

JAIPUR RUGS

Digital Amplification & Global Scale

RUG UTSAV





A G E N D A

- Quick context & MarkeThink fit
- Campaign recap: Rugotsav + creative hook
- Objectives & KPIs
- Digital amplification plan (Phase 1)
- Top city targets (India + Global)
- Audience personas
- Phase 2: Live Visualiser App + Retargeting
- Creative formats & channels (beyond Meta/Google)
- Key learnings from previous plan & improvements
- Measurement, budget scenarios, timeline
- Key pain points & our solutions
- Ask & next steps



WHY WE FIT?

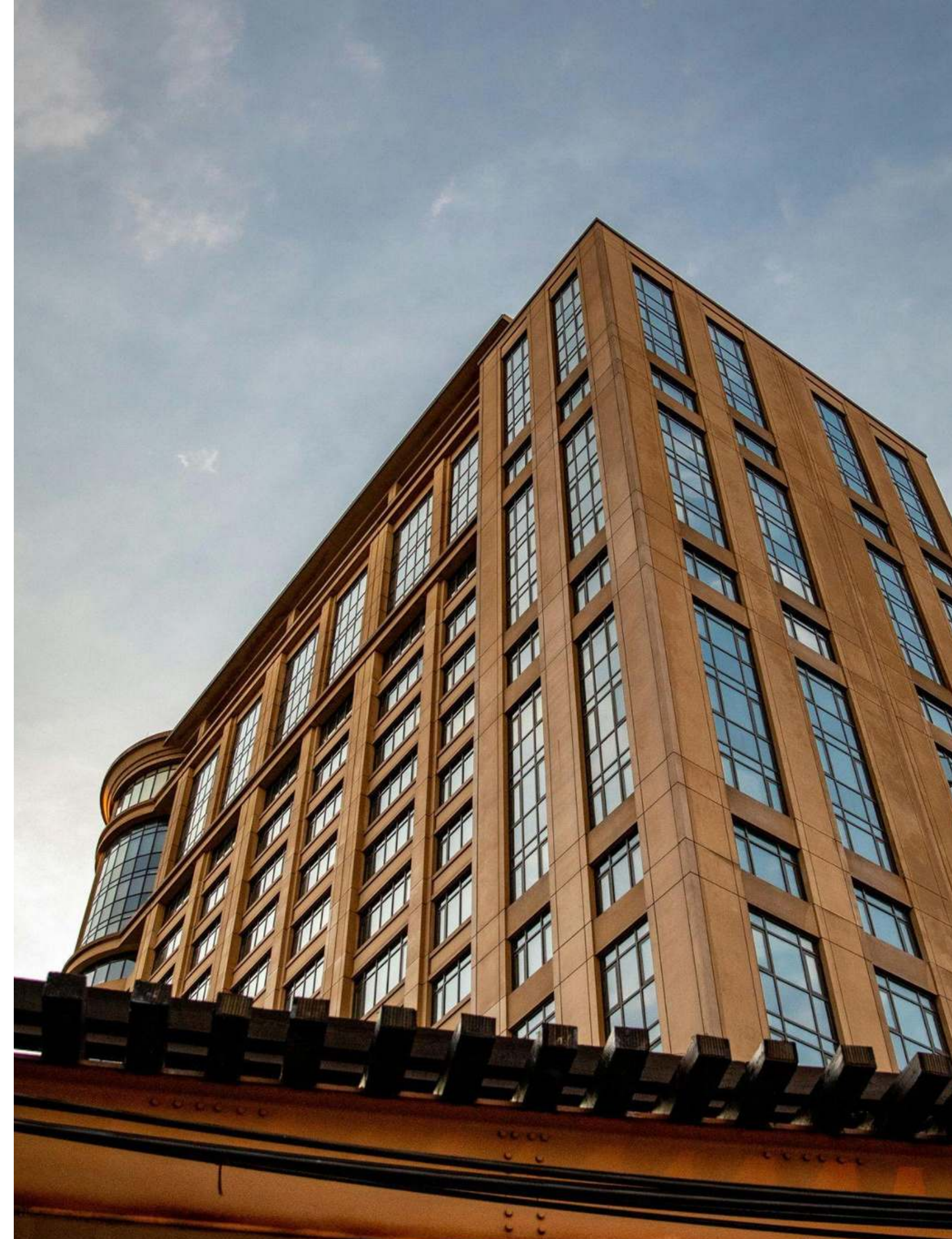
Specialised in home furnishing & material marketing, with deep understanding of users in the construction and design journey.

360° digital + PR + partnerships capability (media, sports, design).

Proven network: 10k+ media/PR pages, sports team partnerships, and B2B architecture/design contacts.

