

Planet M

‘Retailing from Common Area’

Campaign Objectives: Raise awareness and stimulate sales in the catchment area where Planet M has limited retail footprint. Campaign ran along with Mall’s anniversary celebration and summer fest for 45 days. Planet M participated in sponsoring gifts and freebies thereby attracted shoppers to their activity.

SpaceandPeople Execution: Planet M being a retailer never thought of selling their products through common area within a Shopping Centre, SpaceandPeople recommended and sourced the mall, site in Mall and timing of the activity to the retailer.

Venue: Oberoi Mall, Mumbai



Results

Over 1500 cd’s, dvd’s sold

Kolkata Knight Riders merchandise, Xbox’s, other products sold like hot cakes

Brand awareness up

“We are overwhelmed with the activity response and sales we had. We would want to book more of such spaces in future”

Akhil Ananthakrishnan, Planet M Retail