

# Cross Digital Media Marketing **POWER OFF - LUMINOUS ON**

**ASHISH KUMAR**  
**Wavemaker**

**28 Cr**

# Households

Source: National Statistical Office (2020)

**Power cuts  
impacts 50% of  
Indian  
households**

**Only 4%**  
**Households**

**"Houston, we have  
a problem"**

But in a problem lies an  
Opportunity



# **Connect with Users during Power Cuts**

# CHALLENGE

**How to connect with users  
during power cuts?**

**Heavy Competition &  
Limited Budgets**

**4.05**  
**Hours/Day**



**MMA**

**SMARTIES™  
UNPLUGGED  
INDIA**

# INSIGHTS & LEARNINGS

INNOVATING  
RECOGNIZING  
CELEBRATING




**MORE ATTENTIVE DURING PROBLEM**



**MORE RECEPTIVE TO  
RELEVANT SOLUTION**





AT LEAST WE  
ARE HAVING  
A CANDLE LIGHT  
DINNER TONIGHT.

YEAH, SO IS  
EVERYONE ELSE...

**JUXTAPOSE LUMINOUS AS THE  
BEST SOLUTION FOR POWERCUTS**



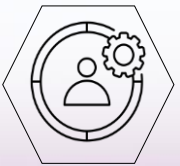
# STRATEGY



**LEVERAGE BIJLI  
GUL API**

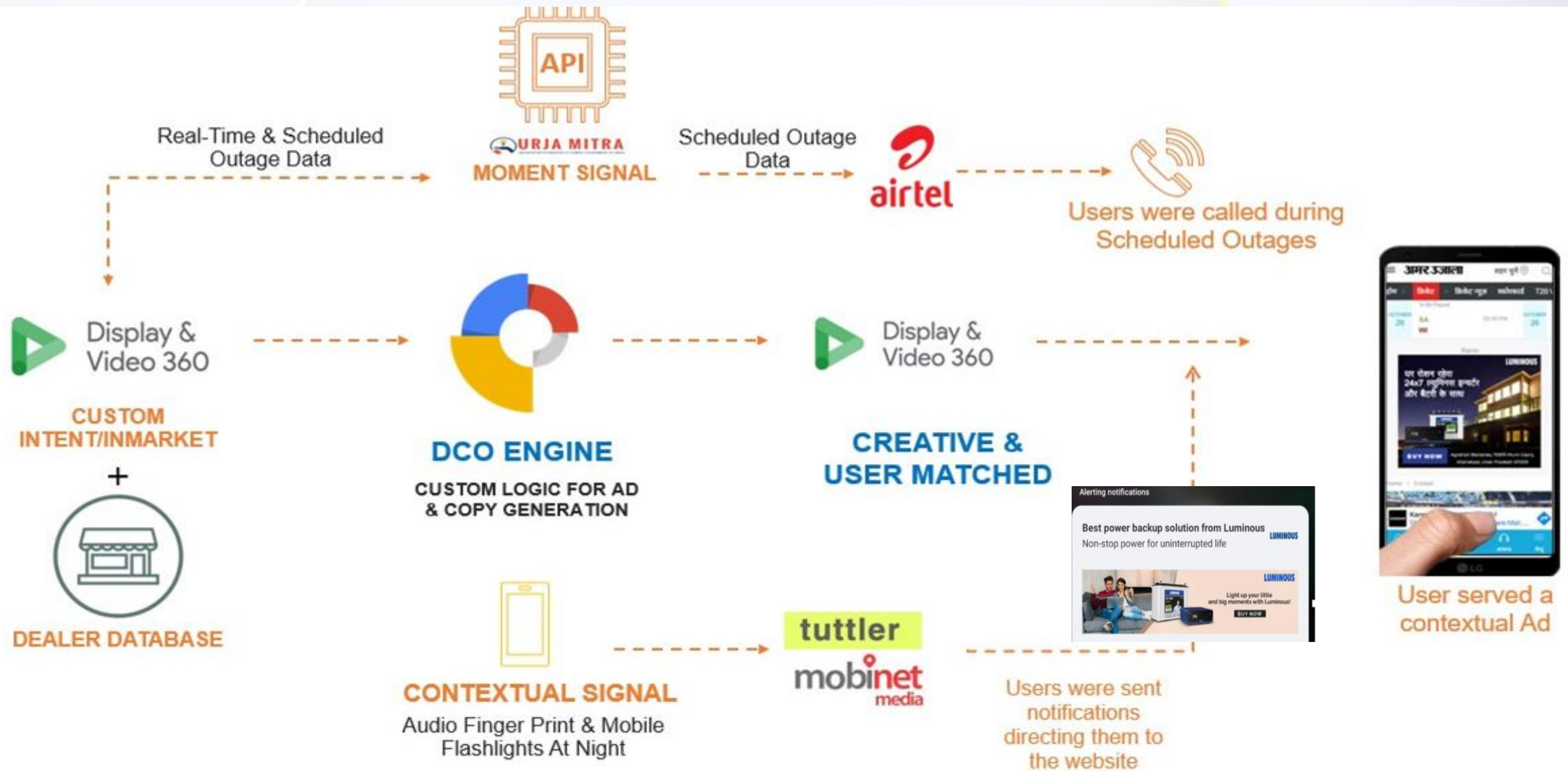


**PERSONALISED  
ADS**



**EVENT BASED  
TRIGGERS**





**POWER OFF**

**LUMINOUS ON**