



Durga Puja



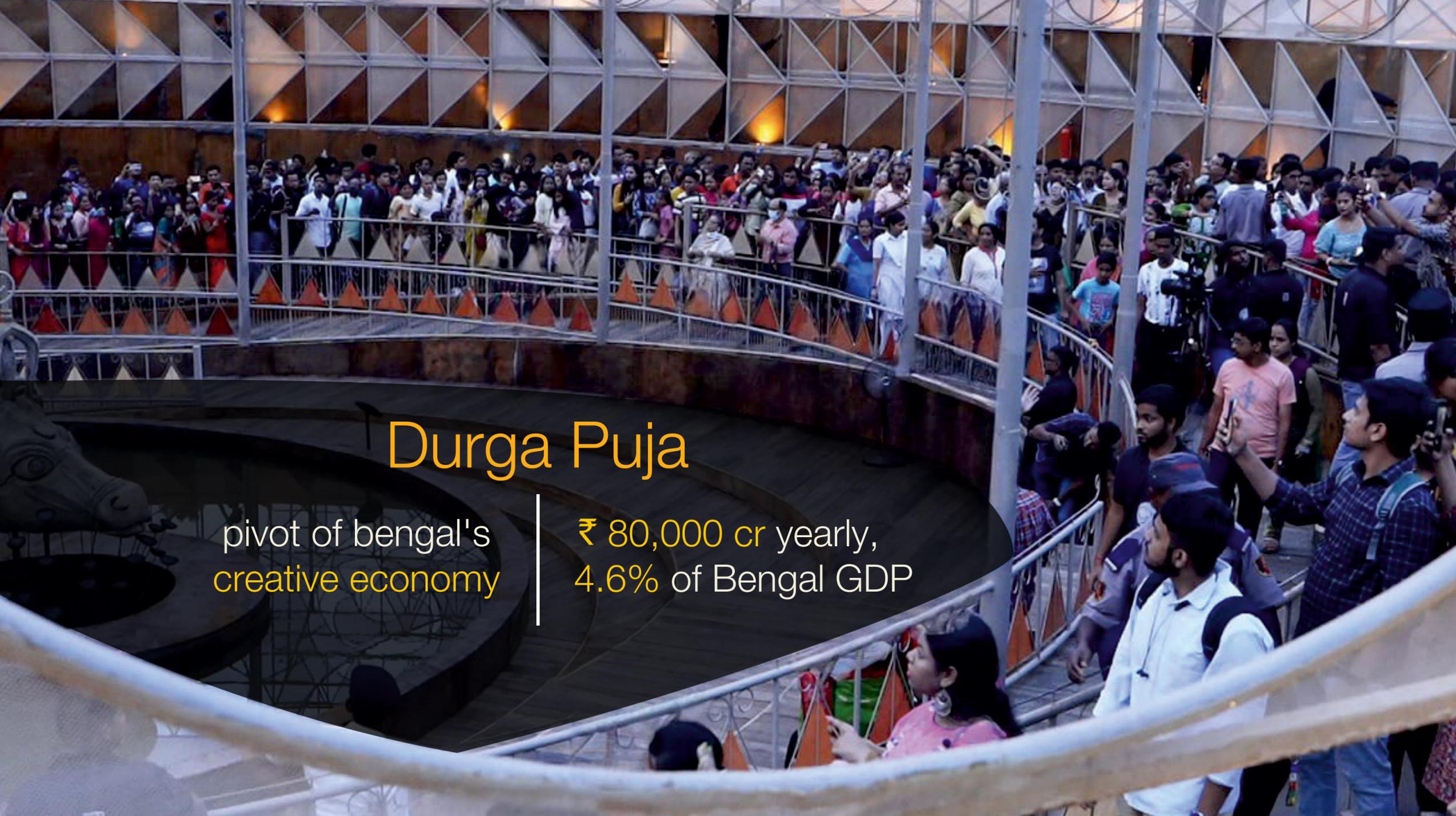
World's Largest
Public Art Festival



Biggest Festival
of Eastern India



Kolkata is
the Epicentre



Durga Puja

pivot of bengal's
creative economy

₹ 80,000 cr yearly,
4.6% of Bengal GDP



TALA PRATTOY

the **NAME** among all names of durga puja

