



# INTEGRATION WITH OFFLINE MEDIA



## REQUIREMENT

1. Repositioning the brand Westside
2. Generate curiosity for customers to walk into Westside store and establish the brand.

## SUGGESTION

1. Use call to action via SMS.
2. SMS store locator platform was built.
3. SMS alerts on regular basis to Westside members.



## RESULT

2000 Store locator request were served during the campaign



Thank you !!!

VRINFOSOFT

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