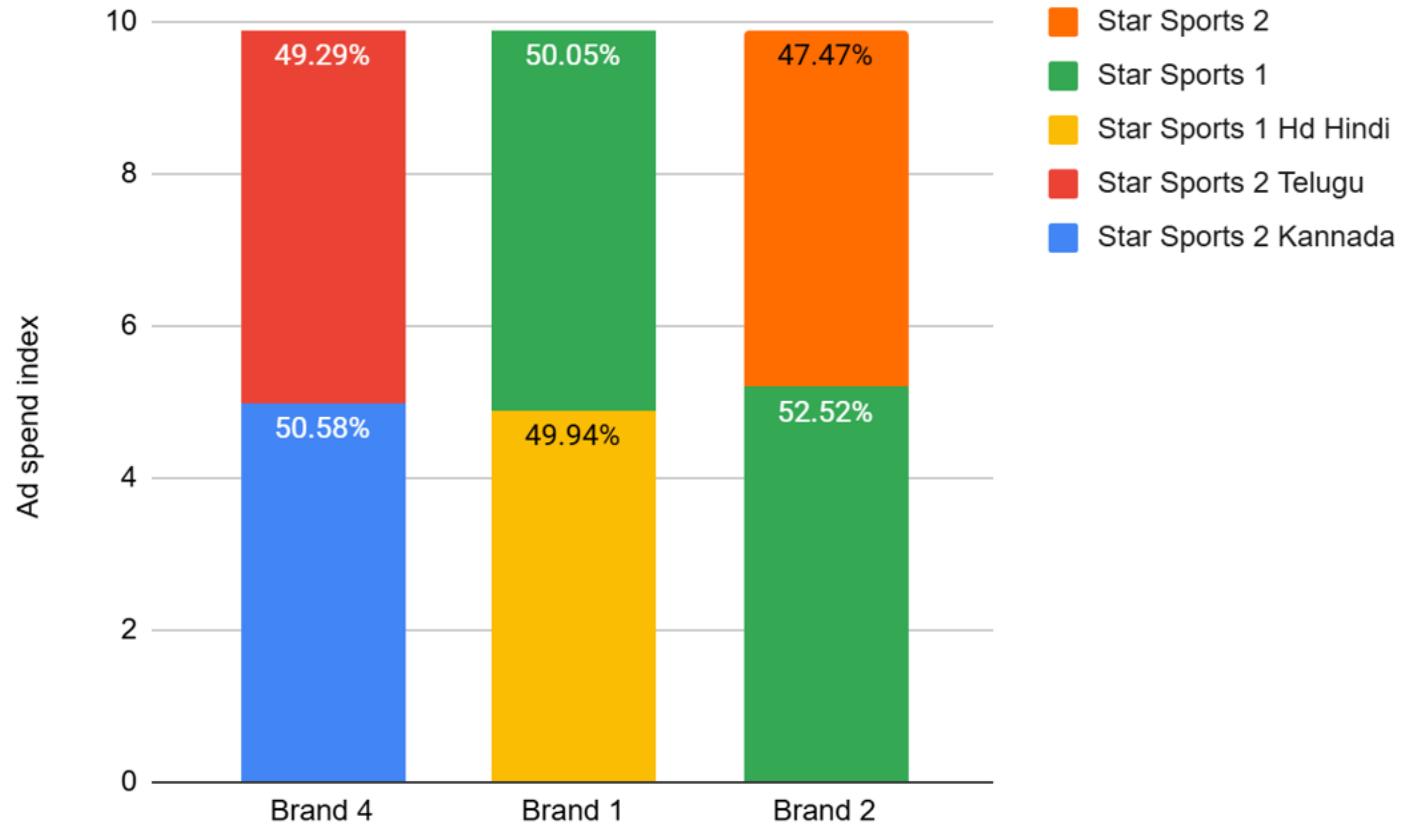


Details	Preferred Station	Preferred Days
Brand 4	Ht Fever-del	FRI & THU
Brand 1	Red Fm-tvm	FRI & THU
Brand 3	Radio Mirchi-pune	WED & TUE

