

# **Introducing Incoda Traffic Booth Media**

**A revolution in the era of outdoor  
advertising**



**TEA BOARD**

## 1<sup>st</sup> time on Indian Road

- We have redefined the safety, beauty and ergonomics of traffic control booths with an unique advertising option on top.....
- Our **INCODA TRAFFIC BOOTH MEDIA** has become one of the most sought after outdoor media in Kolkata and through out 18 districts of West Bengal with fast gaining popularity in other states, like - Delhi NCR, Maharashtra, Andhrapradesh, Uttar Pradesh, Orissa, Gujrat , Assam, etc.

## Unique Features

- To provide utmost safety to the police personnel, each of our booth weighs 1.75 tons and that's the primary reason, why our booths have been allowed to be installed, in the middle of the road junctions.....
- Thus, giving unique positioning to our media, and a matchless outdoor option, to all advertisers, which we will elaborate further.

The unique features with highest grade retro reflector, Delineator posts, and glossy designer finish gives a glaring effect, be it in daylight or at night,

And

all these gives the advertisement on top a better & higher brand positioning opportunity, ensuring maximum Brand salience and brand recall

Blinkers →




Moreover 4 numbers of LED solar Blinkers on top ensures 100% OTS, as it automatically catches the attention of the viewers from far off, even if the advt at times is on the blind spot of the viewers.

Retro reflective tapes →

Delineator posts →





Incoda traffic booth media has a backlit option with the advertisement display nicely framed upon on top.

PLLights →



vodafone

Since the booth is so aesthetically designed along with retro reflector, blinkers etc, the perceived value of the brand automatically increases

And

as per marketing theory, Perception = Value.  
So not only the perceived value of the brand is enhanced. Our media also increases the brand salience to the utmost.

## Unique and unbeatable

- Most of the hoardings, have much less than  $90^{\circ}$  visibility, only few hoarding can have a maximum of  $90^{\circ}$  visibility, if the placement of such hoarding, is perpendicular to that of the road.
- But our media has  **$360^{\circ}$  visibility** because of its unique positioning, on the middle of the junction and, has a four sided view.

LET US TAKE AN EXAMPLE

FOR THE NORTH BOUND TRAFFIC

OF A TYPICAL CROSSING  
OF ROADS

E



1

Option 1 ( North Bound )

To cater to the OTS of the north bound traffic you have to take a street corner hoarding (CH) of.....



CH- CORNER HOARDING

N



S



SH- STREET HOARDING

2

OPTION 2

If not available then you have to take a private/street hoarding (SH) appropriately inclined to the road

3

But these two hoarding doesn't cater to the OTS for the traffic from other directions.

W



**FOR THE SOUTH BOUND TRAFFIC**

**1 OPTION 1 (SOUTH BOUND)**

So to cater to the OTS of south bound traffic you have to take another street or corner hoarding (CH) of.....



**E**



CH- CORNER HOARDING

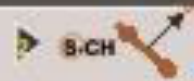
**N**



**S**



**W**



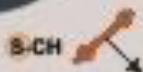
**2**

**OPTION 2**

If not available then you have to take a private/street hoarding appropriately inclined to the road

## FOR THE EAST BOUND TRAFFIC

**1** Even if the two corner hoardings are taken as earlier the entire OTS of the east bound traffic is missed



**3** **OPTION 2**  
If the Corner hoarding is not available you have to take street/private hoarding



CH- CORNER HOARDING

N



S



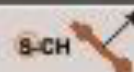
N-SH  
SH- STREET HOARDING



**2** **OPTION 1 (EAST BOUND)**  
So-either you have to take the 3rd Street corner hoarding to cater the east bound traffic  
Of.....



W



**So**

**Now to cater to the entire OTS at any particular  
Junction You need to have  
3 street corner hoardings**

**Very hard to get 3 corner hoardings at onetime**

**Think about the budget**

If you don't get the 3 corner hoardings?