Strength: bridging niche industries (materials, interiors, craft) to high-value consumers, standing out brands from competition by engaging key stakeholders.

Our Trusted Clients:





RUG UTSAV

Asia's Most Awaited Carpet Sale of The Year

C A M P A I G N R E C A P

Strong foundations: Active social presence & design-led storytelling

Signature work: Court of Rug campaign, proven creative recall

Upcoming hero: Rug Utsav with Harmanpreet Kaur (sports x craft)

Planned channels: Print, radio & hoardings across key metros



Brief Decoding

BRAND AWARENESS

(Pull For Mind Share)

The idea is to improve top of mind awareness (TOMA) among relevant audience cluster by creatively positioning the brand in a way that creates a category differentiation and spontaneous recall (SPONT) towards the brand semiotics of Jaipur Rugs.

Base targeting

Demographic - Male 30 to 60 & Female 25+

Geography - Delhi, Punjab, Haryana, UP , Maharashtra, Gujarat, MP, Goa

Budget allocation as per population size

Tier 1 - 60% Tier 2 - 40%

Tamil Nadu, Karnataka, Andhra Pradesh & Telangana

Milan, London, Dubai, Shanghai, Beijing, Chicago, New york

Audience & Business Objectives

Primary objectives (Rug Utsav)

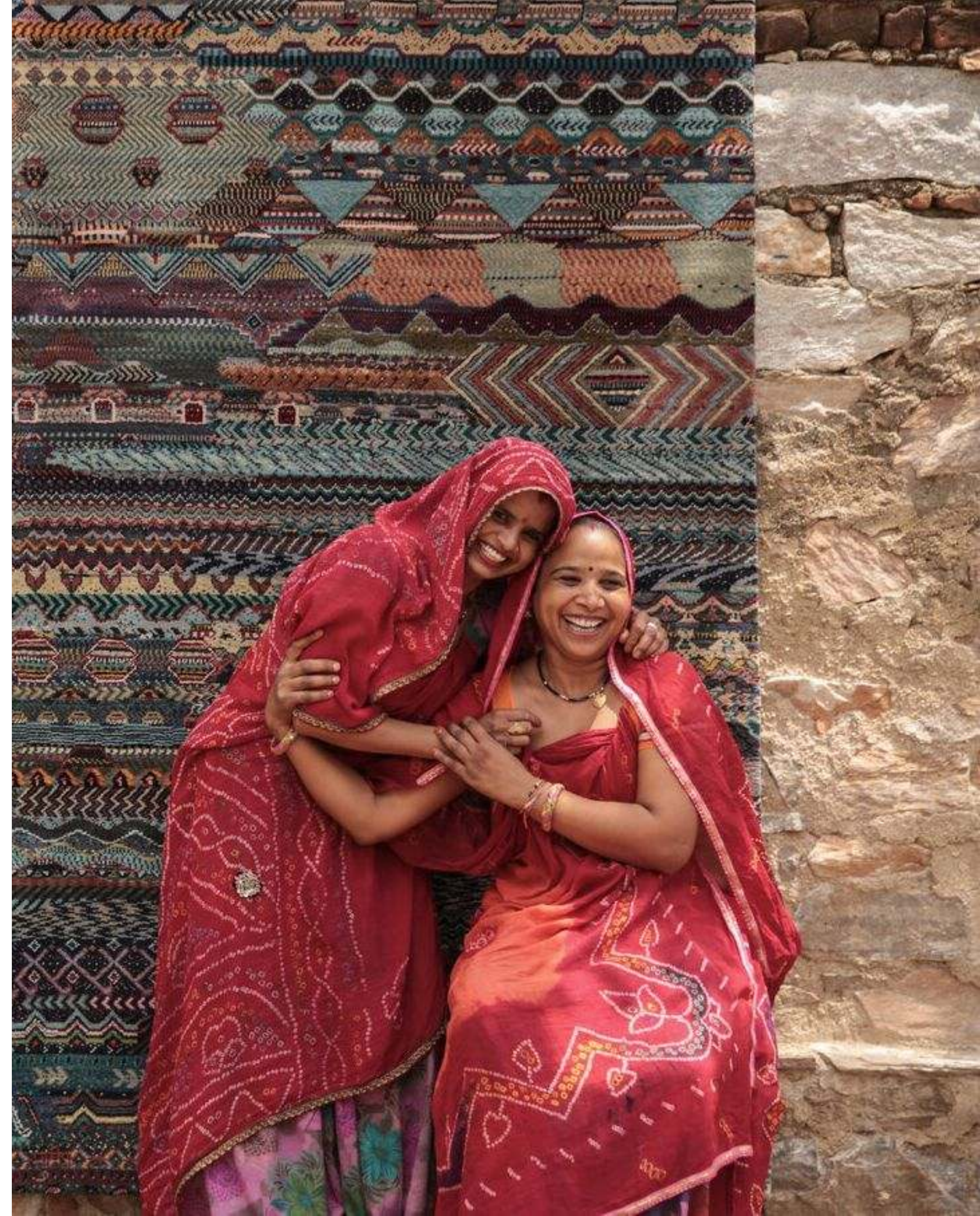
Awareness among premium home-buyers and design professionals