Time Period: Jan 25 - Mar 25

📺 TV Spends Top Genres

Top Channels Based on Ad Spend



Time Period: Jan 25 - Mar 25

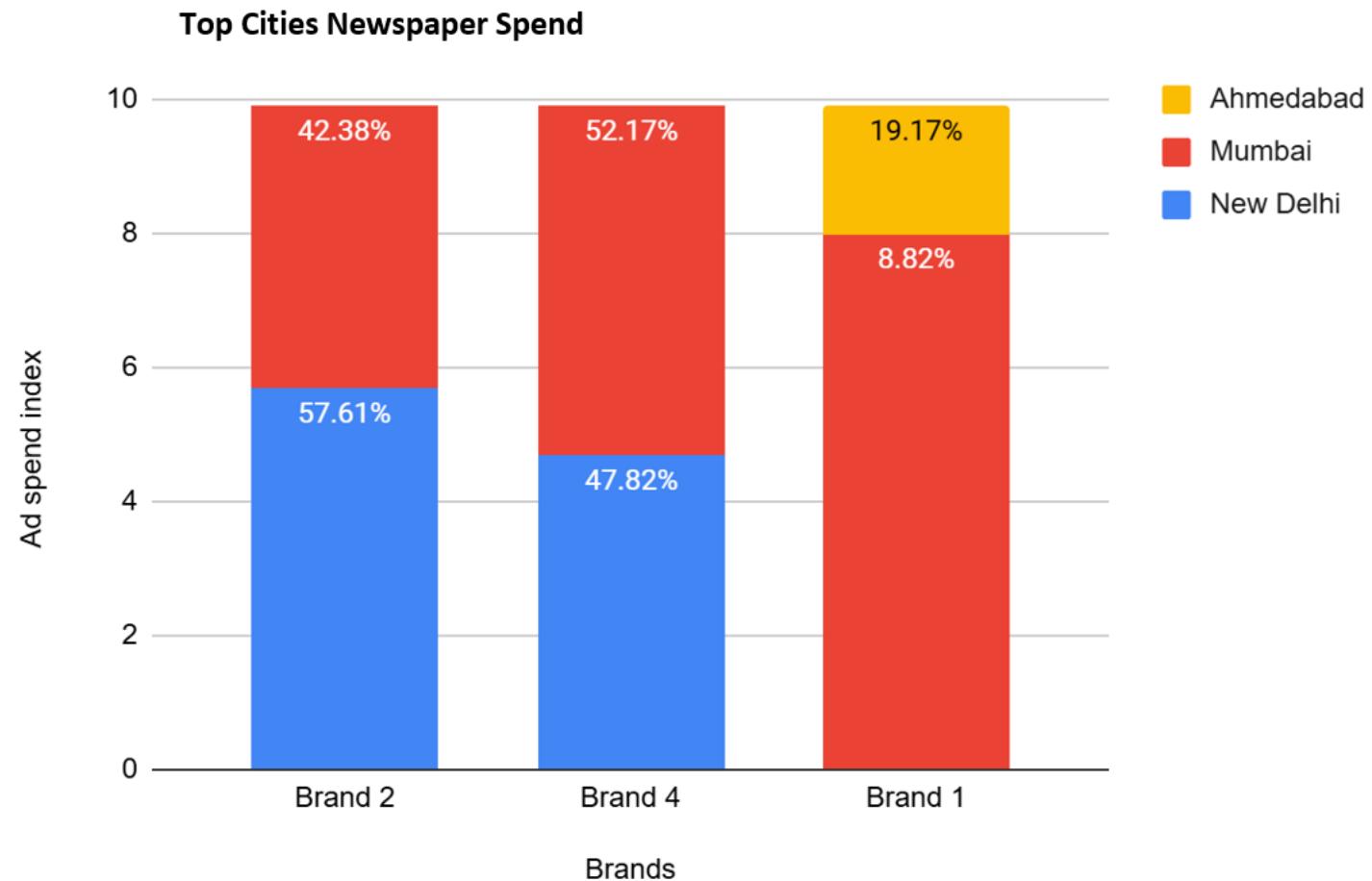
📺 TV Spend & Ad Strategy



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

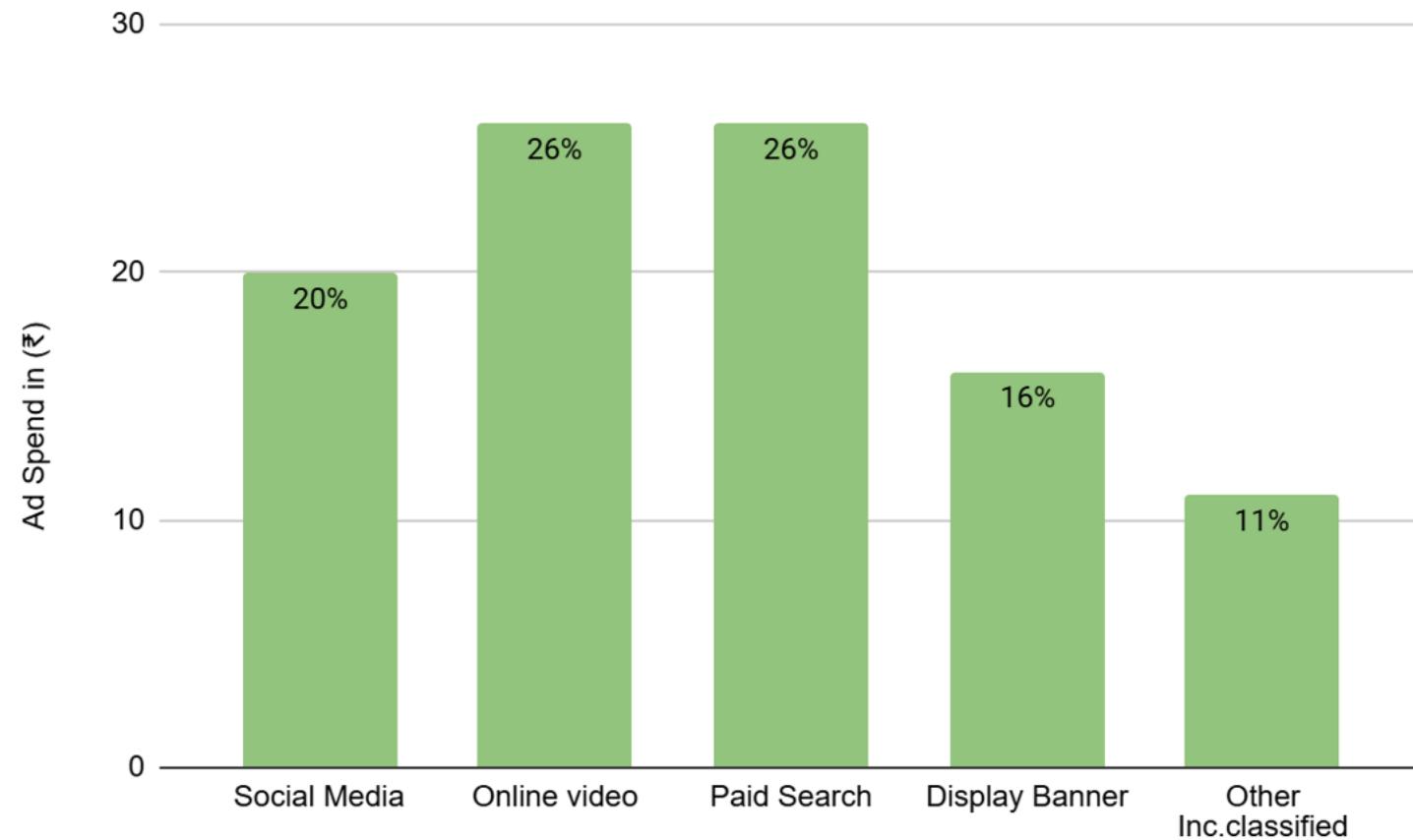
Newspaper Spend & Ad Strategy



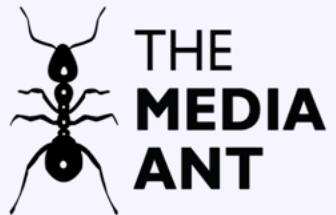
Details	Preferred Publication	Preferred Day	Preferred Media Option	Preferred Page Position
Brand 4	Vijayavani	WED & FRI	Solus & None	Back Page & Front Page
