



Reliancedigital

HEADSHOT
MEDIA

Campaign



OBJECTIVE: To promote “Reliance Digital’s AjoMania” Sale campaign

PROPOSAL: HSM to post “Republic Day AjoMania Sale” campaign posts on its different channels to promote and **maximise impressions** and awareness about the **AjoMania Sale**

PLAN:

Channels	Days	Total Expected Impressions
HSM Plus	2	2 Million
HSM English		
HSM Filmy		

English HSM - Ad Unit Snap

English NEWJ

Sponsored ·

Are you ready for The Republic Day Special Ajiomania Sale?

AJIO.COM
AJIOMANIA SALE
Buy online at AJIOMANIA SAL...

SHOP NOW

Instagram

englishnewj Sponsored

THE AJIOMANIA SALE
REPUBLIC DAY SPECIAL
1,800+ STYLES | 2,00+ BRANDS

72% MIN 50+22% OFF 72%

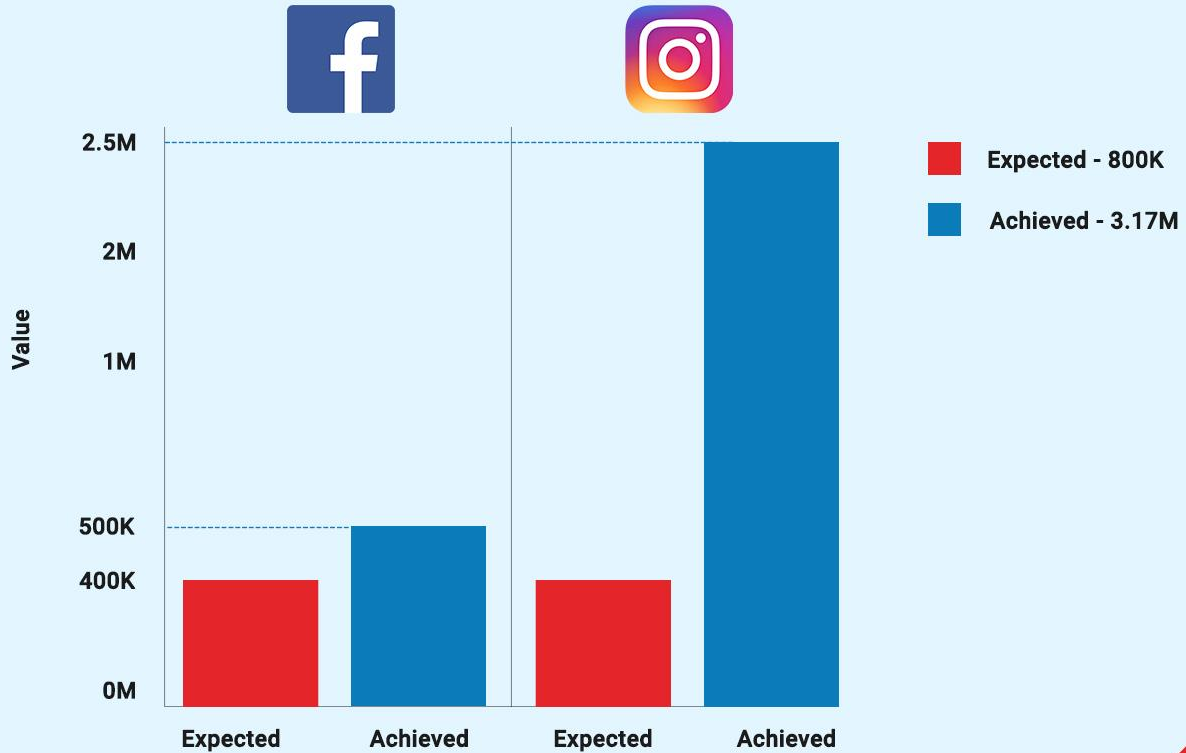
SHOP NOW

AJIO

Shop Now

englishnewj Are you ready for The Republic Day Special Ajiomania Sale?

English HSM - Performance



Filmy HSM - Ad Unit Snap

 **फिल्मी NEWJ**
Sponsored · 

हो जाइए तैयार, गणतंत्र दिवस पर आ रही है Ajiomania Sale

 **AJIO.COM**
AJIOMANIA SALE
Buy online at AJIOMANIA SAL...
[SHOP NOW](#)

Instagram

 **filmynewj**
Sponsored



THE AJIOMANIA SALE
REPUBLIC DAY SPECIAL
72% MIN. 50+22% OFF 72%
SARAFI + STYLIS | LADY + BRANDS
[SHOP NOW](#)