100 is not just a number, an emotion as well



TALA PRATTOY
— 100 years —

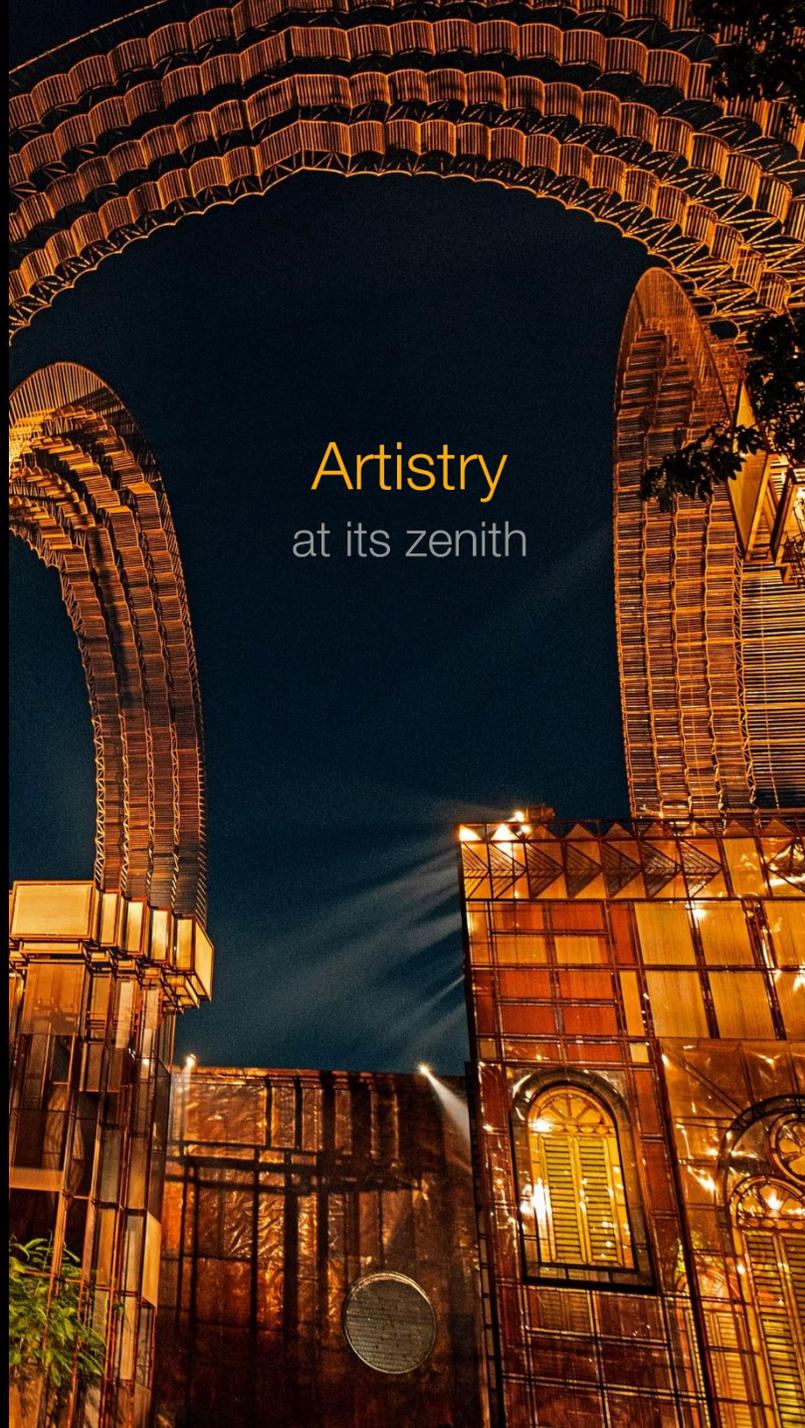


Footfall

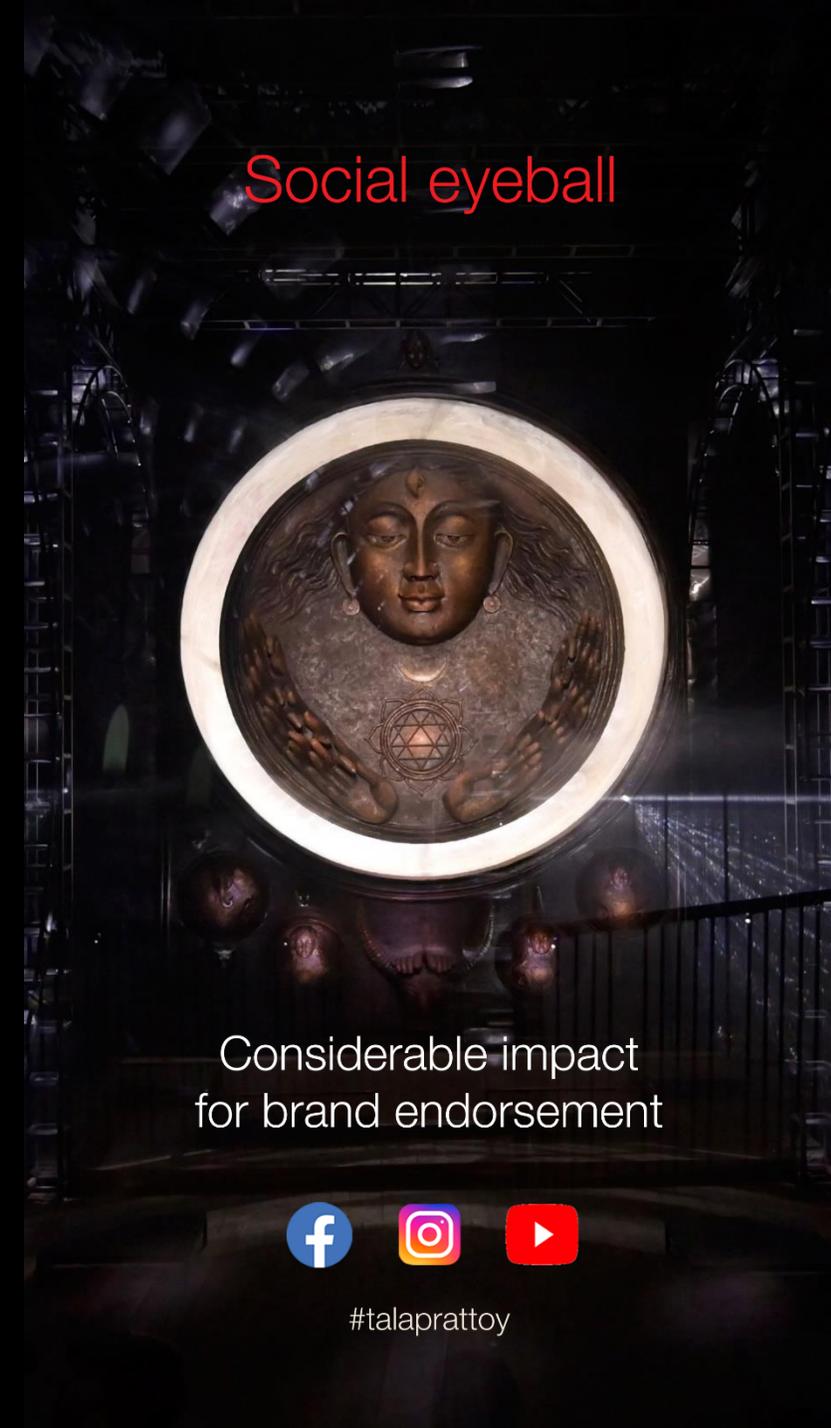
Numerically phenomenal

1.27cr

* Number of viewers approximately collected from pictorial crowd density



Artistry at its zenith



Social eyeball

Considerable impact
for brand endorsement



#talaprattoy

Recognition

Countlessly inspiring...




unesco
Partnership


massArt

PREVIEWSHOW2022 **PREVIEWSHOW2023** **PREVIEWSHOW2024**
of of of

DURGA
PUJAART
KOLKATA

DURGA
PUJAART
KOLKATA

DURGA
PUJAART
KOLKATA

and many more...

