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भारत संचार निगम लिमिटेड
(भारत सरकार का उद्यम)
BHARAT SANCHAR NIGAM LIMITED
(A Government of India Enterprise)

BSNL 3G)))) **BSNL LIVE**
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SALES & MKTG-CM/MEDIA PLAN/2010-11/2

DATED : 30.03.2011

Sub: Approved Media Plan 2011-12 – reg.

Please find herewith the approved **Media Plan – 2011-12** devised by Circle Marketing Units of both CM & CFA for carrying out the Business Promotion and Marketing Activities throughout the Circle during the F/Y: 2011-12.

The activities can be carried out by SSAs subject to the availability of Marketing Budget allotment under BPME. If budget constraints continued to exist, SSAs may carry out only BTL (Below the Line) activities to the extent possible.

Budget allotment under BPME for the F/Y: 2011-12 is still awaited from Corporate Office.

This is issued with the approval of the competent authority.

(K.R.Aravindavalli)
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To

All Heads of SSA
Tamilnadu Telecom Circle

Copy to:

GM(S&M-CFA), TN Circle, Chennai-6
DGM(CS), TN Circle, Chennai-6
AGM(Mktg-II)-CM, TN Circle, Chennai-6

- for kind information and n/a.



BHARAT SANCHAR NIGAM LIMITED

(A Govt. of India Enterprise)

Tamilnadu Telecom Circle

Hand Book on Annual Media Plan 2011-12

For
Consumer Mobility & Consumer Fixed Access
Units of Circle Office & SSAs
Tamilnadu Circle

*O/o. General Manager (S&M-CM) &
O/o. General Manager (S&M-CFA)
No.16, Greams Road, Chennai – 600 006*

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Introduction:

Media Plan 2011-12 is devised with an intention to carry out Business Promotion and Marketing Activities of both CM & CFA Units of SSAs/Circle during the F/Y: 2011-12 in Tamilnadu Circle. Subject to availability of Marketing Budget under BPME, Above the Line/Below the Line activities can be carried out by SSAs.

Activities like advertisements through Press Ad/Hoarding/TV & Radio/Cinema Hall or Theatre advertisements etc. are coming under **Above the Level activities** (ATL). Display of Posters/Banners distribution of hand bills/pamphlets/fliers etc. are **Below the Line activities** (BTL)

1. Press Advertisement:

- ❖ Circle office will ensure one BSNL Advt. per week in premium newspapers preferably on right top corner of Page 3 or Page 5 every Friday.
- ❖ SSAs to release one Advt. as per design approved by circle office @ two Advt per month. Maximum size approved in quarter page.
- ❖ Any Advt. for Mela is not included and there is no limit on such releases. However the same must be within budget.

Remarks: *These Advertisements shall normally coincide with product promotion plan.*

Responsibility: SDE MKTG– Circle/SSA

2. Banners:

- ❖ Design of banner by Circle/SSAs.
- ❖ All District HQ must display atleast 250 banners of a single product.
- ❖ All SDCC must have atleast 25 banners.
- ❖ All rural BTS must have atleast 10 banners in and around.
- ❖ Banners to be replaced every 15 days.
- ❖ The product to be displayed will be given by Circle office. SSA to finalise printing and erection of banners as per above plan through tender (tender can be inclusive of both activity or separate).
- ❖ Banner specification: Material: Cloth/Vinyl flex, size: 6 ft x 3 ft. Colour: Multi Colour.

Remarks: *These banners display shall normally coincide with product promotion plan. i.e. for 15 days period, both products can be displayed.*

Responsibility:

SDE MKTG in Circle will arrange for Design
AGM SALES/FM in SSA will arrange for printing and display.

3. Pamphlets/Flyers Distribution:

Pamphlets:

Circle office will print & supply pamphlets of new products/services to SSAs. SSAs shall distribute it through the distribution channels viz. CSC/Franchisee/DSA etc. However, SSAs shall arrange for printing and distribution of pamphlets of existing products/services within the budget allocation.

Flyers:

- ❖ SSAs shall print flyers and distribute.
- ❖ Weekly (Preferably on Sundays) - newspaper inserts regarding BSNL Products/offerings.
- ❖ Design will be given by Circle Office whenever necessary.

Remarks: *These pamphlets shall normally coincide with product promotion plan.*

Responsibility:

SDE MKTG in Circle/SSA will arrange for Design
AGM Sales/Marketing in SSA will arrange for printing and display.

