

TTK Prestige at Lalbaug Cha Raja

How strategic festival branding reached 1.8M+ devotees and drove 23% sales uplift in 11 days





The Challenge & Opportunity

Brand Goals

TTK Prestige needed to connect with Indian households during peak festive season, building emotional recall and educating consumers about their trusted kitchen innovations at scale.

The Venue

Lalbagh Cha Raja—India's most iconic Ganesh festival destination where devotees wait 3-10 hours in queues, creating unprecedented brand exposure opportunities.



Campaign Duration: 11 days during Ganpati Festival period in Mumbai

Strategic Insight: Time = Attention



Captive Audience

Average wait time of 3-10 hours per visitor
created continuous brand exposure



Mass Reach

1.8 million+ devotees passed through
branded queue areas



Emotional Context

Festival setting linked brand with trust, family values, and home traditions

"Har Ghar Ka Vishwaas, Har Mann Ka Tyohar"

—Campaign Theme



Multi-Touchpoint Execution

01

Full-Width LED Banners

Massive digital displays positioned above crowd passages for high-reach visual recall throughout the queue journey

02

800+ Queue Barricade Posters

Vertical product posters across every barricade created continuous messaging touchpoints at eye level

03

Live Product Demonstrations

LED screens showcasing cookware innovations with festival-themed messaging: "Jo bhogon ko kare poorā"

04

Cultural Integration

Safety, trust, and innovation messaging woven into devotional context for household decision-maker appeal



Campaign Impact & Results

92%

Brand Recall

Devotees remembered seeing Prestige branding inside the pandal

23%

Sales Uplift

Increase in product inquiries at nearby retail stores

1.8M

Physical Reach

Total footfall during 11-day campaign period

Target Audience Connect

- Women homemakers and working parents
- Youth shoppers and family decision-makers
- 60-90 minutes repeated viewing per visitor

Brand Perception Shift

Exit interviews revealed strong positive association with trust, family values, and home cooking—elevating Prestige from product to household companion.



Why This Campaign Worked

Cultural Relevance

Integrated brand into India's most devotional festival context, building authentic emotional connections with family values

Strategic Placement

Leveraged captive audience psychology—long wait times transformed into brand immersion opportunities

Measurable Impact

Combined high footfall with retail lift metrics, proving offline-to-online conversion at scale

Onbeat Entertainment specializes in: Festival Branding • Mass Consumer Touchpoints
• Emotional Brand Integration • High-ROI Offline Marketing