Then what would you do?

E



1

Your option is to take 3 street/private hoardings but those would not cater to the west bound traffic

CH-CORNER HOARDING

N



S



X



W

2

So for the West Bound You have to take another street/ private hoarding property inclined to the road.

SH-STREET HOARDING

**So now you have to have a budget for**

**3 corner hoardings**

**or**

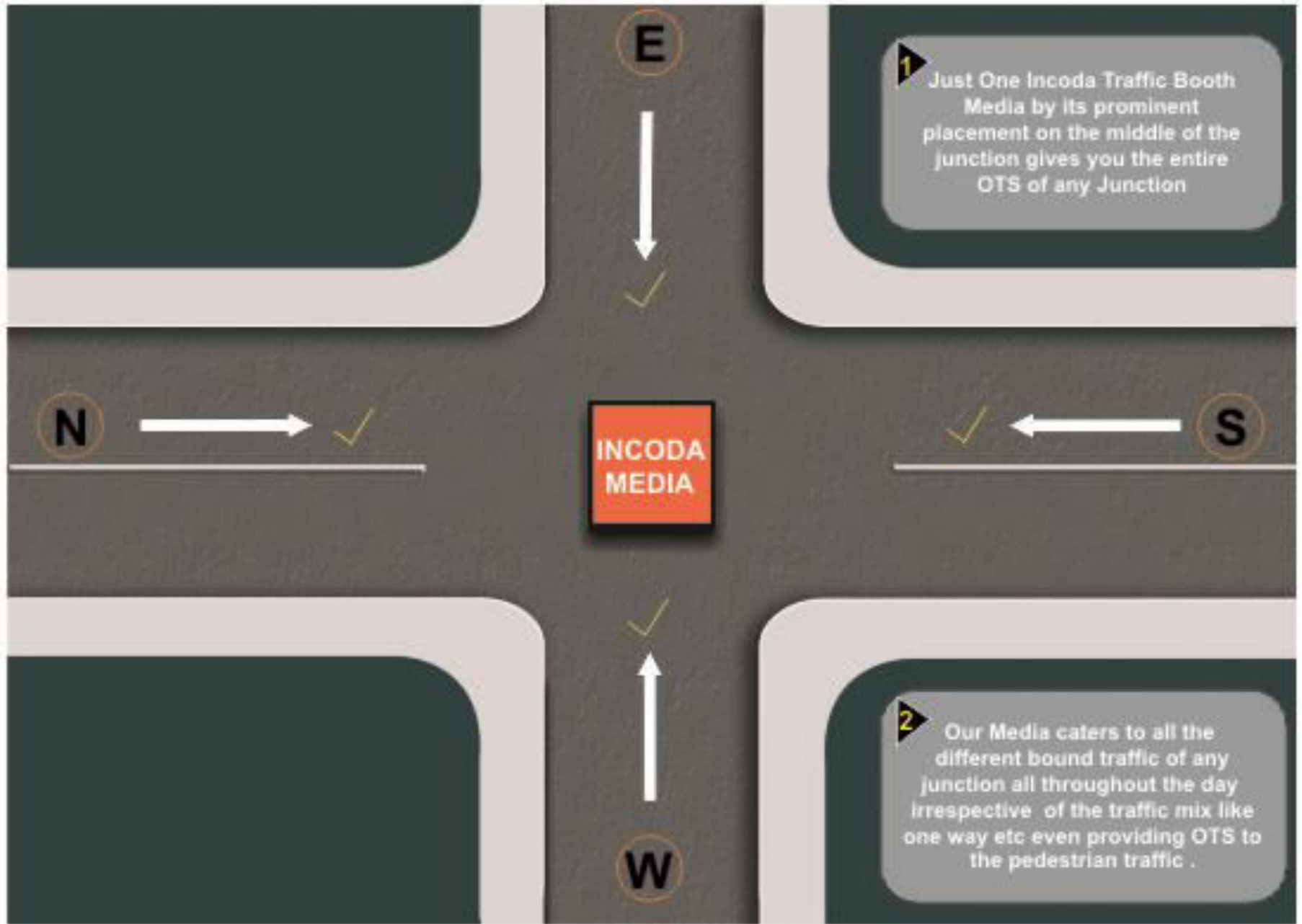
**4 Street/private hoardings**

**To cover the entire OTS of any cross road  
junction**



**Do you have any  
Option ?**

**YES, INCODA TRAFFIC BOOTH MEDIA**



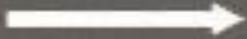
E



1

Just One Incoda Traffic Booth Media by its prominent placement on the middle of the junction gives you the entire OTS of any Junction

N



INCODA MEDIA



S



W

2

Our Media caters to all the different bound traffic of any junction all throughout the day irrespective of the traffic mix like one way etc even providing OTS to the pedestrian traffic .

**SO**  
**INCODA TRAFFIC BOOTH MEDIA**  
**GIVES YOU**

**100% OTS BECAUSE OF ITS**  
**UNIQUE POSITIONING**  
**ON THE MIDDLE OF ANY**  
**JUNCTION / ROAD**



# Unique Advantages

- Our media, as an advertising option, has certain other advantages also... let us see them in detail



## Visibility

- This rating, is purely on the height of the hoarding, from the ground level. Hoardings, which are nearer to the eye level and lower in height, are considered ideal, and obtains a higher rating in this said criteria.
- The logic is, any hoarding at eye level or nearer to it, would obviously look much bigger, but if the same hoarding is placed more higher, then it would appear much smaller and needs to be larger in size to have the same effect.

# VISIBILITY (other media)

Visibility  
Rating Points: **6/10**

Hoarding 2

Visibility  
Rating Points: **8/10**

Hoarding 3

Visibility  
Rating Points:

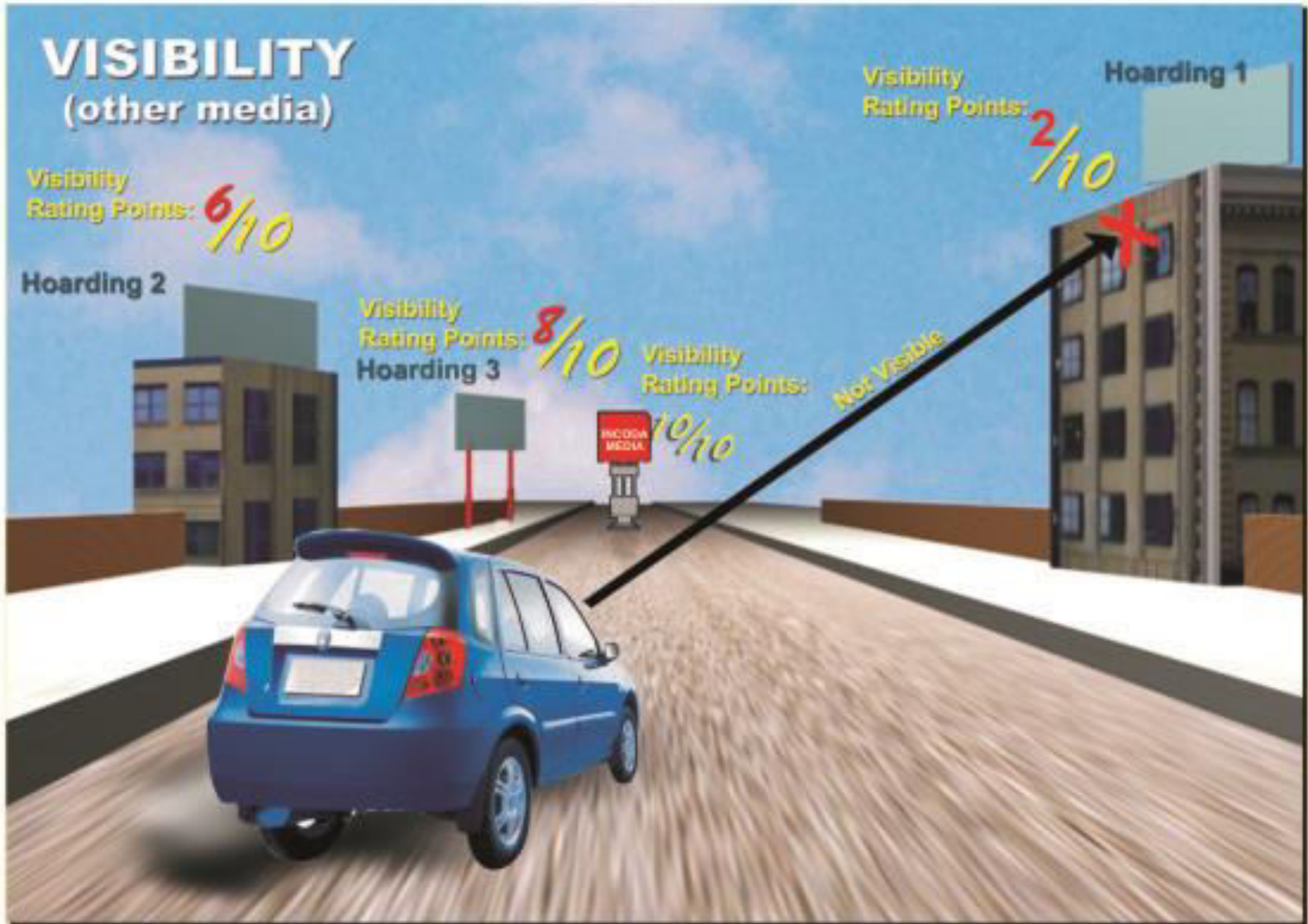
**10/10**

Visibility  
Rating Points:

**2/10**

Hoarding 1

Not Visible





Incoda traffic Booth media placed at the perfect height practically at the eye level, as desired gets a perfect rating of 10/10.