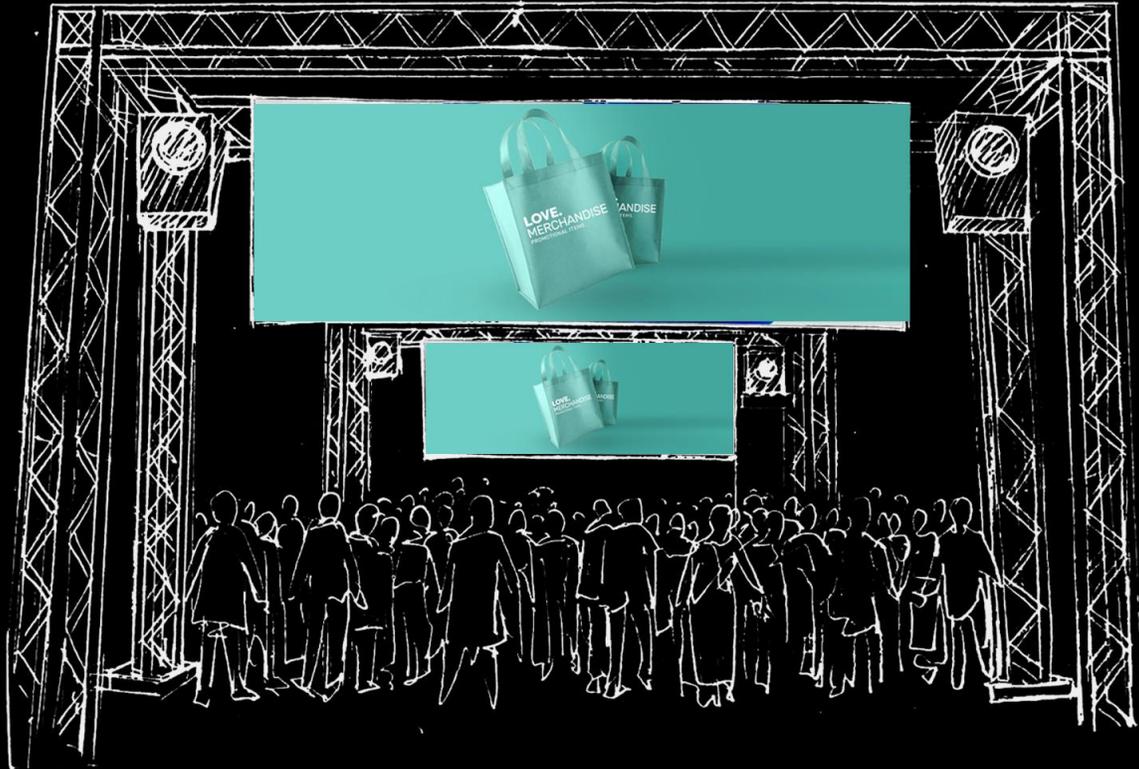
When more than crore viewers turns into consumers...