Brand 2	Times Of India	SAT & WED	None & Solus	Back Page & Inside Page
Brand 1	Financial Express	FRI & THU	None & Half Page-horizontal (np)	Inside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

Time Period: Jan 25 - Mar 25

Digital Spend Category



Time Period: Jan 25 - Mar 25



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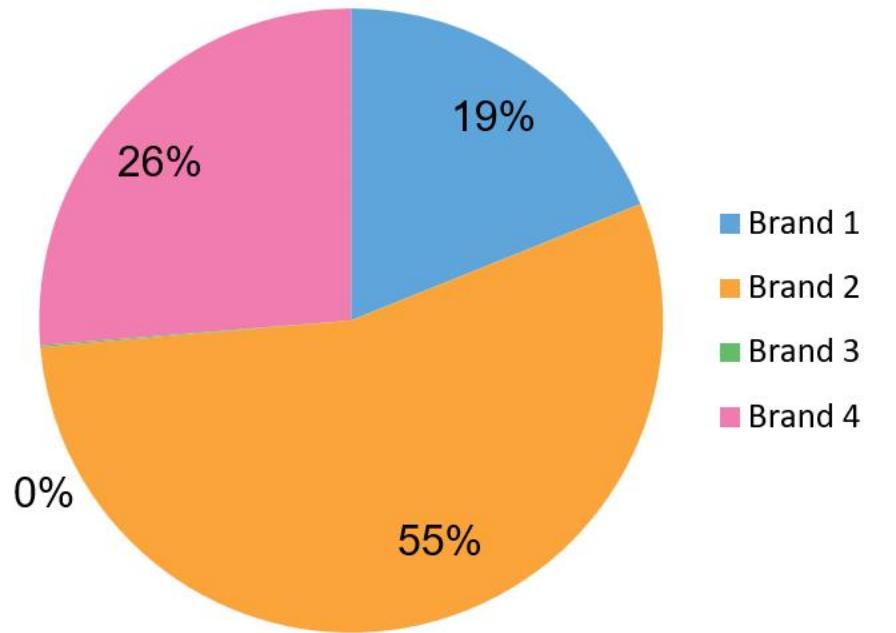
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Share of Voice

