TATA ELXSI

Enterprise Advertisement Management Platform

Helping brands widen reach, growth and improve sales on TV and OTT services

BACKGROUND AND CHALLENGE

The shifting landscape of the digital entertainment sector is creating an interesting dilemma for advertisers. There is a decline in viewership of satellite television, and brands are no longer able to reach their desired audience.

SCOPE OF WORK

As a part of the digital transformation initiative; we were tasked to:

- Illustrate the plausible future of the global advertising market (focusing on Satellite and OTT).
- Build a portal that helps brands reach a wider audience; help them grow footprint and improve sales through unique and innovative opportunities provided by the platform.

Leading entertainment company in South Africa

					Contractor			
← Media Plan : 30339 - F	Pending Booking		× Return Plan	Show Spots	Share Alternatives	Marked as Booked		
Basic Details Flighting Det						🖸 Export Plan		
Client: Wavemaker Global	Advertiser Name: Colgate	Product: Colgate Protex	Campaign Name: Test Booking with MP	Budget: R 150,000	Deal: Choose Deal			
Campaign Period: 2021-01-14 - 2021-01-31	Duration 20 sec	Source Period: 2020-11-01 - 2020-11-30	Target Market: DStv Adults 18+		Submitted By: े agencybuyer		😑 🔍 Search in Briefs	
			Channels: kykNet & Kie	Additional Information: DStv Adults 18+	Created By: DMS Planner		Booked (24) Closed (92) Today 21/09/01	
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Plan Summary	0					0	Favemaker Global espresso Sarah Graham Sponior 110 254 Jame - Test Soomanhie	0
Select Package	Create Booking (Generate Contract		riew Booking n Landmark)	Perform Automated Booking In Landmark		Confirm Booki	35370 - Wavemaker Global Colgate - Nespresso Sarah Graham Spore Budget - R 110 254	
Packages							Campaign Name - Test	
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SOLUTION

- The platform offers effective advertising insertion, targeted advertising solutions, deeper audience insights, and built-in quality and verification of spots all in brand-safe environments.
- Al-enabled system that understands the advertiser's requirements & creates realtime packages based on their unique marketing requirements. The platform allows advertisers to target audiences in various market segments by device, platform, region and genre as well as provide an enhanced online advertising experience.
- Automated AD Placement: AI enabled system understands the buyer's requirements and creates real-time packages based on marketing objectives

IMPACT

- Design led digital transformation by having a customer centric focus while solving problems
- Improvement and automation of manual operations / processes for transparency and efficiency
- Ad tech setup aligned with the business optimization goals
- Al enabled platform that is a one-stop shop for all marketing needs
- Improved ad deliveries and monetization for brands by implementing addressable TV.