A generic proposal

LED WOWT

Watch Out Walk Through

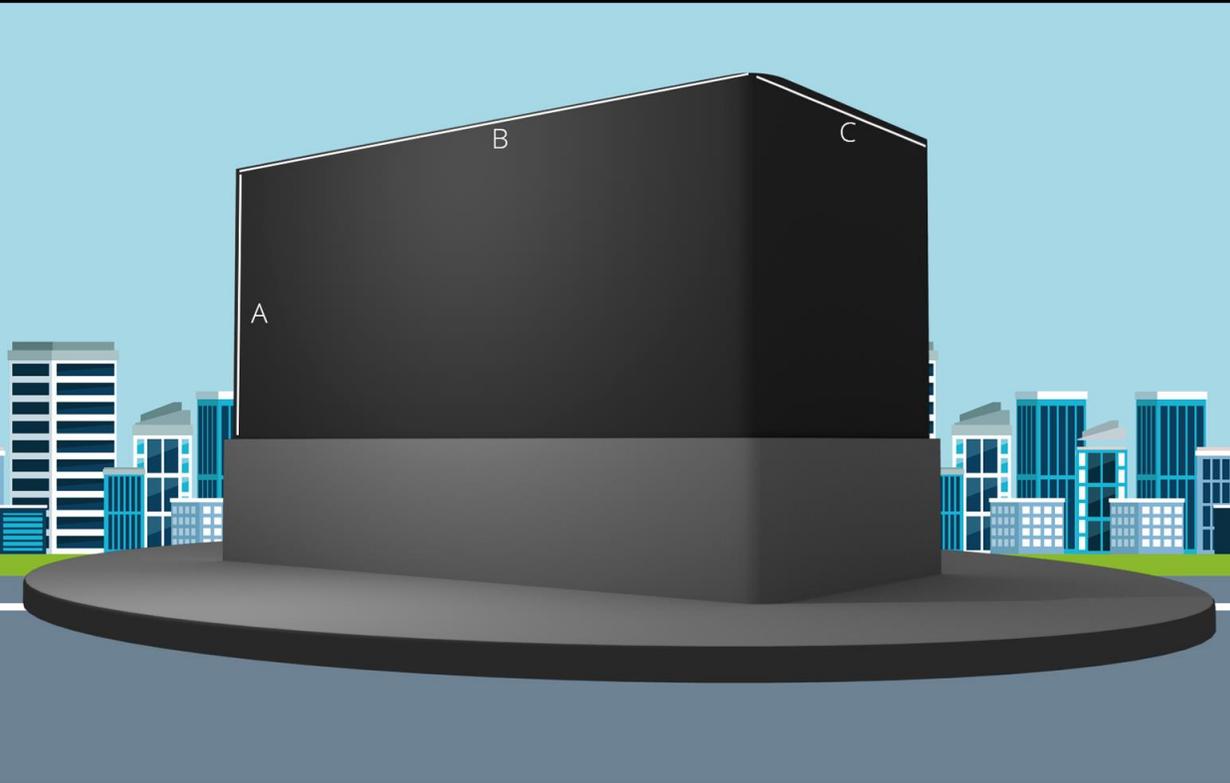


- 1) Ultra latest customised audio visual advertising
- 2) Will leave the lasting impression in viewers' mind
- 3) A series of 4 LEDs
- 4) Size of each LED is 20' x 10' (approx.)
- 5) All LEDs are hung from the 'D' shaped double goal post smart truss structure
- 6) LEDs are for day & night viewing
- 7) Duration of each advertisement - 20 sec.
- 8) Display Schedule: 11:00 am to 04:00 pm - 05 hours
05:00 pm to 06.00 am - 13 hours
Per Day - 18 hours

Particulars	Ad Duration	Ad Numbers
1 LED 1 HOUR	300 sec	15 time
1 DAY 1 LED 18 HOURS	5400 sec	270 times
1 DAY 4 LED 18 HOURS	21600 sec	1080 times
16 DAYS 4 LED 18 HOURS	345600 sec	17280 times



Anamorphic LED



- 1) The biggest & premium 3D LED billboard for anamorphic advertising in Durga Puja
- 2) “J” shaped screen for 3D visuals, 1st of its kind in any festival arena of Bengal
- 3) Duration of each advertisement - 20 sec.

