PyxiVisio iPRISM

India advertising forecast board pack

iPRISM Strategic Advertising Forecast

RIGHT-SIZE BEFORE APPROVAL

This PDF mirrors the iPRISM report page and adds the saved input brief so leadership can review the forecast, assumptions, decisions and execution guardrails in one document.

Campaign	Advertiser
National Reach Base	**Asteria Beverages**

Version	Budget
V1	**INR 3.00 Cr**

Reach	Confidence
39M	**80%**

Prepared on 2026-07-20 04:07:22 from the saved forecast version.

For CMO, CFO and board-room decision support.

1. Saved input brief

The campaign request, audience assumptions and version context used for this forecast.

Campaign name	National Reach Base
Advertiser	Asteria Beverages
Industry	FMCG
Campaign goal	Brand Awareness
Scope	NATIONAL
Budget	INR 3.00 Cr
Duration	47 days
Start date	2026-08-15
End date	2026-09-30
Audience size	45M
Target reach	16M
Target frequency	3.2

2. Executive decision snapshot

Leadership-level summary from the report page.

Do not approve this plan as written

The brief contains a strategic mismatch that must be corrected before board or client approval.

National Reach Base is a FMCG campaign for Asteria Beverages with a INR 3.0 Cr budget across 47 days. The plan addresses 45.0 M audience members across PAN India and 5 platforms, with Brand Awareness as its primary planning objective.

iPRISM projects 169.6 M impressions and 38.9 M reach at an effective CPM of INR 176.92. Average frequency is 4.36x, while 155.8 M completed views and a 91.9% VCR indicate premium video completion. The plan currently uses 86.4% of the addressable audience. The forecast carries a 80% confidence score.

Goal decision lens	243% of target reach - Will this plan build quality reach without message fatigue or regional dilution?
Reality check	BLOCKED - Board Decision Gate: revise before approval
Creative-commercial bridge	35% wear-out risk - Add 10 creative(s) or expect fatigue to pressure VCR and reach efficiency.
Commercial appendix	Appendix only - ROMI is appendix-only for awareness approval.
Primary decision driver	Reach target and budget mismatch - This is the main planning issue the CMO should resolve before moving from forecast to approval.

2.1 India planning intelligence

The report-page planning intelligence translated into board-readable signals.

India market depth	PAN India - Use publisher reach validation to avoid national delivery hiding regional skew.
Language strategy	Creative-led / platform-routed - Language is evaluated as a creative/state/content routing layer, not as a compulsory budget split.
Publisher resilience	5 publishers - Platform concentration risk is controlled.
Publisher rate validation	0 of 5 agreed CPMs - No agreed CPM was supplied. Treat reach, impressions and CPM as benchmark-led until publisher quotes are locked.
Device / inventory depth	3 device • 5 inventory - Device and inventory splits make delivery assumptions easier to challenge.
Creative evidence	4 creatives - Creative rotation gives the campaign more room to manage fatigue and VCR variance.
Historical evidence	75/100 - The saved report contains historical calibration evidence for this forecast.

2.2 Key forecast drivers

The main planning factors that shaped this forecast before the detailed planning intelligence.

CPM

Platform rate basis

No agreed CPM was supplied, so delivery uses calibrated iPRISM benchmark rates.

GEOGRAPHY

Geographic plan

PAN India planning applies a neutral national modifier.

DEMOGRAPHIC

Audience composition

Age, gender, NCCS and urbanicity allocations are weighted against the active demographic benchmark set.

LANGUAGE

Language mix

Language allocation affects inventory cost, relevance and reachable scale.

SEASONALITY

Campaign timing

Campaign dates are tested against active India festival, sports and demand windows.

CREATIVE

Creative readiness

4 CTV video asset(s), averaging 18.8 seconds, influence completion, attention and fatigue assumptions.

LEARNING

Historical calibration

Historical campaign delivery is blended with benchmarks using its data-quality weight.

