CityPulse™

BE SEEN. BE EVERYWHERE.

India's 1st Urban Mobile Media Network

Idea that moves People



3M+ Views Per Fleet

21+ Prime Locations

GPS-Verified Execution



"Innovative Solutions For Your Success"

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HIGH VISIBILITY | HYPERLOCAL REACH | MEASURABLE IMPACT

INTRODUCTION

CityPulse™ is India's 1st Urban Mobile Media Network, built to transform outdoor advertising through mobility, technology and measurable execution.

WHY CHOOSE CITYPULSE?

- PREMIUM DIGITAL EXECUTION
- HYPER LOCAL MOBILITY
- FULLY FLEXIBLE REAL TIME CAMPAIGN
- VERIFIED, MEASURABLE DELIVERY
- SEAMLESS INTEGRATION

CORE FACTORS

1 PREMIUM DIGITAL IMPACT

Deliver dynamic, high-quality creative on large-format digital screens for strong visual impact and attention.

2 DIGITAL MOBILE MEDIA FLEET

Unlike fixed screens, CityPulse™ can move across selected locations & zones-taking your communication closer to the audience.

3 HYPERLOCAL PRECISION

Customised design routes around relevant markets, business districts, residential clusters, high-footfall zones, events, communities and audience catchments.

4 TARGET THE CUSTOMER UNIVERSE

Take the campaign to the places where your target audience actually lives, works, shops, commutes or gathers.

5 FLEXIBLE CAMPAIGN ARCHITECTURE

Build campaigns around your objective:
City-Wide | Zone-Wise | Single Van | Weekend Impact | Product Launch | Society/Community | Event Support

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6 DYNAMIC CREATIVE CONTROL

Digital communication enables creative changes centrally, allowing campaigns to respond faster to changing messages, offers, products or locations.

7 PROOF OF EXECUTION

GPS-enabled tracking, geo-tagged evidence and campaign reporting can provide verifiable proof that the campaign was deployed as planned.

8 MEASURABLE DELIVERY

Go beyond ad display. CityPulse™ provides campaign insights on route, coverage, deployment and reporting.

9 HIGH ATTENTION, LOW DISTRACTION

Large-format digital communication delivers strong visual impact without the distractions of personal digital feeds.

10 INTEGRATES WITH YOUR EXISTING MEDIA

CityPulse™ complements your existing media:
Traditional OOH | DOOH | Social & Digital | Retail | Events Rural | Dealer Branding | Experiential

OUR MOBILE FLEET NETWORK PUTS YOUR BRAND RIGHT WHERE THE CITY MOVES.

21+ PRIME LOCATIONS



Business Districts



Hubs & IT Parks



Malls & Markets



Residential Societies

NETWORK OF 21 DIGITAL FLEETS IN ROTATION, 16 HOURS ON-ROAD PER DAY, NO ROUTE REPETITION FOR 30 DAYS.

LET'S GET YOUR BRAND MOVING

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SCAN HERE
FOR MORE INFORMATION