Engagement (video watches, Visualiser trials, store visits)

Conversion: e-commerce + showroom appointments

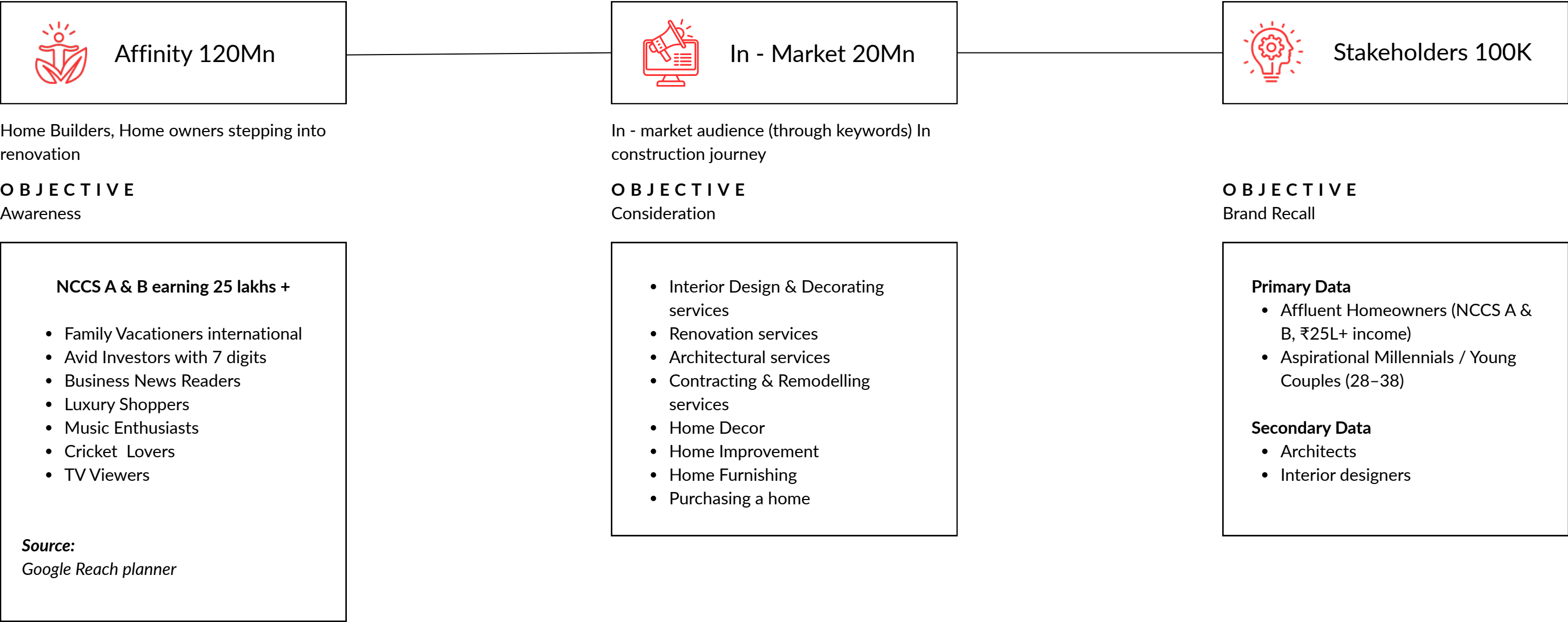
KPIs

- Impressions
- View-Through Rate
- Visualiser trials
- Lead-to-appointment rate
- e-commerce ROAS
- Store footfall uplift