2.3 Planning intelligence used in the forecast

State audience density	PAN India - Add state audience density data in the next version to improve allocation accountability.
State and language fit	100% - Selected languages are checked against the selected state footprint where the planning matrix exists.
Inventory capacity	1.22x - Publisher and inventory selections are evaluated against capacity, quality, CPM and attention benchmarks.
Creative utilisation	Low fatigue risk - Creative count, duration, language and readiness are used in VCR, attention and fatigue interpretation.

Commercial validation risk: publisher CPMs are not agreed

0 of 5 agreed CPMs were supplied. Treat reach, impressions and CPM as benchmark-led until publisher quotes or rate cards are locked.

3. Forecast scorecard and delivery economics

Investment
INR 3.00 Cr
Total planned spend

Daily budget
INR 6.38 L
Pacing baseline

Impressions
170M
Forecast delivery

Reach
39M
86.4% of audience

Frequency
4.36x
Exposure pressure

Effective CPM
INR 176.92
Cost efficiency

Completed views **156M** Video completions	**VCR** **91.9%** Completion quality
Attention **92.9** Quality signal	**Confidence** **80%** Planning reliability

3.1 Consultant scorecard

Target reach sanity	38.9 M vs 16.0 M - Over-delivering - Forecast reach is 243% of target. Right-size spend or reset the target before approval.
Planning confidence	80% - Moderate confidence - Use publisher validation and in-flight checkpoints.
Frequency discipline	4.36x - Controlled - Frequency is in a practical planning range for broad CTV/OTT delivery.
Platform resilience	5 channels - Diversified - Platform concentration risk is controlled.
Video completion	91.9% - Premium quality - Projected completion is consistent with high-intent video inventory.
Geographic balance	PAN India - PAN India - The plan uses national scope without artificial state splits.

4. Reality gate and goal directive

Approval blockers, warnings and goal-fit notes from the report page.

Frequency and creative rotation may damage reach quality	Forecast frequency is 4.36x with 4 creative(s). - Use a capped-frequency plan and add creative variants before scale.
Forecast materially exceeds the supplied reach target	Target reach is 16.0 M, but the forecast reaches 38.9 M (243% of target). - Either right-size media spend toward about INR 1.2 Cr at current efficiency, or formally raise the reach ambition before approval.
Frequency and creative rotation are not aligned	Forecast frequency is 4.36x with 4 creative(s). Recommended creative rotation is at least 14. - Add 10 more creative(s), cap frequency near 4.0x, or move INR 24.7 L into reserve/creative production.

ROMI is speculative and should not lead approval	Modelled ROMI is 2.6x, but sensitivity ranges from 1.5x-5.8x. - Move ROMI below the primary goal scorecard. Use the campaign goal metrics as the approval lens.
Publisher CPMs are benchmark-led, not agreed	0 of 5 agreed CPMs were supplied. Forecast CPM is therefore based on benchmark logic. - Collect publisher CPM quotes or signed rate cards before treating reach, impressions and CPM as board-locked numbers.
Goal lens	Awareness / Reach Quality
Primary question	Will this plan build quality reach without message fatigue or regional dilution?
Primary metrics	Reach quality, Frequency governance, Attention, Creative quality, Language fit
Secondary metrics	CPM, Completed views
ROMI policy	ROMI is appendix-only for awareness approval.

Reach target is materially over-delivered

Target reach is 16M, but the forecast reaches 39M (243% of target). Reduce spend toward INR 1.23 Cr at current efficiency, or formally approve a higher reach ambition.

4.1 Goal scoring lens

Approval status	APPROVE ONLY WITH CORRECTIONS
Primary KPI	243% of target reach - Reach feasibility is the approval lens.
Goal alignment	85/100
Primary metrics	Reach quality, Frequency governance, Attention, Creative quality, Language fit
Secondary metrics	CPM, Completed views
Do not lead with	ROMI as headline

- Use the Awareness / Reach Quality lens | Protect message quality, frequency discipline and local relevance.