↗ 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

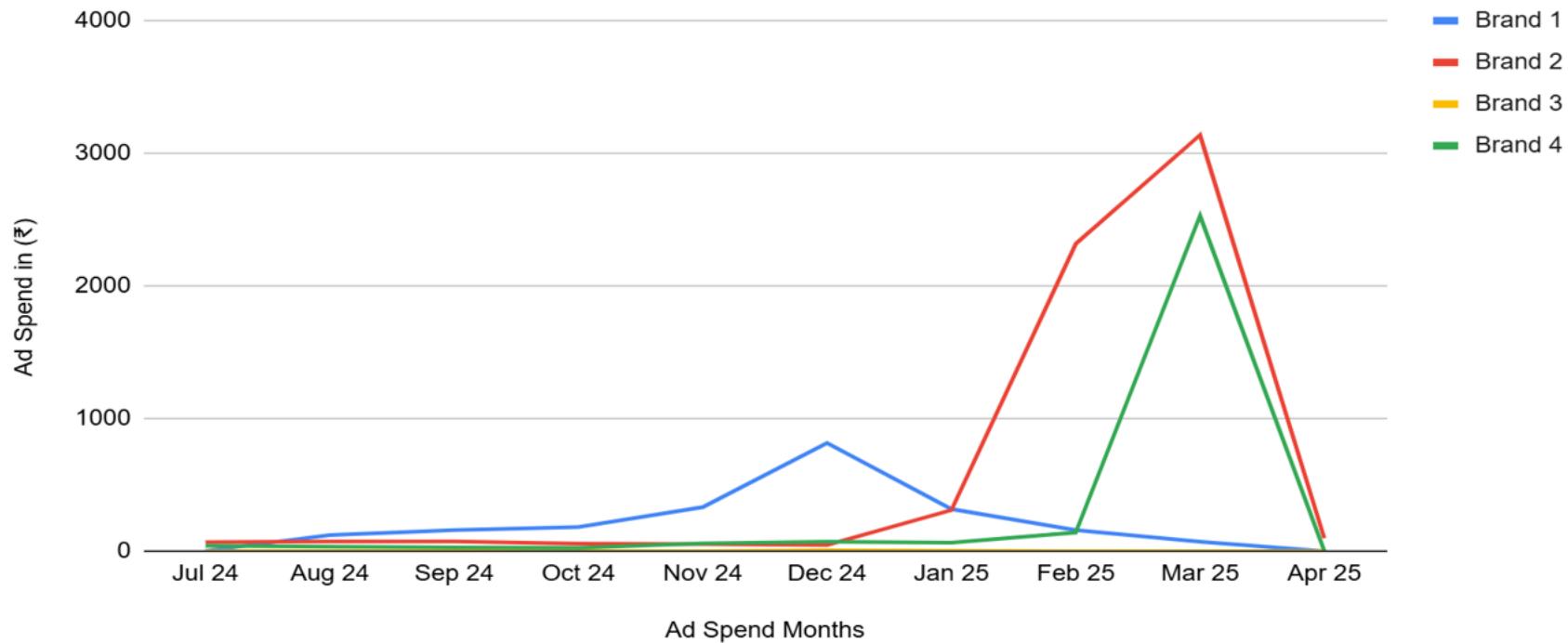
Outdoor: Top 8 Metro Cities

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

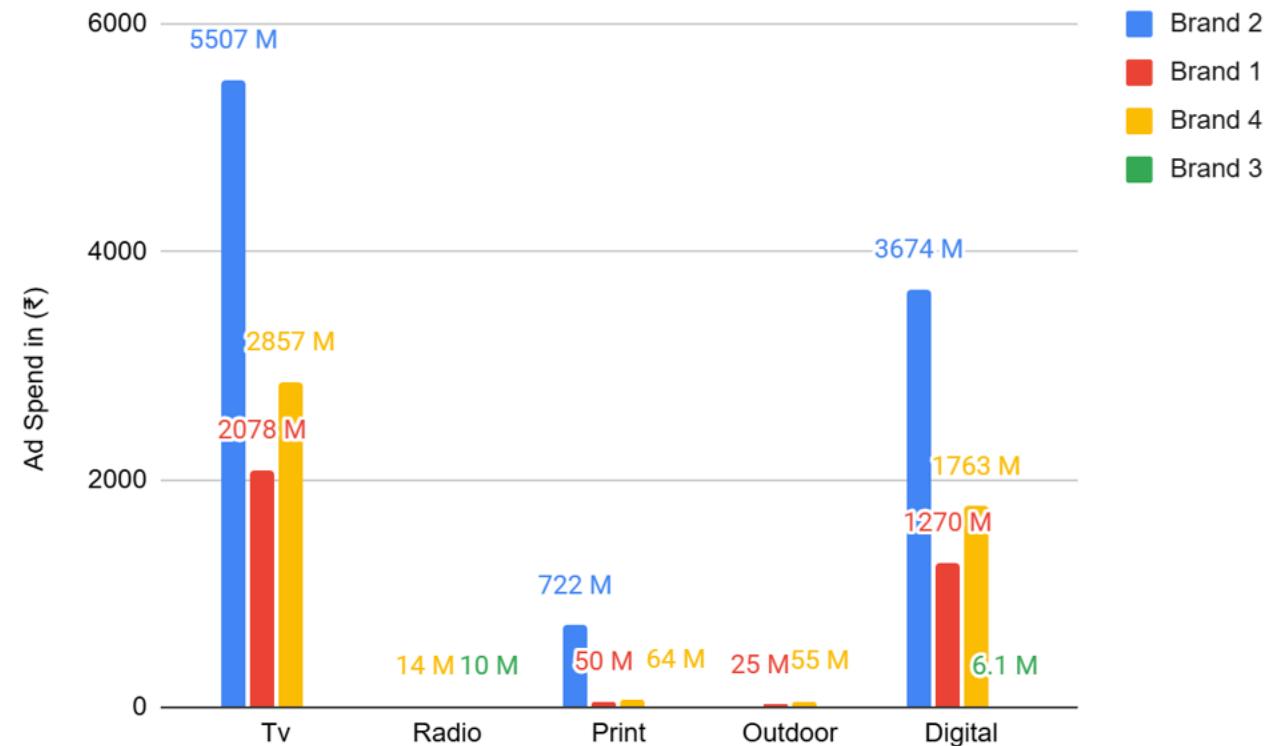
Spends are estimated and may not be exact as per closed campaigns.

