



RURAL BRANDING

There is something for everyone. Rural marketing can contribute to rural infrastructure and prosperity. People can also live comfortably in villages due to the availability of all goods and services in villages, even comparatively at a low price.

We can position your campaign within 4 days across Rural Gujarat to create an impact over long distances. This leads to more reach and benefit to both the brands and people in rural areas.

Rural branding comprises of 256 GSRTC Bus Stands, 5000+ GSRTC Buses, 5000+ Pickup stands in tier 2, tier 3 villages, Hoardings placed in centre of small towns in Tower Chowk and Market areas. Brands who are targeting upcountry



and tier – 2, tier – 3 centres must explore these options for huge impact in rural towns. Nevertheless, public advertising is an important pre-condition for the creation of demand.



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