4. Hoarding:

- ❖ Hoardings design will be given by Circle Office.
- ❖ The brand to be displayed on Hoarding will be as per Circle office plan.
- ❖ Welcome Hoarding at entrance to City. Railway Station. Bus station. Airport.
- ❖ Product Branding Hoardings in Airport, Railway station, Bus station. Entrance to important towns along all NH and SH. Telephone Exchanges.
- ❖ Brand to be displayed in Hoarding in dept. building

Remarks: *Proposed Hoardings:*

Quarter	In all DHQ	In all other Areas
1 st Quarter	3G Data,IPad,Broadband	Nesam,CDMA FWP,Broadband
2 nd Quarter	BSNL Live,Blackberry	Anbujodi,CDMA FWT
3 rd Quarter	Postpaid, IPTV	Booster, Prepaid
4 th Quarter	3G Data, Broadband	PRBT, Broadband

Responsibility:

1. SDE MKTG – Circle/GM(NWO-CFA) for design.
2. SSA GM/GM S&M-CFA/DGM-TR (Circle High Power Committee for Hired Hoarding) for finalizing Hoardings.
3. AGM SALES / FM – SSA for selecting of Hoardings and putting to approving authority.
4. AGM SALES / MKTG in SSA for printing and display etc..

5. Demo in shopping mall and other prominent locations:

- ❖ All CSC every week free Demo on one product as per plan of Circle Office.
- ❖ Demo of the same product in Malls, Corporate Clubs, Colleges, High Calling Customers. Frequency of Demo: - Malls every Sunday, Corporate Club @ one per week, Colleges, high Calling Customers- cover maximum in one week.
- ❖ Only one Product to be demonstrated to have focus.

Remarks: *This Demo shall normally coincide with product promotion plan.*

Responsibility:

1. AGM CS- Circle to issue instruction to all SSAs.
2. AGM (Sales/Mktg) – SSA for promotion of demo as detailed.

6. Advertisement in Cinema Hall/Theatre:

- ❖ Activity by Circle Office. Ensure advt. in Important Theatres in I DHQ coinciding with release of Tamil Movies.
- ❖ Advt to run for minimum 30 days.

Remarks: This advertisement shall coincide with any two of the product / promotion plan

Responsibility: SDE Mktg – Circle Office

7. Radio FM – advertisement:

- ❖ This will be carried out by Circle / SSA
- ❖ Advt. on every week as per the product promoted in the week.

Remarks: This advertisement shall coincide with promotion of any product / plan. SSA shall ensure there is no duplication of campaign at a time by both Circle & SSA.

Responsibility:

SDE Mktg – Circle Office / SSA

8. TV Channels / Cable TV – advertisement:

- ❖ TV Channel activity by Circle
- ❖ Cable Activity by SSA.
- ❖ Creative from Circle Office/SSA.
- ❖ Weekly change of content in tune with product promotion.
- ❖ Any mela announcement etc. will be SSA discretion. Use of BSNL signature tone is a must henceforth.

Remarks: It shall coincide with product promotion plan. For Mela, SSA can have own plan.

Responsibility:

SDE-Mktg-Circle / AGM Sales - SSA

9. Road Shows / Melas:

- ❖ All melas must be organised by franchisee.
- ❖ BSNL can only support by giving promotional material.
- ❖ BSNL Support can be for verification of CAF during mela as ultimate responsibility to take correct CAF is with BSNL.
- ❖ Franchisee must do all cash dealings and issue SIM and activate the same through retailers in Mela.
- ❖ BSNL FM to decide which retailer will take part in Mela after discussion with franchisee.
- ❖ Mela must not be inside the BSNL complex.
- ❖ Mela can be in a place convenient to retailer in rural areas so that he can activate SIM.
- ❖ FM will decide on location for mela/ road shows after discussion with Franchisee.
- ❖ Mela to coincide with festivals.
- ❖ Franchisee to organise mela @ one /month in all towns in SSA. Participation of retailer in mela and activation through retailer must.
- ❖ All CFA products also to be promoted during Melas, in places where no exclusive CFA Franchisee is available.

Remarks: SSA to collect all inputs from Circle office

Responsibility: Franchisee Manager - SSA

10. Provision of Sign Boards/Shop Boards:

- ❖ Ensure all retailers have signboards as per BSNL CO design.
- ❖ Circle Office to design Plastic air filled dangler options for giving to retailers.
- ❖ Quarterly replacement of broken / worn out boards.
- ❖ SSA to call for tender. Specification will be given by Circle Office.

- ❖ Where retailer removes the signboard RM to convince /request the retailer to keep it. Where retailer is refusing, in spite of RMs appeal, bring such cases to the notice of FM to resolve.

Remarks: SSA to collect all inputs from Circle office

Responsibility: Franchisee Manager - SSA

11. Traffic Signal Signage – Boards:

- ❖ SSA to take on quarterly or half yearly rental signage at all traffic junctions , plan for traffic signage arches in Important cities and all DHQ.

Remarks: SSA to collect all inputs from Circle office & make changes in display every quarter

Responsibility: Franchisee Manager/SDE in charge of Advts. – SSA

12. Road Median – Display:

- ❖ SSAs to Discuss with Municipality, Corporations to sponsor plants on medians within cities and use signage for promotion.
- ❖ At least three important areas in each DHQ.

Remarks: SSA to collect all inputs from Circle office & make changes in display every quarter

Responsibility: Franchisee Manager – SSA

13. Signage in National High Ways:

- ❖ Last 5kms entry into city from all NH/SH into the city to be targeted.
- ❖ Sponsor NH/SH road safety signage with BSNL BRAND.