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

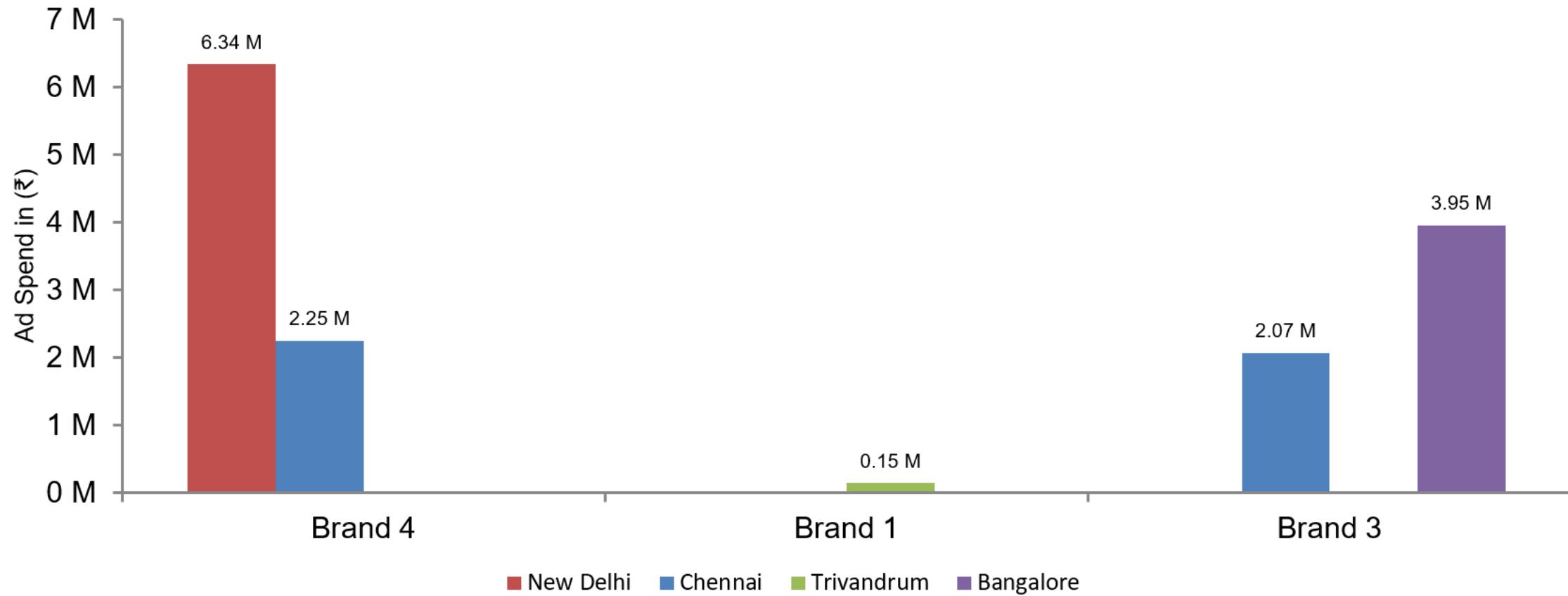
Summary

- ↗ Top Brand By Spend - Brand 2
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- ↗ 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