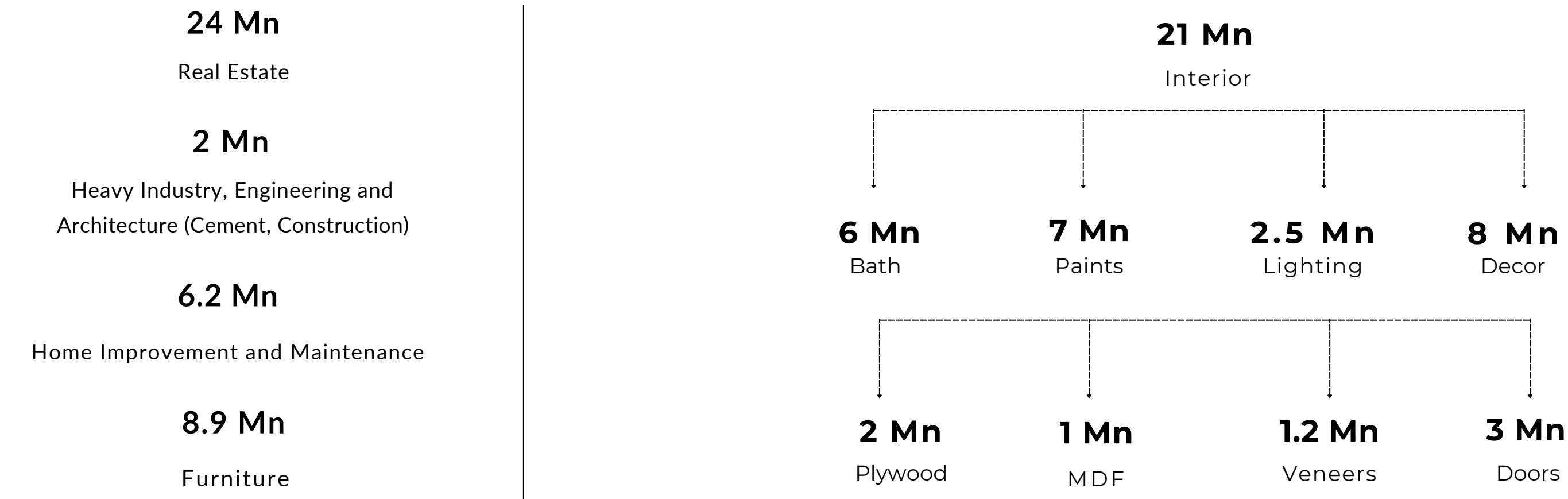
Audience Profiling & Size

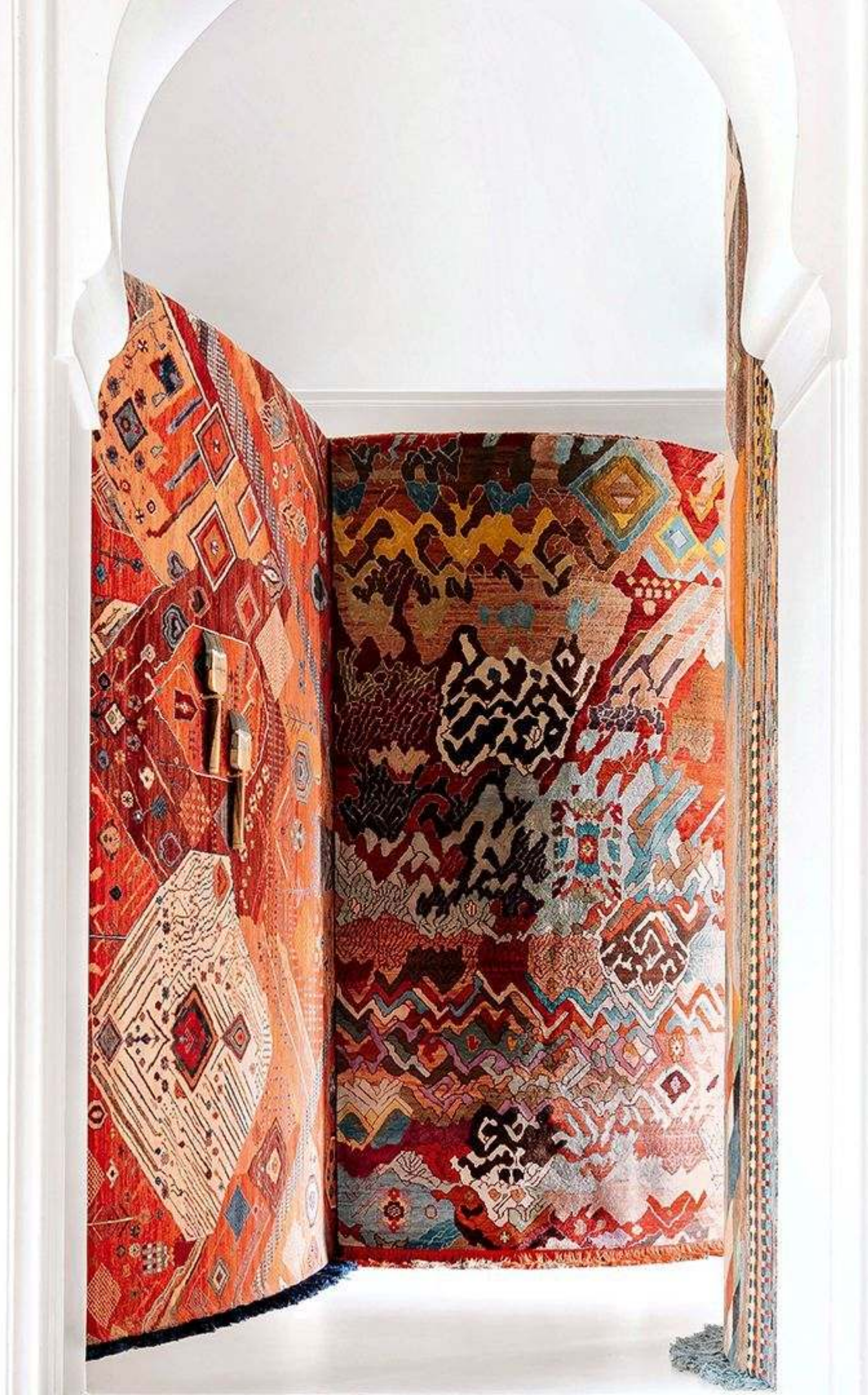
More than 20 Million users are actively exploring interior and related products