Remarks: SSA to ensure upkeep every quarter

Responsibility: AGM (Sales Head) – SSA

14. Sign Board in Exchange Buildings:

- ❖ BSNL slogan board at all entry and exit points into exchange, offices upto SDE level.

Remarks: SSA to ensure upkeep every quarter

Responsibility: AGM (Sales Head) – SSA

15. Sign Boards in BTS Towers:

- ❖ BSNL logo neon lit or with reflective material coating, wherever permission is given, on all BTS towers located at prime locations.

Remarks: SSA to ensure upkeep every quarter

Responsibility: AGM (Sales Head) – SSA

16. Sponsorship of Academic Events:

- ❖ One event in any college in the SSA every quarter.

Remarks: Product to be promoted in consultation with circle office

Responsibility: AGM (Sales Head) – SSA.

17. Sponsorship of Govt. Sponsored Event:

- ❖ Sponsoring publicity material under Govt. awareness programmes against eradication, prevention of polio, TB, Cancer, use of tobacco, liquor, drugs, AIDS etc.
- ❖ Twice a year.SSA

Remarks: Product to be promoted in consultation with circle office

Responsibility: AGM (Sales Head) – SSA

18. Sponsorship of Public Park Maintenance:

- ❖ Maintenance of minimum one Big Public park and branding for the same in District Head Quarter or Tourist spot in SSA in the following SSAs.
- ❖ Coimbatore, Nilgiris, Madurai (Kodaikanal), Salem (Yercaud), Vellore, Trichy (Mookkombu) etc.

Remarks: SSA shall ensure upkeep every quarter. Product signage is to be displayed.

Responsibility: AGM (Sales Head) – SSA

19. Internet Advertisement in prominent web pages:

Tamilnadu Circle proposes to insert advertisements in prominent web pages during the year.

Remarks: The product will be decided by Circle

Responsibility: SDE-Mktg- Circle

20. Proposed insertion of Advertisements in print media (monthly):

Prominent Dailies (Tamilnadu editions

except Chennai)

1st Week	The Hindu	Daily Thanthi
2nd Week	The New Indian Express & Dinamani	Dinamalar
3rd Week	The Hindu	Dinakaran
4th Week	Daily Thanthi	Any one Regional publication
5th Week	The New Indian Express & Dinamani	Dinakaran

Prominent Magazines

Monthly **one** or **two** based on the requirement:

Tamil weekly: Ananda Vikatan / Kumudham / Kungumam / Puthiya Thalaimurai etc.
In-flight Magazine: Paramount / King Fishers / Jet Airways /Air India etc.

- Note:
1. Under '**responsibility**', SDE-Mktg, Circle Office/SSA means SDE Mktg-CM / SDE-Mktg-CFA depending on the product concerned.
 2. Whenever SSAs intend to hire outdoor advertisement space like Hoardings, Traffic Signal from **private parties**, the same has to be sent to Circle Office for approval by High Power Committee (HPC)

PRODUCT PROMOTION PLAN FOR THE YEAR 2011-12

LIST OF PRODUCTS	APRIL	MAY	JUNE	JULY	AUG	SEP	OCT	NOV	DEC	JAN	FEB	MAR
BLACK BERRY	2 nd week					3 rd week			3 rd week		4 th week	
POSTPAID	3 rd week		2 nd week		1 st week				2 nd week			
PREPAID PLAN	1 st Week	2 nd week		1 st week			1 st week		4 th week	2 nd week		
3G DATA CARD/EVDO	4 th week			2 nd week			4 th week			1 st week		
BSNL BROADBAND	1 st week	2 nd week	4 th week		2 nd week				2 nd week	4 th week		
BSNL LANDLINE	2 nd week			1 st week		2 nd week	3 rd week			2 nd week		1 st week
IPTV		3 rd week				3 rd week				3 rd week		
ONLINE GAMES	3 rd week				1 st week					1 st week		
MOBILE TV		1 st week				1 st week			1 st week			
PRBT		1 st week			2 nd week			4 th week				4 th week
BSNL MUSIC STATION					3 rd week			2 nd week				
BSNL JOKES		4 th week							4 th week			
BSNL-ASTROLOGY					4 th week					3 rd week		
CDMA-FWT/FWP		3 rd week		3 rd week				1s week		4 th week		
EVDO/NIC		4 th week				2 nd week					3 rd week	
WiMax			1 st week				2 nd week				1 st week	
BB-VAS-CFA	2 ND week			4 th week		4 th week					2 nd week	3 rd week
IPAD (Data Plans)			3 RD week				1 st Week					2 nd week

Note: Week starts on Monday.

Marketing Units of SSAs are requested to go through the media plan thoroughly and implement the same in consultation with marketing unit of O/o. GM(S&M) – CM & CFA.

Co-ordinated effort by all concerned is a must for promoting various products of BSNL and achieving the target fixed for the Circle for the year 2011-12

All expenditure under BPME shall be restricted within the budget allotment for the financial year 2011-12 and the responsibility lies with the SSAs concerned.


GM (S&M-CM)


GM (S&M-CFA)