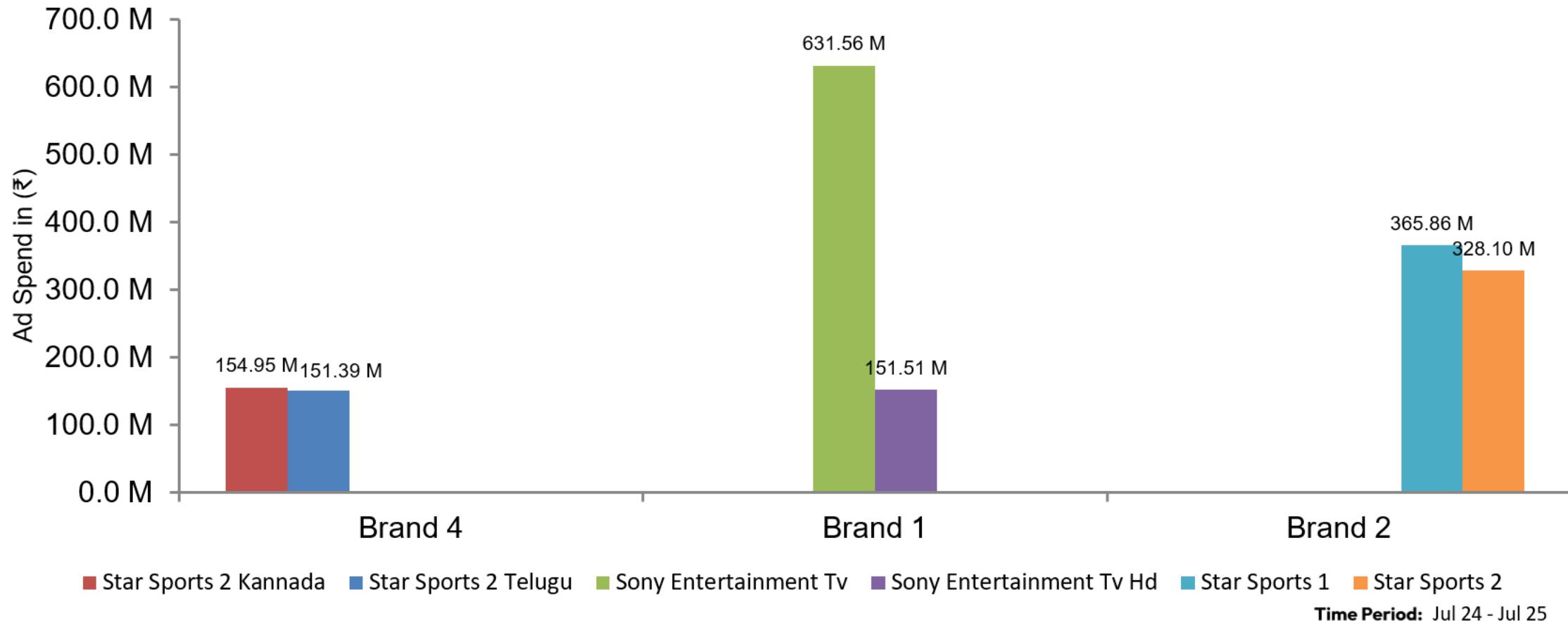


Details	Preferred Station	Preferred Days
Brand 4	Red Fm-del	WED & THU
Brand 1	Red Fm-tvm	FRI & THU
Brand 3	Radio Mirchi-pune	SAT & SUN