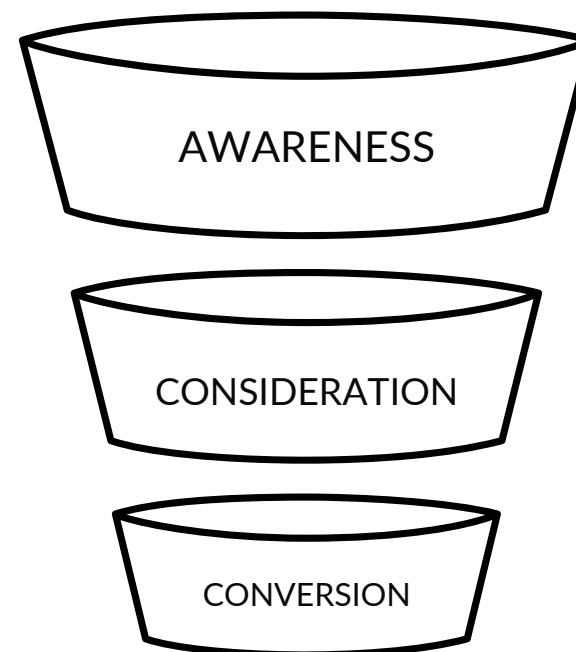
Category	Persona & Role	Data Profile	Purchase Drivers & Creative Hooks	Channel Focus
B2C: HIGH-VALUE BUYERS	1. The Design Aficionado (Primary Buyer)	Affluent: 35–55, NCCS A & B, ₹25L+ income. Part of the 120Mn Affinity audience.	Provenance & Craft: Invests in statement pieces. Driven by Craft, Sustainability, and Storytelling. Follows AD/Elle.	DOOH (Airports/Malls), Industry PR/Influencers, Google Search (High-Value Keywords).
B2C: ASPIRATIONAL	2. Young Luxury Starter Couple	Aspirational: 28–38. Part of the 20Mn In-Market audience (actively exploring interiors).	Convenience & Visualization: Driven by Easy Visualization (App Trials) and Seamless Checkout. Highly Instagram/Pinterest-driven.	Meta (FB/Insta), Pinterest/Houzz, YouTube (Short-form content), Travel Apps.
B2B: HIGH-INFLUENCE	3. Interior Professional (Trade)	Key Specifiers: Architects/Designers. Actively searching for Architectural/Renovation Services (Digital Signal).	Credibility & Quality: Requires Superior Craftsmanship and Reliable Service. Focus on product specification.	Industry Influencers (Architects), Professional Portals, Google Ads (B2B Keywords).
B2B: STAKEHOLDERS	4. Dealer/Contractor Persona	Network: 100K+ Stakeholders (Dealers, Carpenters, Builders). Targeted via Primary Data.	Trust & Consistency: Needs Consistent Branding and support. High reliance on personal/direct communication.	WhatsApp Chatbot (Innovation), Truecaller (2Mn Reach), Local Dealers Marketing (Geofencing).