4.2 Board approval conditions

- Add 10 more creative(s), cap frequency near 4.0x, or move INR 24.7 L into reserve/creative production.
- Apply a frequency-capped plan before full-scale approval.
- Right-size spend to the supplied reach target or formally approve a higher reach ambition.
- Add at least 10 more creatives before launch.
- Validate publisher CPMs because the current forecast uses benchmark-led rates only.

5. Platform, market and audience inputs

Saved media allocation inputs and delivery accountability.

5.1 Platform allocation

JioHotstar	30.0% share - INR 0 - Benchmark CPM
Prime Video Ads	16.0% share - INR 0 - Benchmark CPM
Sony LIV	12.8% share - INR 0 - Benchmark CPM
YouTube CTV	26.7% share - INR 0 - Benchmark CPM
Zee5	14.4% share - INR 0 - Benchmark CPM

5.3 Device and inventory inputs

Connected TV	39.1%
Desktop / Laptop	31.3%
Mobile	29.7%
Broadcaster OTT	18.6%
Live Sports	24.5%
Premium OTT	19.7%

Programmatic CTV	18.6%
YouTube CTV	18.6%

5.4 Platform delivery forecast

Read this as publisher accountability: expected delivery, quality and the rate basis that must be validated before approval.

30.0% allocation | INR 90.12 L

JioHotstar

Portfolio role: contributes reach diversification and inventory resilience. Rate basis: CALIBRATED. Validate CPM and supply with the publisher before board lock.

Reach	Impressions
13M	46M
Frequency	**Applied CPM**
3.40x	INR 197.35
VCR	**Attention**
96%	99/100

16.0% allocation | INR 48.12 L

Prime Video Ads

Quality role: strongest directional attention and completion signal. Rate basis: CALIBRATED. Validate CPM and supply with the publisher before board lock.

Reach	Impressions
8M	22M
Frequency	**Applied CPM**
2.93x	INR 214.55
VCR	**Attention**
98%	100/100

12.8% allocation | INR 38.52 L

Sony LIV

Portfolio role: contributes reach diversification and inventory resilience. Rate basis: CALIBRATED. Validate CPM and supply with the publisher before board lock.

Reach	Impressions
8M	21M
Frequency	**Applied CPM**
2.84x	INR 180.15
VCR	**Attention**
94%	95/100

26.7% allocation | INR 80.01 L

YouTube CTV

Efficiency role: strongest applied impression economics in the selected mix. Rate basis: CALIBRATED. Validate CPM and supply with the publisher before board lock.

Reach	Impressions
17M	55M
Frequency	**Applied CPM**
3.20x	INR 145.75
VCR	**Attention**
85%	84/100

14.4% allocation | INR 43.23 L

Zee5

Portfolio role: contributes reach diversification and inventory resilience. Rate basis: CALIBRATED. Validate CPM and supply with the publisher before board lock.

Reach 9M	Impressions 25M
Frequency 2.81x	Applied CPM INR 171.55
VCR 92%	Attention 93/100

6. Language, creative and geography fit

6.1 Creative launch gate and readiness

Video creatives
4
Saved creative count

Average length
18.8 sec
Planned creative length

Rotation uplift
2.7%
Directional rotation benefit

Asset compliance
93/100
Creative readiness signal

Language tags
100%
Creative language coverage

Creative readiness needs correction before scale

Rotation depth should be strengthened before scale so frequency does not collapse into fatigue and weaker completion quality.

6.2 Language mix and routing

Hindi	25.0% - Derived from creative language routing rather than a fixed media allocation.
English	25.0% - Derived from creative language routing rather than a fixed media allocation.
Tamil	25.0% - Derived from creative language routing rather than a fixed media allocation.
Telugu	25.0% - Derived from creative language routing rather than a fixed media allocation.

- Use publisher/platform reporting to confirm that creative-language routing is working as intended.

6.3 Creative plan

Each creative is shown as a launch asset, not as raw input data. Missing language tags are called out because they weaken language-routing confidence.

25.0% delivery allocation

Hindi 15-sec Brand Master

Prepared as a 15-second Hindi CTV / OTT creative in Full HD 1920x1080 16:9. Use this card to confirm language, format and readiness before launch.