**JADUBABUR BAZAR**

## Proximity

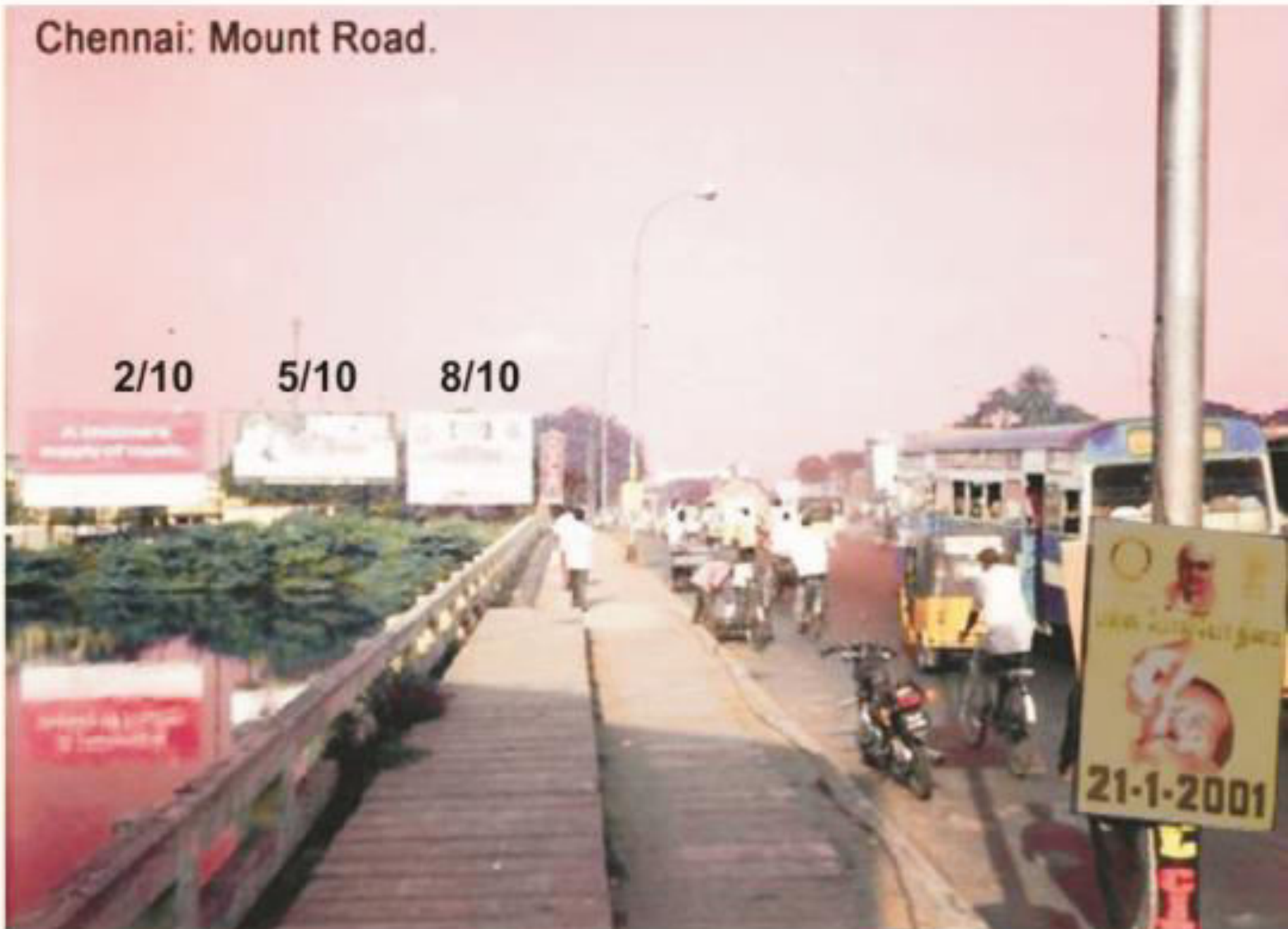
- In this criteria rating, the distance at which the hoarding is situated from the road is measured, and rating given accordingly. The logic is simple, more closer the hoarding is placed to the road, the more bigger and distinct the same would appear.
- If a big size hoarding is placed at a far away distance from the road, it will obviously look much smaller negating the size of the hoarding in the first place, so the said big size hoarding would get a lower rating for this criteria.

# Chennai: Mount Road.

2/10

5/10

8/10



It is needless to say incoda traffic booth media will obtain the maximum rating because it is not only close to the road but located on the road itself in the middle.



**ALIPORE ZOO**



## Positioning

- In this rating, a total of  $360^{\circ}$  angle of any junction is considered, and any hoarding placed over there is measured, and rated according to the maximum possible angle, the same can be viewed from, out of the total  $360^{\circ}$  angle
- Most of the outdoor advertising hoardings, obtain less rating because it can have a maximum of  $90^{\circ}$  visibility out of the total  $360^{\circ}$  angle, hence a max.rating of 2.5/10.

Incoda traffic booth  
Media assures  
highest rating  
because of its  
unique middle of  
the junction  
positioning and  
being visible from  
all sides thus  
having total 360°  
visibility



OTS of the above boarding

- 1) Up bound Traffic A from Rashbehari Avenue to Esplanade has no OTS.
- 2) Down bound Traffic B & B1 has also no OTS, only Traffic A2 turning towards Alipore has some OTS.
- 3) Traffic C and C1 from Alipore has no OTS.
- 4) Traffic D on Hazra Road towards Alipore has some OTS after turning the head upwards and 60-70 degrees to the left.