Understanding the 20Mn in-market audience intent areas more than 2 Million users are actively visiting for home improvement product websites on a monthly basis





Digital Amplification Framework (Phase 1)



Awareness (Top Funnel)

OTT + Sports placements (JioCinema/Women's World Cup) — ~5M reach
Luxury DOOH (airports, malls) — ~10M reach
Cinema PVRs — ~2M reach

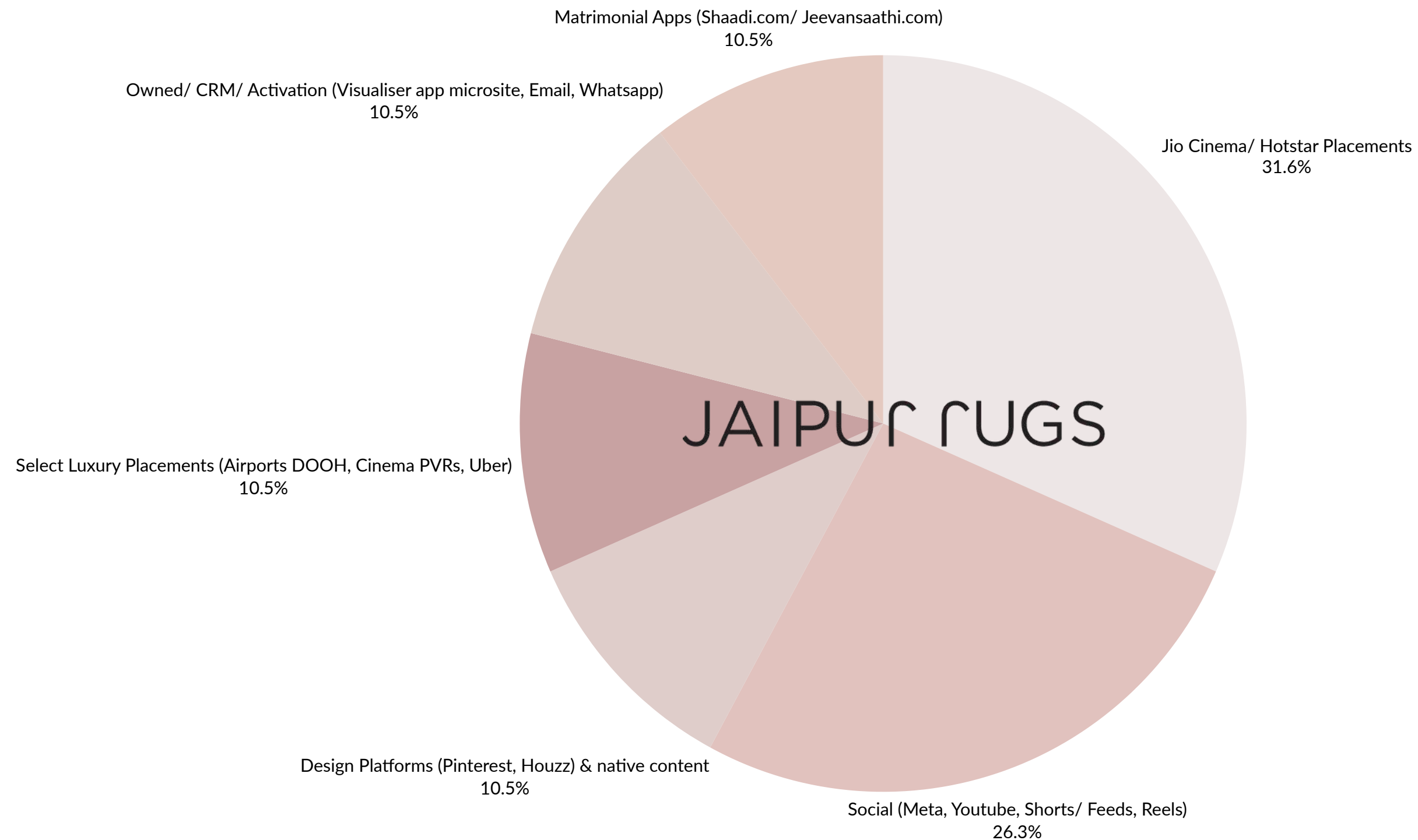
Consideration (Mid Funnel)

Social platforms: Meta, YouTube Shorts/Reels — ~35M reach
Design community seeding: Houzz / Pinterest — ~5M reach
PR + Influencers (lifestyle, design, cricket) — ~33M reach combined

Conversion (Lower Funnel)

Stakeholder re-engagement: WhatsApp (100K), Truecaller (~2M)
Owned channels: Website hub + Rugs Visualiser App, Email nurture

Balanced Channel Allocation for Maximum Impact



WHY JIO HOTSTAR

BROADCASTERS FOR WOMEN'S WORLD CUP

Strategic Context & Brand Synergy

- The "RugUtsav" campaign is built on the concept of cricket played on Jaipur Rugs, making live cricket promotions on platforms like JioCinema and Hotstar the most contextually relevant medium.
- Featuring Harmanpreet Kaur (Women's World Cup Captain) creates a perfect, high-visibility synergy with cricket viewership.
- No other medium ties into the campaign concept better than live cricket, ensuring maximum audience acceptance and recall.