Duration	Language
15 sec	Hindi
Readiness	**Variants**
84	1

25.0% delivery allocation

English 30-sec Product Story

Prepared as a 30-second English CTV / OTT creative in Full HD 1920x1080 16:9. Use this card to confirm language, format and readiness before launch.

Duration	Language
30 sec	English
Readiness	**Variants**
86	1

25.0% delivery allocation

Tamil 15-sec Localised Reach

Prepared as a 15-second Tamil CTV / OTT creative in Full HD 1920x1080 16:9. Use this card to confirm language, format and readiness before launch.

Duration	Language
15 sec	Tamil
Readiness	**Variants**
80	1

25.0% delivery allocation

Telugu 15-sec Localised Reach

Prepared as a 15-second Telugu CTV / OTT creative in Full HD 1920x1080 16:9. Use this card to confirm language, format and readiness before launch.

Duration	Language
15 sec	Telugu
Readiness	**Variants**
80	1

7. Investment case and optimisation

Commercial interpretation and recommended pre-scale improvements.

Modelled revenue

INR 7.88 Cr

Revenue / value impact

Gross contribution

INR 2.99 Cr

Margin-adjusted view

ROMI

2.6x

Revenue / media investment

Contribution return

1.0x

Gross contribution / media investment

ROI

-0.2%

Contribution vs investment

CAC / CPL

INR 171

Acquisition efficiency

Conversion rate

0.45%

Benchmark assumption

AOV / lead value	INR 450 - Benchmark assumption
Gross margin	38.0% - Benchmark assumption
Modelled customers	175K
Break-even conversion	0.45% - 175K customers needed
Target ROMI	Not supplied - not supplied
Target CAC / CPL	Not supplied - not supplied
Target payback	Not supplied - not supplied
Payback indicator	3.0 months

7.1 Creative and commercial optimisation

Recommended creative count	14 creatives - Current 4 | Gap 10
Fatigue waste risk	18.1% - VCR upside +8.0 pts
Recommendation	Add 10 more creative variants before scale, prioritising language and format rotation.
Commercial validation	Client input required - Conversion, AOV/value and margin move the board case materially.

7.2 State and language optimisation

- Allocation plan is directionally balanced | Use governance gates rather than pre-launch reallocation.

7.3 ROMI waterfall

Investment	INR 3.00 Cr - Media budget committed to this scenario
Reach	39M - Modelled unique audience reached
Conversions	175K - Based on 0.45% conversion assumption

Revenue	INR 7.88 Cr - Modelled revenue / value impact
ROMI	2.6x - Revenue divided by media investment

7.4 Sensitivity tornado

Full conversion sensitivity range	Low 1.5x - High 5.8x - Spread 4.4x
Conversion rate	Low 2.1x - High 3.2x - Spread 1.1x
AOV / value	Low 2.2x - High 3.0x - Spread 0.8x
CPM efficiency	Low 2.4x - High 2.9x - Spread 0.5x
Gross margin	Low 2.6x - High 2.6x - Spread 0.0x

7.5 Conversion sensitivity

Sensitivity	0.25% - Customers 97K - ROMI 1.5x
Base	0.45% - Customers 175K - ROMI 2.6x
Sensitivity	0.65% - Customers 253K - ROMI 3.8x
Sensitivity	1.00% - Customers 389K - ROMI 5.8x

7.6 Competitive and market context

Planning category spend pool	300 Cr
Market position	FMCG challenger / category activator
Your modelled SOV	1.00%
Top competitor SOV benchmark	16.0%
Investment for SOV parity	INR 45.00 Cr
Category CPM range	INR 115 - INR 170

Seasonality / timing lens	Campaign window

8. Scenario intelligence

What changes when the plan is optimised, protected or scaled.

Recommended path: right-size reach or raise ambition

The forecast over-delivers the supplied target by 243%. Reduce spend toward about INR 1.2 Cr at current efficiency, or formally reset the target before approval.