ESPLANADE

## Clutter

- Many of the outdoor hoardings are placed in a clutter, thus would get a lesser rating for this criteria. Our incoda traffic booth media on the middle of the road, is undoubtedly a clutter breaker, as being the only option there. And since it is a standalone media, at the middle of the junction, it gets the maximum rating for this criteria.

# CLUTTER

(other media)

Clutter 1

Visibility  
Rating Points: **4/10**

Visibility  
Rating Points: **10/10**

Visibility  
Rating Points: **6/10**





**MINTO PARK CROSSING**

## Traffic Mix

- A hoarding, placed on a road with morning/evening traffic, would have, only a half a days noticeability and would either be a morning hoarding or evening hoarding.
- So as per the placement of the hoarding depending on the traffic mix, one way, morning evening etc, the rating of the said hoarding would be given, accordingly.

# TRAFFIC MIX

2:00 PM TO 9:00 PM  
ONE WAY  
EVENING

Hoarding 3

Exposure only for Morning traffic  
Rating points: **3/10**

Exposure for All traffic 24x7  
Rating points: **10/10**

INCODA  
MEDIA

UP



DOWN



UP



DOWN



Hoarding 1

Exposure only for Up traffic  
and Evening traffic.  
Rating points: **6/10**

7:00 AM TO 2:00 PM  
ONE WAY  
MORNING

Exposure only for Down traffic  
Rating points: **4/10**

Hoarding 2



Asia's Leading Asset Management Group

OTS of below marked hoarding  
1) Traffic A on Harish Mukherjee Road from 8 am to 2 pm has no OTS as the hoarding is angled on the opposite direction.  
2) Traffic C and C1 from A J C Bose Road from 8 am to 2 pm has no OTS.  
3) Traffic B from 2 pm to 9 pm has some OTS after major turn of the head on the left.  
4) Traffic D on A J C Bose Road also has no OTS.  
5) Only Traffic D1 has some OTS



Harish Mukherjee Road Crossing (near PG Hospital)

## Clearance

- The distance from which an outdoor media gets clear visibility is considered for this rating .If the site has obstruction, or the same is not visible from a distance because of the curvature of the road, it gets a lower rating.

# Clearance



Incoda sites always have full clearance because of its unique centre of the roads positioning, scores a rating of 10 of 10.



**Eastern Metropolitan Bypass - Beliaghata Crossing**



JADUBABUR BAZAR

## Angle of deflection

- The question is how easily can anyone notice the advertisement, the more pain one has to take, by turning the head, the less rating the media gets.
- For a hoarding on the side of the road, not perpendicular to the angle of the vision, a person would have to turn his head to notice the hoarding, hence would get a lesser rating for this criteria.

Incoda sites are located at the middle of the road having zero angle of deflection giving maximum ease in visibility so no turn of head to notice the Advt, gets a perfect 10 out of 10.



**PARK STREET**

## Maximum Waiting Exposure

- In this criteria, an outdoor media gets the rating, depending on the time duration the same could be viewed, Most of the outdoor hoardings not placed at the cross road junctions having traffic signals, would have only a maximum of 7 sec visibility,hence would get a much lesser rating for this criteria.



Incoda media being on the middle of the junction scores a perfect 10/10, as it gets the entire waiting traffic OTS, for the total duration of the signal change, and that too from all the 4 different traffic directions.



**RASHBEHARI AVENUE**

## Exposure to both vehicular and pedestrian traffic

- Better chance of exposure for both vehicular and pedestrian traffic, which is not true for all hoardings.
- Many of the street hoardings and private hoardings, on high-up buildings, cater mostly to vehicular traffic.
- Incode traffic booth media always cater to both vehicular and pedestrians as well.

## Can be demographically targeted

- Because of our presence in all districts, towns and surrounding important rural markets you can plan your campaign demographically targeted where no other out door vehicle can cause a clutter.





1/A Jatin Bagchi Road, Kolkata: 700029  
Phone: 24643074, 9830012199