Time Period: Jul 24 - Jul 25

📺 TV Spends Top Genres

Top Channels Based on Ad Spend



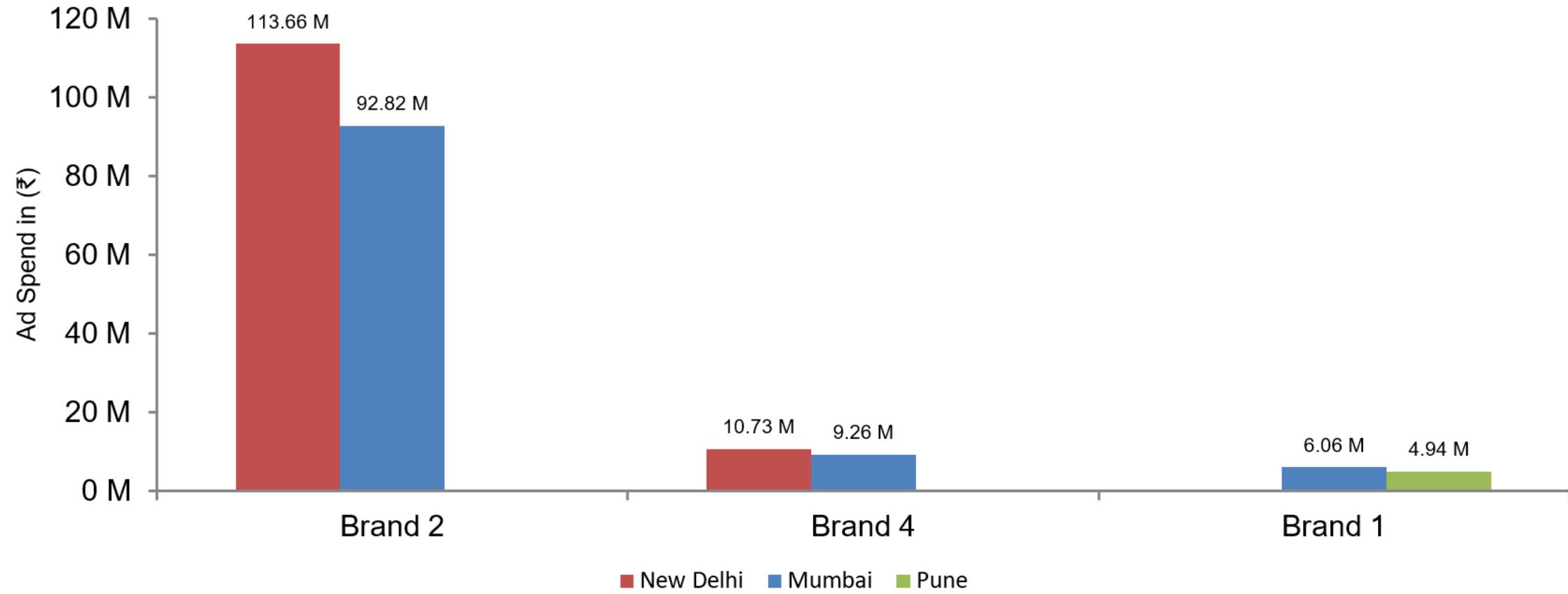
📺 TV Spend & Ad Strategy



Details	Top Genre	Language
Brand 4	News Bulletin & Interviews/portraits/discussions	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



