

Auto Hood Advertising: Dabur Hajmola's Bold Move in Delhi NCR

Discover how Dabur Ltd transformed auto rickshaw hoods into mobile billboards to cut through urban clutter, boost brand visibility, and drive sales with a creative, cost-effective campaign.

Presenter Name



Driving Brand Impact with Creative Outreach

Using innovative mobile advertising to boost Dabur Hajmola's presence in Delhi NCR



Increase brand awareness and stimulate sales for Dabur Hajmola



Stand out in crowded urban markets like Delhi NCR through creative strategies



Leverage Auto Hood Advertising for dynamic, mobile brand exposure



Reach diverse audiences in high-traffic locations with memorable impressions



Encourage product trials by creating impactful, unconventional advertising experiences

Dabur Ltd's Urban Marketing Challenge

Pursuing innovative, cost-effective mobile advertising to boost brand visibility



Auto Hood Advertising Strategy Unpacked

Leveraging moving ads on rickshaw hoods for maximum urban reach and cost-effective brand exposure



Use of mobile ads on auto rickshaw hoods to reach dynamic urban traffic



Targeting busy traffic zones to maximize brand visibility and impressions



Designing eye-catching visuals for quick brand recognition on the move



Selecting autos with high daily mileage to increase advertisement exposure



Combining visibility, cost-efficiency, and direct engagement for effective outreach

Driving Impact: Dabur's Auto Ad Campaign

Strategic vehicle partnerships and bold designs ensured maximum visibility across key city zones during a focused one-month rollout.



Vehicle Partnerships

- Collaborated with a local auto service and independent drivers on high-mileage city routes.
- Wrapped 1000 autos with customized ads featuring the Dabur logo and product imagery.

1



Design and Messaging

- Used large, bold typography paired with vivid visuals for clear readability from a distance.
- Included a strong call-to-action to engage viewers effectively.

2



Coverage Area

- Targeted high-traffic zones such as downtown business districts, tourist spots, shopping malls, and transit hubs.
- Focused drivers' routes to maximize audience exposure in key urban locations.

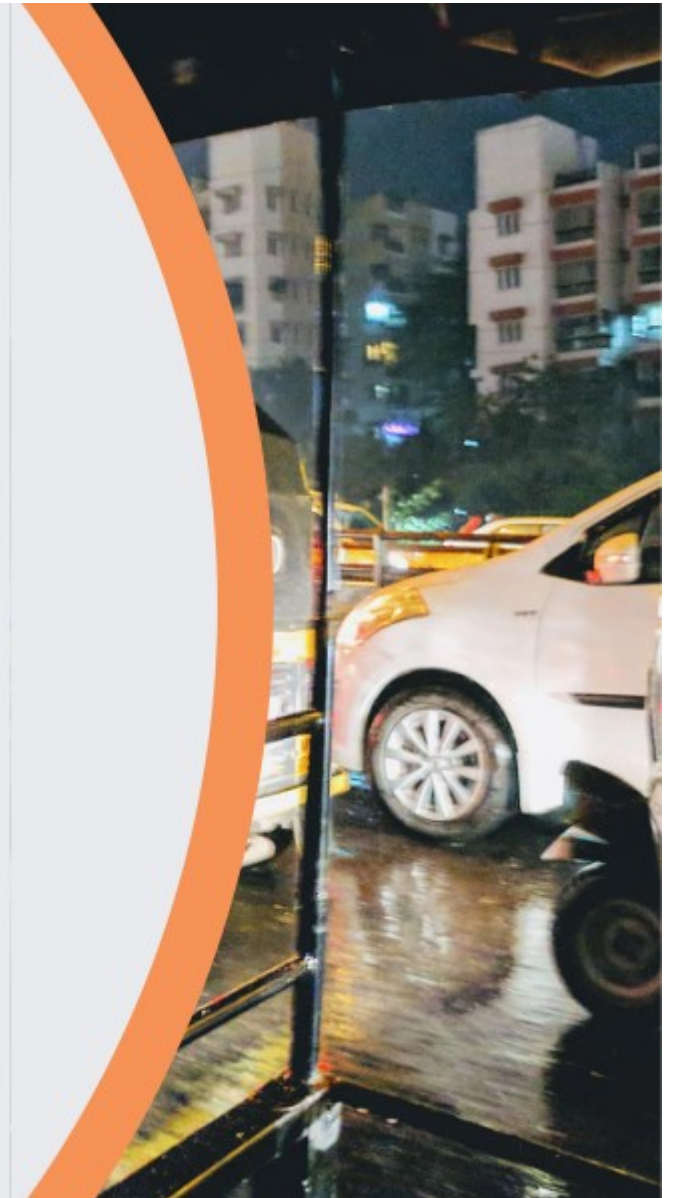
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Campaign Duration

Ran the campaign for one month to optimize coverage and frequency of brand impressions.

4



Driving Results with Mobile Innovation

How Dabur Hajmola's campaign boosted awareness, sales, and community engagement despite route challenges



Achieved significant **increase in brand awareness** for Dabur Hajmola



Delivered a strong **boost in sales** through targeted mobile advertising



Proved to be more **cost-effective than traditional media channels**



Engaged diverse urban communities by reaching multiple high-traffic areas



Managed limited control over vehicle routes by deploying a large fleet across key locations



Demonstrated how scale and mobility can offset placement unpredictability in dynamic environments

Innovating Brand Reach with Mobile Ads

Dabur Ltd's campaign combines mobility and digital integration to boost urban engagement

Demonstrates the power of creative mobile solutions in today's competitive consumer landscape

Campaign effectively drove both increased **brand awareness** and measurable sales growth



Dabur Ltd's Auto Hood Advertising campaign delivered highly **innovative engagement** in urban markets

Mobile ads expanded brand visibility beyond traditional static placements to reach diverse audiences

Integration of offline mobile advertising with digital marketing amplified overall campaign impact