Scale and Engagement Power

- **Massive Reach:** JioCinema/Hotstar reached 100M+ viewers during IPL 2024 (India's largest OTT sports audience).
- **High Attention:** These platforms deliver longer watch times (average 28–35 min/session) versus 5–7 seconds on social.
- **Growth Segment:** Women's World Cup viewership is growing at 30%+ YoY, effectively tapping into both sports and lifestyle audiences.
- **Higher Recall:** Contextual ads placed during matches achieve 70% higher recall compared to standard digital display.



Website-led & Innovative Ideas

1. The Rug Utsav Microsite (Content Hub)

Feature	Strategic Goal	Data Value
Hero Film Showcase	Maximizes video view completion rate (VCR) by removing distraction.	Brand Recall (SPONT) and Engagement Duration.
Artisan Stories/UGC Gallery	Connects the emotional story (craft/provenance) to the product.	Increases Brand Trust and Perceived Value.
Clear CTA to Visualiser	Primary traffic driver for the Phase 2 conversion tool.	Traffic to Conversion Funnel measurement.

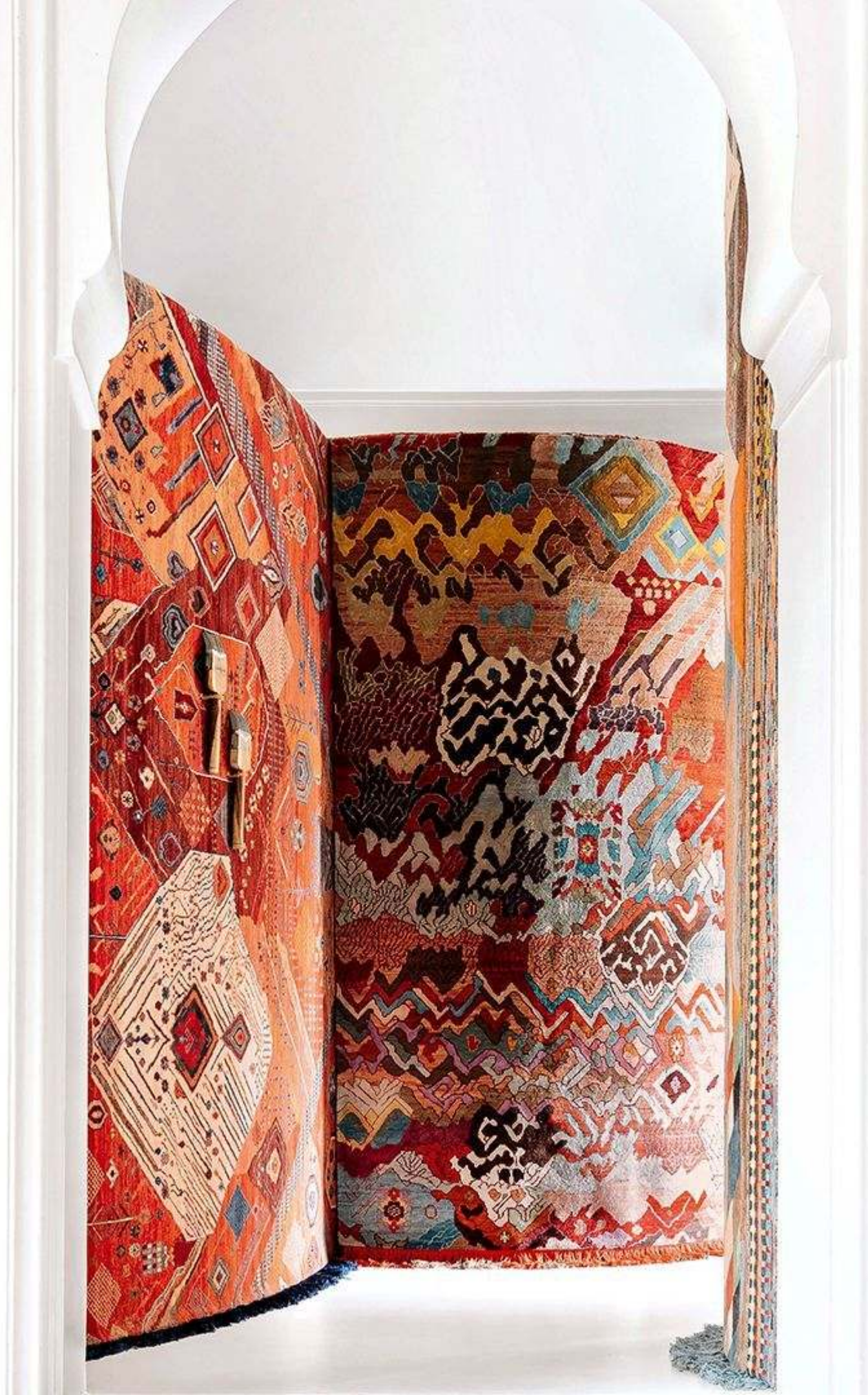


Website-led & Innovative Ideas

2. High-Conversion Tools (Phase 2 Focus)

Innovation	Mechanism	Performance Benchmark
Rugs Live Visualiser (WebAR + 3D)	Allows users to virtually place rugs in their space via their phone camera.	AR tools typically drive a +11–15% increase in e-commerce conversion rates (Source: Industry AR Studies).
Virtual Showroom Appointments	Allows users to book dedicated 1:1 video consultations with a design expert.	Leads generated often have 20% higher Average Order Value (AOV) due to expert guidance.
Interactive Quiz ('Find Your Rug')	A quick survey on style, size, and budget (e.g., "What's Your Decor DNA?").	Captures first-party data and high-quality, segmented leads (e.g., "Aficionado" vs. "Starter Couple").





Precision Retargeting (Phase 2)

Precision Retargeting Funnel

Implement a three-stage funnel to convert highly engaged users into buyers:

- Awareness to Microsite: Retarget users who watched 75%+ of the Hero Film (OTT/Social).
- Intent to Visualiser: Retarget Microsite Visitors (read Artisan Stories) with "Try it in Your Home" messaging.
- Conversion to Purchase: Retarget Visualiser Users (who used the app but didn't buy) with a clear booking CTA.

Dynamic Creative Advantage

Utilise Dynamic Ads showing the exact rug the user viewed or added to cart, maximizing purchase probability and personalization.



INFLUENCER & PR STRATEGY

Luxury Lifestyle Influencers:

