

# Case Study

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## Case 2: Marketing Expense for Unoccupied Media Space

A reputed outdoor media vendor from South India wanted all their media occupied by advertisers continuously and does not want any of their media to be vacant for many days. They reported Platooh that when the company's media remained unoccupied, fixed expenses remain to incur and at the same time the maintenance cost is increasing. The company approached Platooh seeking the possibility of getting their media booked well in advance for future dates so that they do not pay fixed costs and maintenance expenses on vacant media out of their pocket.

## The Solution: Media Exhibition Tool

Platooh suggested the company to use 'Media Exhibition Tool, which is a free web-based tool to showcase their media to the potential clients in the cities where they have media. This allows a vendor to get online visibility for their media and potential clients to come to book the media well in advance based on the future availability.

## Plan of Action

- Create an account at [www.platooh.com/vendors](http://www.platooh.com/vendors)
- Add all your outdoor media (Already booked, Waiting booking and Vacant) to your account with all basic details of your media and with images and videos
- Start using Media Exhibition Tool (completely free)

## What is Media Exhibition Tool?

Media Exhibition Tool is embedded in OOH Ad Planner®, which is a connecting link between media buyers and vendors. When a media is added to Platooh by a vendor, it is showcased immediately in the OOH Ad Planner® where buyers have access and they search for media based on city, cost and available date. The client on seeing the media will make advance booking with initial payment by agreeing to the vendor's terms of business and price. The booked period will automatically get locked for the media and others who see the same media again in OOH Ad Planner® cannot book for the locked period, but can book for other available dates in future. This helps vendors to get continuous booking for all their media well in advance and to be free from all worries of vacant media.

## Outcome

It has been reported by the company that all their media get booking well in advance and some of their media in prime locations are booked for the next two years. Now, they are using Platooh to enable them to manage their entire media inventory and to manage all the resources in the business with the help of ERP, which is a free to use end to end solution in Platooh.