

# iPRISM Saved Planning Brief

The exact campaign, audience, allocation, commercial and creative inputs stored for this forecast version.

|            |                            |
|------------|----------------------------|
| Advertiser | Aurum Motors               |
| Campaign   | Electric SUV Consideration |
| Forecast   | Premium Market Mix         |
| Version    | Version 1                  |
| Saved      | 2026-07-19 18:21:56        |
| Version ID | #72                        |

## Campaign and investment brief

|                 |                                    |
|-----------------|------------------------------------|
| Industry        | Automotive                         |
| Primary goal    | Consideration                      |
| Buying method   | Direct IO                          |
| Budget          | INR 50,000,000                     |
| Flight          | 01 Oct 2026 - 30 Nov 2026          |
| Duration        | 61 days                            |
| Forecast tags   | Automotive, Consideration, Premium |
| Planning mode   | EXPERT                             |
| Forecast scope  | NATIONAL                           |
| Allocation mode | percentage                         |

## Audience and approval targets

|                               |            |
|-------------------------------|------------|
| Target audience type          | In-Market  |
| Addressable audience          | 18,000,000 |
| Estimated category population | 25,000,000 |
| Target reach                  | 17,000,000 |

|                   |                                     |
|-------------------|-------------------------------------|
| Target frequency  | 5x                                  |
| Input source      | MANUAL                              |
| Benchmark version | IAFP India Planning Baseline 2026.1 |
| Confidence score  | 80%                                 |

## Publisher plan and commercial rates

|                 |                                                                           |
|-----------------|---------------------------------------------------------------------------|
| JioHotstar      | 30.04%   INR 15,020,000   Applied CPM INR 200.41   Rate source CALIBRATED |
| YouTube CTV     | 26.67%   INR 13,335,000   Applied CPM INR 148.01   Rate source CALIBRATED |
| Prime Video Ads | 16.04%   INR 8,020,000   Applied CPM INR 217.88   Rate source CALIBRATED  |
| Zee5            | 14.41%   INR 7,205,000   Applied CPM INR 174.21   Rate source CALIBRATED  |
| Sony LIV        | 12.84%   INR 6,420,000   Applied CPM INR 182.94   Rate source CALIBRATED  |

## Device allocation

|              |                         |
|--------------|-------------------------|
| Connected TV | 56.82%   INR 28,410,000 |
| Mobile       | 43.18%   INR 21,590,000 |

## Inventory allocation

|                 |                         |
|-----------------|-------------------------|
| Live Sports     | 30.12%   INR 15,060,000 |
| Premium OTT     | 24.24%   INR 12,120,000 |
| Broadcaster OTT | 22.82%   INR 11,410,000 |
| YouTube CTV     | 22.82%   INR 11,410,000 |

## Audience demographics

|             |        |
|-------------|--------|
| Age / 18-24 | 20.00% |
| Age / 25-34 | 20.00% |
| Age / 35-44 | 20.00% |
| Age / 45-54 | 20.00% |

|                          |        |
|--------------------------|--------|
| Age / 55+                | 20.00% |
| Gender / female          | 50.00% |
| Gender / male            | 50.00% |
| Nccs / CDE               | 33.34% |
| Nccs / B                 | 33.33% |
| Nccs / A                 | 33.33% |
| Urbanicity / metro       | 25.00% |
| Urbanicity / tier1       | 25.00% |
| Urbanicity / tier2       | 25.00% |
| Urbanicity / tier3_rural | 25.00% |

## CTV video creative plan

|                                 |                                                                                                    |
|---------------------------------|----------------------------------------------------------------------------------------------------|
| Hindi Electric SUV Hero 30-sec  | VIDEO   1920x1080   16:9   Full HD   30 sec   Hindi   20.00%  <br>Quality 92   Creative count: 1   |
| English Technology Story 30-sec | VIDEO   1920x1080   16:9   Full HD   30 sec   English   20.00%  <br>Quality 90   Creative count: 1 |
| Tamil Premium Drive 15-sec      | VIDEO   1920x1080   16:9   Full HD   15 sec   Tamil   20.00%  <br>Quality 85   Creative count: 1   |
| Telugu Premium Drive 15-sec     | VIDEO   1920x1080   16:9   Full HD   15 sec   Telugu   20.00%  <br>Quality 85   Creative count: 1  |
| Marathi City Drive 15-sec       | VIDEO   1920x1080   16:9   Full HD   15 sec   Marathi   20.00%  <br>Quality 84   Creative count: 1 |

### Record integrity

This document is generated from the immutable saved planning brief. Loading it into the input screen and saving changes creates a new forecast version.