Efficiency	Negotiated CPM improvement - Impressions 188M - Reach 42M | Frequency 4.49x - Modelled at an effective CPM of INR 159.23.
Base	Current planning case - Impressions 170M - Reach 39M | Frequency 4.36x - Modelled at an effective CPM of INR 176.92.
Downside	Auction pressure sensitivity - Impressions 154M - Reach 36M | Frequency 4.24x - Modelled at an effective CPM of INR 194.61.

8.1 Commercial scenario language

These are board-ready decision options showing how investment, reach, CPM, conversion, revenue and ROMI move under each case.

Investment INR 3.00 Cr

Base case

Decision case: validate with normal campaign governance. This is the current saved forecast.

Reach **39M**	Frequency **4.36x**
CPM **INR 176.92**	Conversion **0.45%**
Revenue **INR 7.88 Cr**	ROMI **2.6x**

Investment INR 3.00 Cr

Optimistic

Decision case: scale only if early CPM, VCR and incremental reach are healthy.

Reach **45M**	Frequency **4.57x**
CPM **INR 159.23**	Conversion **0.54%**
Revenue **INR 10.87 Cr**	ROMI **3.6x**

Investment INR 3.00 Cr

Conservative

Decision case: protect downside. Hold reserve and fix delivery before releasing more budget.

Reach **33M**	Frequency **5.01x**
CPM **INR 194.61**	Conversion **0.34%**
Revenue **INR 5.02 Cr**	ROMI **1.7x**

Investment INR 3.60 Cr

Scaled +20%

Decision case: approve only if incremental reach does not flatten into excess frequency.

Reach **44M**	Frequency **4.71x**
CPM **INR 176.92**	Conversion **0.47%**
Revenue **INR 9.26 Cr**	ROMI **2.6x**

Investment INR 2.75 Cr

Frequency-capped plan

Recommended guardrail; releases about INR 24.7 L into reserve or reach expansion.

Reach **39M**	Frequency **4.00x**
CPM **INR 176.92**	Conversion **0.43%**
Revenue **INR 7.48 Cr**	ROMI **2.7x**

Frequency-capped scenario note: Estimated media budget after reducing exposures to the recommended cap at the same CPM. Any difference becomes reserve or creative-production budget.

9. Strategy, risk and governance

SWOT: Strength	A well-specified plan and strong input coverage support confident directional decisions.
SWOT: Weakness	Commercial outcomes are assumption-led until conversion, value and margin inputs are supplied.

SWOT: Opportunity	YouTube CTV offers the lowest benchmark CPM in the selected mix and is the clearest controlled efficiency test.
SWOT: Threat	High audience penetration means incremental reach may flatten quickly; excess delivery could convert into frequency rather than new reach.

9.1 Risk register

CPM inflation above 10%	Probability 65% - Value at risk INR 45.00 L - Hold reserve, renegotiate CPM, and reallocate toward platforms with controlled pricing.
Reach below 80% of forecast	Probability 30% - Value at risk INR 1.58 Cr - Expand inventory, rebalance state/language splits, and watch incremental reach.
VCR below quality threshold	Probability 15% - Value at risk INR 63.02 L - This is a downside risk, not a statement that current VCR is weak. Monitor auction pressure, placement quality, ad load and creative fatigue in the first 3-7 days.
Regional or language skew	Probability 25% - Value at risk INR 78.78 L - Review state and language delivery weekly and rebalance only after scale evidence.

9.2 Execution roadmap

Step 01 | Before launch

Validate inventory and measurement

Confirm platform CPM ranges, regional availability, frequency controls, completion definitions, and reporting access before budget is committed.

Step 02 | First 7 days

Run an early quality checkpoint

Compare CPM, VCR, completion cost, reach growth and frequency against forecast. Reallocate only after a meaningful delivery sample.

Step 03 | Mid-flight

Move budget using evidence

Test incremental budget on YouTube CTV while protecting the premium-quality role of Prime Video Ads.

