

# Media Plan



## Miss Honour India International 2022

An Indian representation on International beauty

Schedule : September 2022

Location : New Delhi, India

Venue : ITC WELCOME HOTEL . DWARKA



# PUBLICITY CAMPAIGN

- ▶ Newspaper & Magazine ( Print & Digital both )
- ▶ Streaming Channels
- ▶ Digital Social Media Campaign
- ▶ Press Conference at the venue
- ▶ Venue branding
- ▶ Partner Promotions
- ▶ Hoardings in NCR
- ▶ Key Outdoor Locations



# HOARDINGS IN DELHI NCR

- ▶ BSA – 007 ( Unipole 30 \* 10 ) Tigri Golchakkar , Noida extn , Main FNG G.Noida
- ▶ BSA – 008 ( Unipole all sizes ) Shahberi Furniture Mkt , Crossing republic Noida Extn
- ▶ BSA – 006 ( Unipole 20 \* 10 ) Main NH-24 , Lal Kuan Chowk , Aligarh & Bulandsheher cut , Gzb
- ▶ BSA – 005 ( Unipole 20 \* 10 ) Main NH-24 , Wave city gate , Jaipuria sunrise gate , Gzb
- ▶ BSA – 004 ( Unipole 24 \* 12 ) Main NH-24 , Manipal Hospital , Aditya world city Gzb
- ▶ BSA – 003 ( Unipole 30 \* 15 ) Main NH-24 , Rahul Vihar Flyover , Vijay Nagar ,Gzb



## Pre – event branding :

- ▶ Exclusive mention under the newspaper article ( Times Of India , Hindustan Times , Mid-day , The Print , ANI , Zee5 and more than 30 other biggest print or digital media platforms )
- ▶ Content by all delegates to be shared on their Instagram handle
- ▶ To be a part of a Press Conference to be held at ITC WELCOME HOTEL , before the show
- ▶ Invitation to Press Conference
- ▶ Structured branding for social media audience ( Content making < pictures & videos )
- ▶ Hoardings of the event in the city ( mentioning sponsors & Partners )
- ▶ Mention in all Press releases and promotions
- ▶ Logo on videos or content in relation with the event for all social media promotions



# On-going event branding :

- ▶ The show will be presented by your company name ( For title sponsorship )
- ▶ Emcee to mention your brand name at every regular intervals
- ▶ Exclusive content ( Pictures & videos ) with our TOP QUEENS for your brand or product promotions or endorsements
- ▶ Complete branding opportunity at the venue ( Customized according to the requirement )
- ▶ Opportunity to be under JURY PANEL along with other esteemed panel on the main show
- ▶ Invitation to Media bite at the event venue
- ▶ Booth Set Up at the venue ( If required )
- ▶ VIP passes for the event



## Post event branding :

- ▶ Exclusive mention under the newspaper article ( Times Of India , Hindustan Times , Mid-day , The Print , ANI , Zee5 and more than 30 other biggest print or digital media platforms )
- ▶ Opportunity to work with our TOP QUEENS for your brand or product promotions or endorsements
- ▶ Structured branding for social media audience ( Content making < pictures & videos )
- ▶ Mention in all Press releases and promotions
- ▶ Logo on all edited videos or content in relation with the event for all social media promotions



# GUESTS & VISITOR'S PROFILE

- 40 : 60 , Male & Female Ratio
- 18 – 30 age group 40% & 30+ age group 60%
- Embassy officials , Government Officials , Bureaucrats & elected public representatives
- Business communities , Socialites , Celebs , Bloggers , Fashion Designers , Models , Fashion Curators & Followers , High Profile Corporate Executives , Media Houses , Tourists & All high profile visitors
- Boutique owners , Manufacturers , Distributors , Agents , Showroom Owners , Retailers , Sales & Marketing Executives



# CELEBRITIES & GUEST

- ▶ Alok Jain ( Lakqshya Media Group )
- ▶ Sandeep Marwah ( Marwah Studios )
- ▶ Mr. Raghunath Bharti ( Income Tax Commissioner )
- ▶ Manasa Varanasi ( Femina Miss India World 2020 )
- ▶ Archana Kochhar ( Celebrity Designer )
- ▶ Mr. Indervel Vijay ( India Head – URBANISTA from Sweden , The Embassy Of Sweden )
- ▶ Dr. Garima Anandani ( Celebrity Spine Coach – India Head QI Spine Clinic )
- ▶ Irina Eme ( Celebrity Face Russia )
- ▶ Sakshi Gupta ( Miss Tourism International 2017 )
- ▶ Avani Awasthee ( Miss Tourism Metropolitan , Karamveer Chakra Awardee )
- ▶ Piya Prakash Pawani ( Celebrity Model from Oman )

And many more...

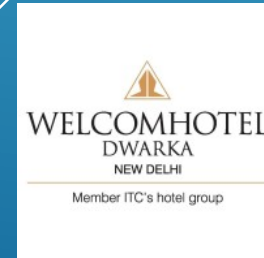
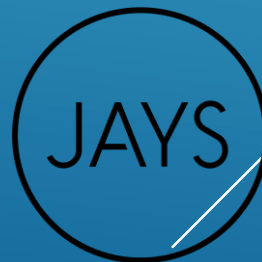




# ASSOCIATED PARTNERS & SPONSORS



UK International  
BEAUTY SCHOOL





MISS HONOUR INDIA INTERNATIONAL



THANK YOU

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