Specifications

Size: 26' x 9'9" = 253.5 Sq Ft | Resolution: 1152x432
Pixel: P4 | A = 9'9" | B = 19'6" | C = 6'6"

Display Schedule: 11:00 am to 04:00 pm - 05 hours

05:00 pm to 06.00 am - 13 hours

Per Day - 18 hours

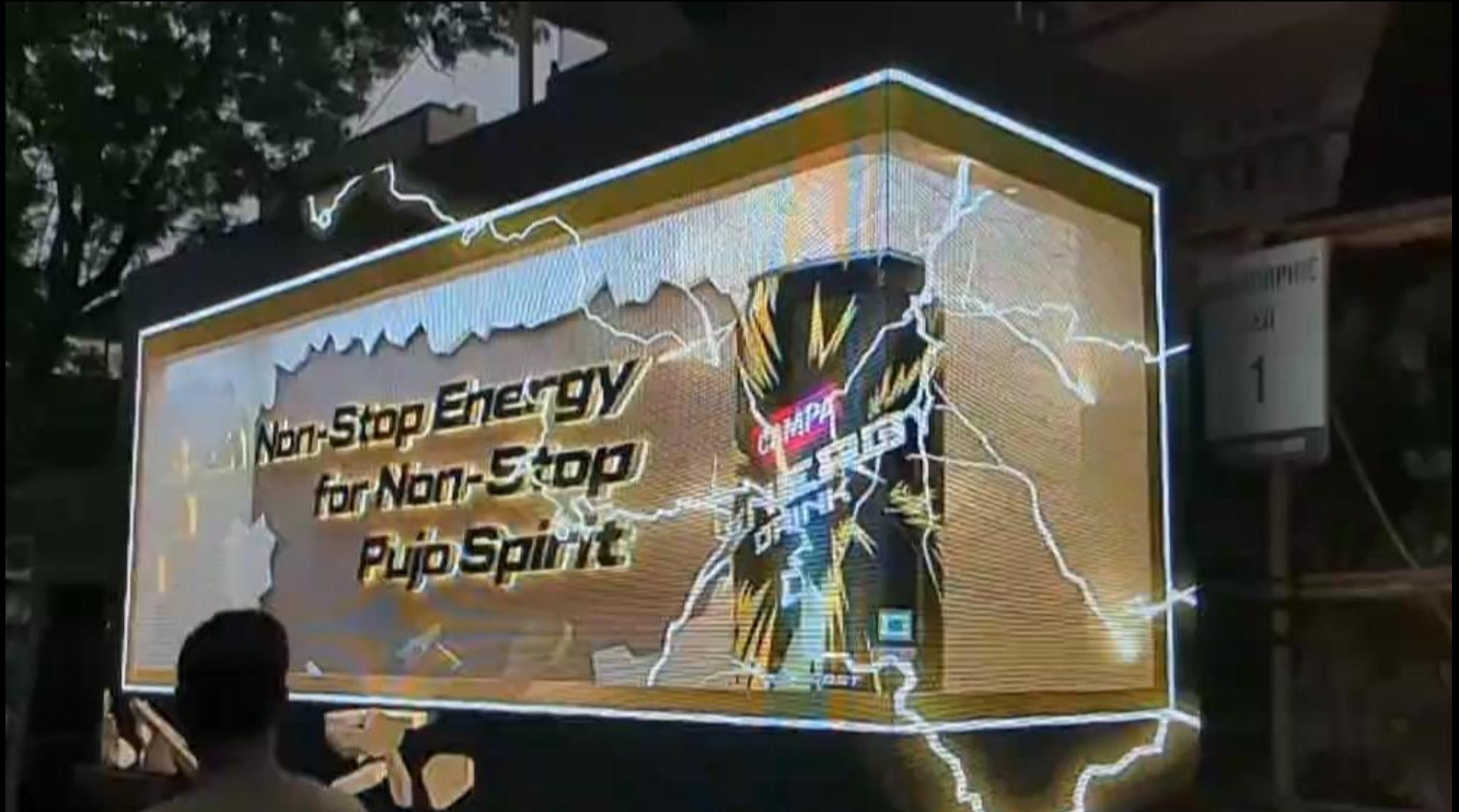
Particulars	Ad Duration	Ad Numbers
1 LED 1 HOUR	300 sec	15 time
1 DAY 1 LED 18 HOURS	5400 sec	270 times
16 DAYS 1 LED 18 HOURS	86400 sec	4320 times