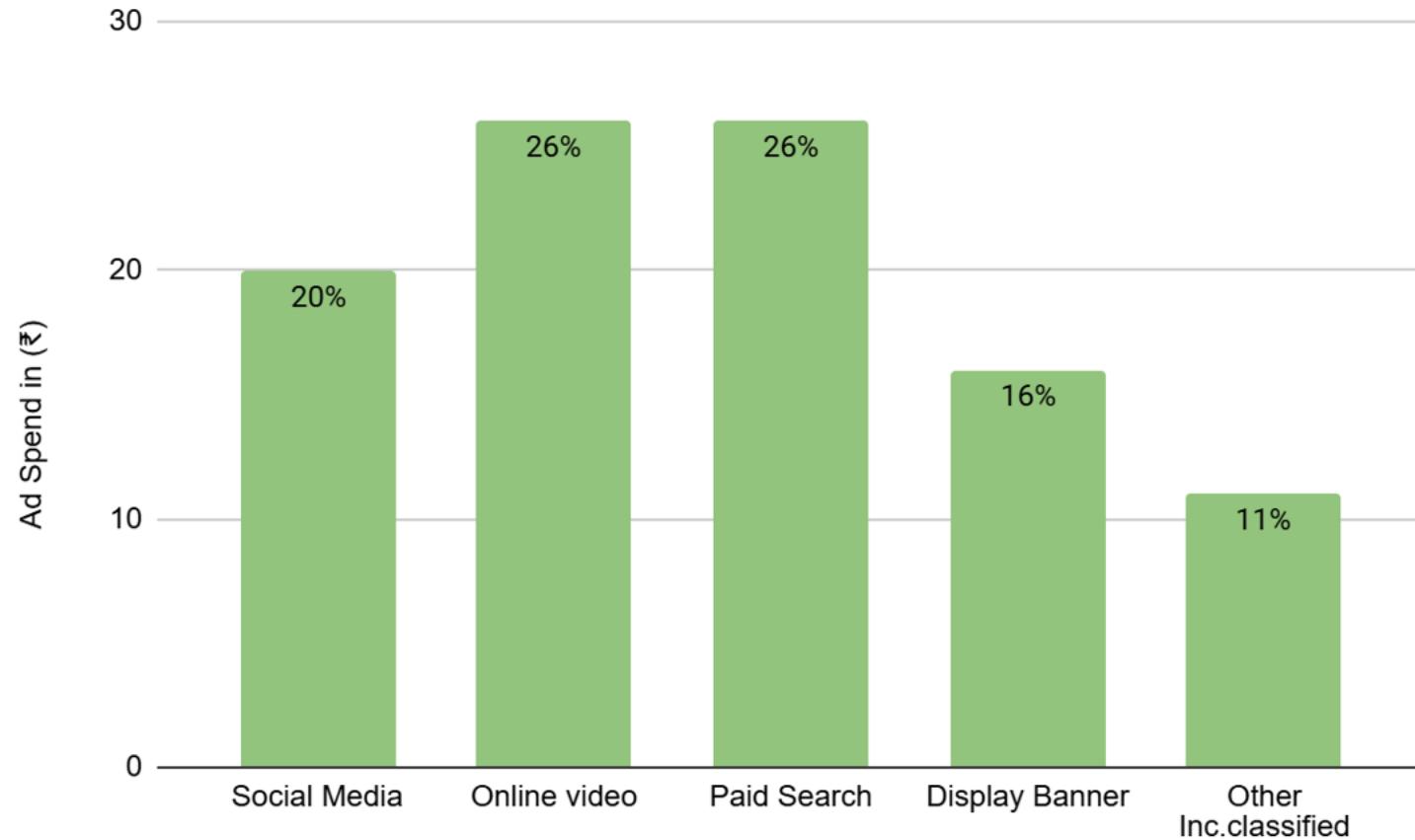
Newspaper Spend & Ad Strategy



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

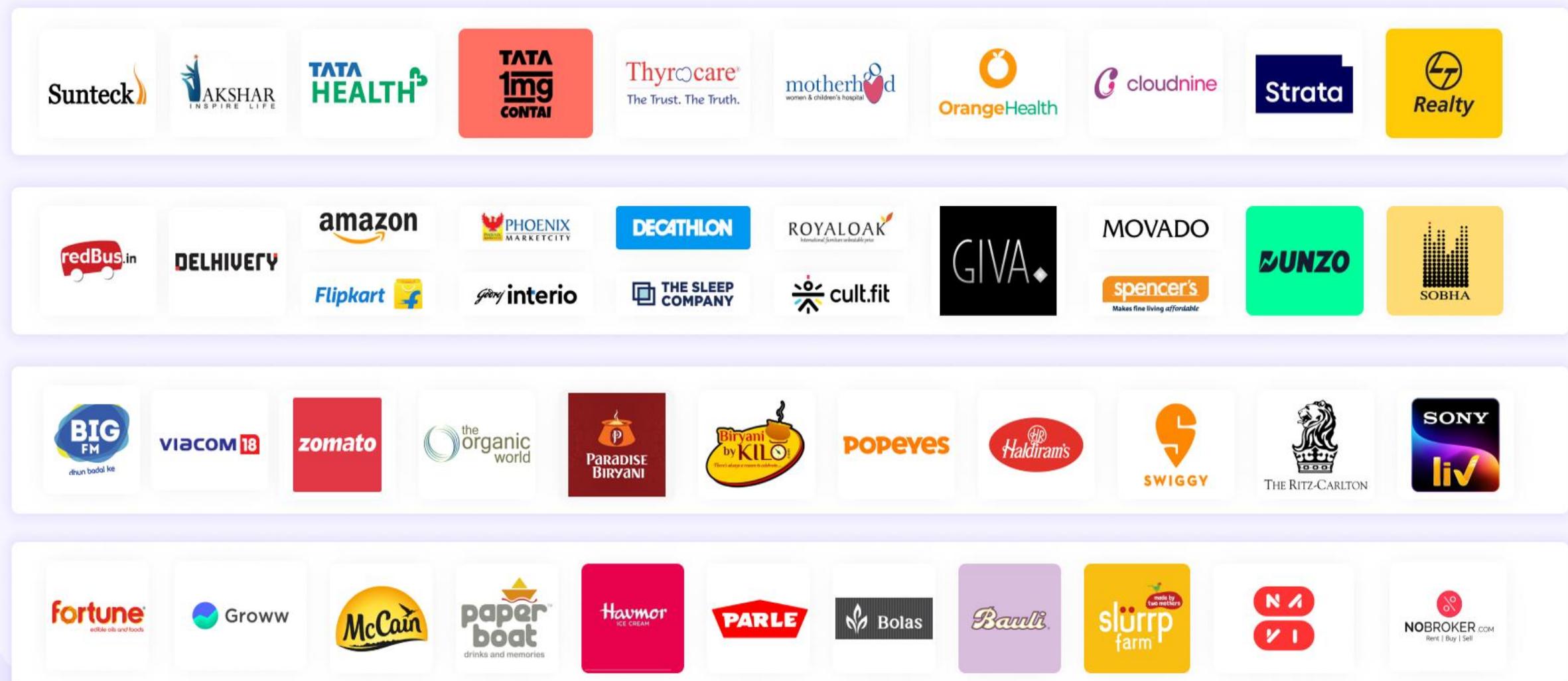


For the brand's category overall, the estimated share of digital spending is approximately **37%**.

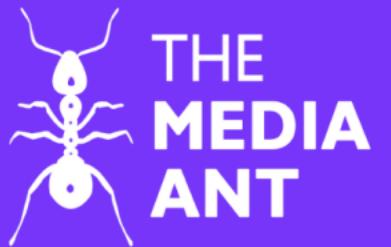
Time Period: Jul 24 - Jul 25

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