Aashna Shroff (includes home decor in her content), **Masoom Minawala Mehta** (global luxury audience), and **Kritika Khurana** (high reach) remain strong candidates to connect Jaipur Rugs with aspirational lifestyle audiences.

Industry Leaders (Architects/Designers):

Sonam Kapoor (luxury + lifestyle crossover), **Anjum Jung**, **Shabnam Gupta**, **Aamir & Hameeda Sharma**, and **Sonali Bhagwati** represent India's most respected design voices, making them ideal collaborators to build product credibility and trust.

High-Profile PR/Collaboration Opportunities:

Other noted names such as **Gauri Khan** (Gauri Khan Designs), **Suzanne Khan** (The Charcoal Project), and **Vinita Chaitanya** can also be tapped for luxury positioning and editorial-worthy collaborations.

Insights from Previous Plan

What Worked Well (Data-Backed Success)

Audience Profiling: Identified 20M+ in-market users exploring interiors (Source: Google Reach Planner).

Influencer Scale: Achieved ~33M+ reach via a tiered structure:

Lifestyle: 20 creators → ~5M reach

Industry: 10 architects/designers → ~3M reach

Mass: 200 Meme/Cricket pages → ~25M reach

High-Intent Touchpoints: Airports & malls DOOH (~10M reach), Cinema PVRs (~2M), Uber/BlueSmart (~2M), Premium car portals (~1M).

Stakeholder Reach: Engaged 100K via WhatsApp and ~2M via Truecaller.

Improvement Strategy

Focus & Efficiency: Focus on 5–6 core channels (Jio Cinema/ Hotstar, Meta/YouTube, Pinterest/Houzz/ ArchDaily/Architizer/ ArchNet, DOOH, PR, Influencers) instead of 15+ disparate touchpoints.

KPI Shift: Replace “reach-only” KPIs with conversion targets (Store bookings, e-comm ROAS).

Visual Storytelling: Keep communication visual + brand-led instead of text-heavy product listings.

Brand Alignment: Tie every channel to Jaipur Rugs’ unique narrative: Craft + Cricket + Luxury

Lower-Funnel Measurement: Direct channel success to specific outcomes (Store Visit Uplift, Cart-to-Purchase Rate).



JAIPUR RUGS

Digital Budget	
Total Digital Budget	10,000,000.00
Digital Pre launch Budget 6% (Sept 29th - Oct 15)	600,000.00
Digital Launch Budget 50% (Oct 16th to Nov 31st)	5,000,000.00
Digital Post Launch & Amplification Budget 5% (Dec)	500,000.00
Digital Post Launch & Amplification Budget 7% (Jan to March)	700,000.00
Digital Post Launch & Amplification Budget 25% (April & June)	2,500,000.00
Digital Post Launch & Amplification Budget 7% (July to Aug)	700,000.00



Lets market with Markethink to make people re-think :)