Step 04 | Post-campaign

Close the forecasting loop

Reconcile actual delivery with forecast by platform and state, document variance drivers, and feed observed CPM/VCR data into the next planning cycle.

Step 05 | Goal directive

Use the Awareness / Reach Quality lens

Protect message quality, frequency discipline and local relevance.

Step 06 | Measurement

Judge success on reach quality

Use reach, frequency, CPM, audience coverage and creative rotation as the approval scorecard. Treat ROMI as an appendix unless this is explicitly a commercial campaign.

Step 07 | Commercial

Complete rate validation

Obtain advertiser or publisher-agreed CPMs for every selected platform before commitment.

9.3 Governance calendar

Day 3	Delivery health check - Trigger: Pacing below 70% or CPM above INR 194.61 - Decision: Hold / correct setup before scaling
Day 7	Quality checkpoint - Trigger: VCR below 86.9% or frequency above 5.4x - Decision: Rotate creative or reallocate inventory
Day 14	Mid-flight review - Trigger: Reach below 80% of forecast run-rate - Decision: Rebalance platform/state/language plan
Day 21	Performance update - Trigger: Efficiency or quality gap persists - Decision: Release reserve or cut low-quality cells
Post-flight	Reconciliation and learning capture - Trigger: Actuals available - Decision: Update historical calibration for next forecast

9.4 Decision rules

CPM below INR 168.07	Accelerate if VCR and reach are healthy
CPM within –10%	Maintain and keep monitoring
CPM above INR 194.61	Reallocate or renegotiate
VCR below 86.9%	Trigger creative or placement review
Reach below 80% run-rate	Expand inventory or adjust frequency controls

9.5 Success framework

Use this as the live campaign operating model: green means maintain, amber means watch and correct, red means escalate before releasing more scale.

GREEN

Maintain plan and consider controlled scale.

This zone defines the action threshold for in-flight governance.

Reach
>= 90% of forecast run-rate

CPM
<= INR 168.07

VCR
>= 91.9%

ROMI
>= 0.9x

AMBER

Watch daily and reallocate only with evidence.

This zone defines the action threshold for in-flight governance.

Reach
80-90% of run-rate

CPM
INR 168.07-INR 194.61

VCR
86.9%-91.9%

ROMI
0.5x-0.9x

RED

Escalate within 48 hours and hold scale budget.

This zone defines the action threshold for in-flight governance.

Reach
< 80% of run-rate

CPM
> INR 194.61

VCR
< 86.9%

ROMI
< 0.5x

10. Methodology, assumptions and explainability

iPRISM uses platform budget and agreed or calibrated CPM to estimate impressions, then applies benchmark reach curves, cross-platform overlap, geography, language, demographics, creative readiness, seasonality and historical evidence.

10.1 Frozen assumptions

Benchmark version	IAFP India Planning Baseline 2026.1 - Frozen active benchmark used for this forecast.
Rate coverage	0 of 5 agreed CPMs - Platforms without agreed CPM use calibrated or benchmark rates.

Geographic scope	PAN India - State allocations are applied as budget weights.
Language routing	Creative-led / platform-routed - Manual language split is not required; language is evaluated through creative tags, state/content routing and localisation coverage.
Creative rotation	4 video asset(s) - Creative count, length, allocation and readiness influence completion, attention and fatigue assumptions.
Historical calibration	Applied - Historical evidence is blended according to data quality.

10.2 Benchmark transparency

CPM	INR 176.92 - iPRISM platform benchmark and saved agreed CPM mix - Directional; validate with publisher proposal
VCR	91.9% - iPRISM inventory / creative quality model - Tighten after first 3-7 days of delivery
Conversion	0.45% - Benchmark assumption - Requires client validation
AOV / value	INR 450 - Benchmark assumption - Requires client validation
Margin	38.0% - Benchmark assumption - Requires CFO validation

Use notes

PyxiVisio planning tools provide directional forecasts, diagnostics and recommendations based on user-provided inputs, benchmark ranges and modelled logic. They support planning and decision review, but do not guarantee campaign, revenue, reach or conversion outcomes.