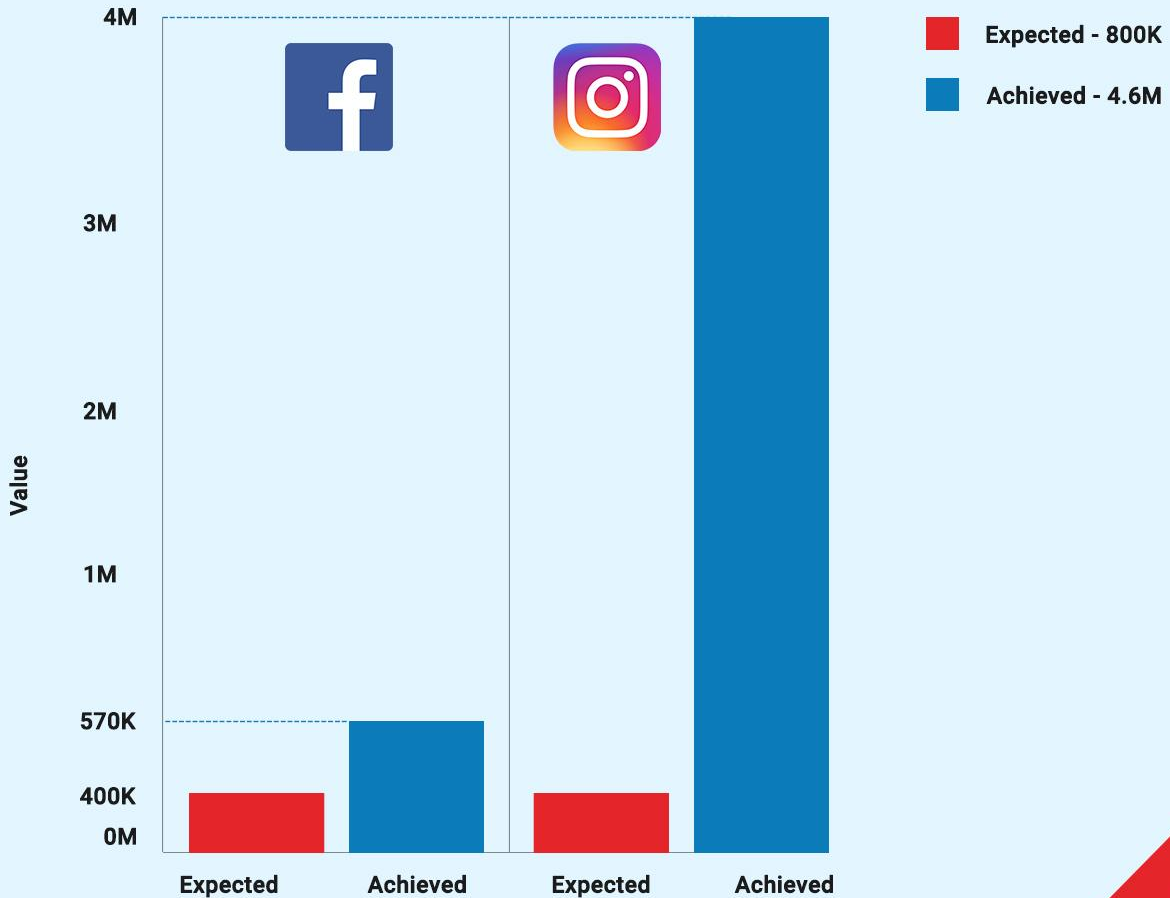
 **10% INSTANT DISCOUNT** **AJIO**

[Shop Now](#) >

filmynewj हो जाइए तैयार, गणतंत्र दिवस पर आ रही है Ajiomania Sale

Filmy HSM - Performance



HSM Plus - Ad Unit Snap

Instagram

newjplus
Sponsored



THE
AJIOMANIA
SALE

REPUBLIC DAY SPECIAL

72ND MIN. 50+22% OFF* 72ND

SHOP NOW

AXIS BANK 10% INSTANT DISCOUNT

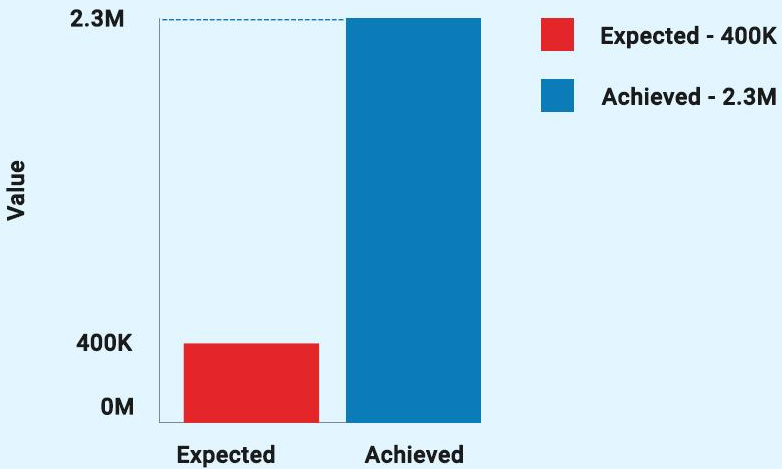
AJIO

Shop Now >

♡ 💬 📌

newjplus हो जाइए तैयार, गणतंत्र दिवस पर आ रही है Ajiomania Sale

HSM Plus - Performance



Campaign Summary

2M

**Expected
Impressions**

10M

**Delivered
Impressions**

6M

**Unique
Reach**

2

**Duration
(in days)**