Digital Projection

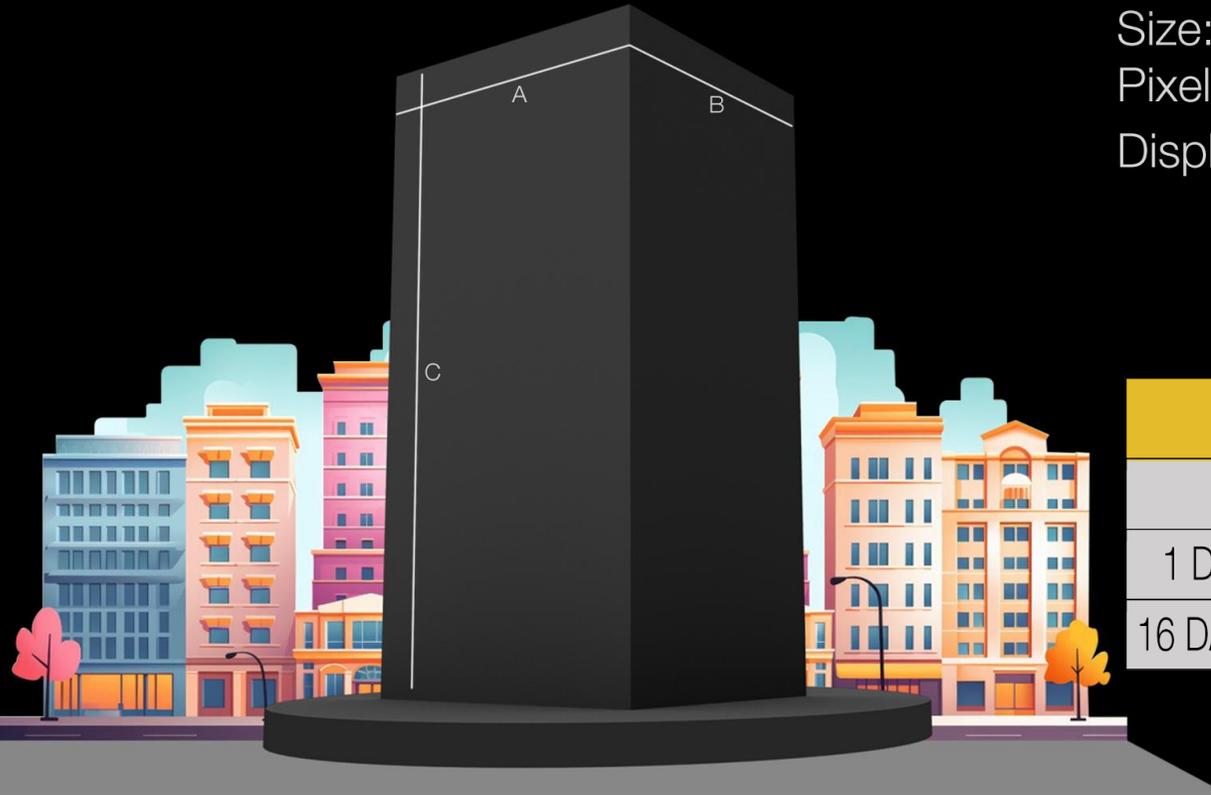
Anamorphic LED

Tala Prattoy

2024



LED Sky High



Vision and above.....

A never-seen - before towering projection for unique brand display. Duration of each advertisement - 20 sec.

Specifications

Size: 29' x 30'8" = 253.5 Sq Ft | Resolution: 2304x2432

Pixel: P4 | A = 1152 | B = 1152 | C = 2432

Display Schedule: 11:00 am to 04:00 pm - 05 hours

05:00 pm to 06.00 am - 13 hours

Per Day - 18 hours

Particulars	Ad Duration	Ad Numbers
1 LED 1 HOUR	300 sec	15 time
1 DAY 1 LED 18 HOURS	5400 sec	270 times
16 DAYS 1 LED 18 HOURS	86400 sec	4320 times

Digital Projection

LED Sky High

Tala Prattoy

Introducing



Outdoor Main Entrance Gate (L pattern)



The gateway of spectacular...

Outdoor Overhead Gate



Up above the branding high...

Outdoor

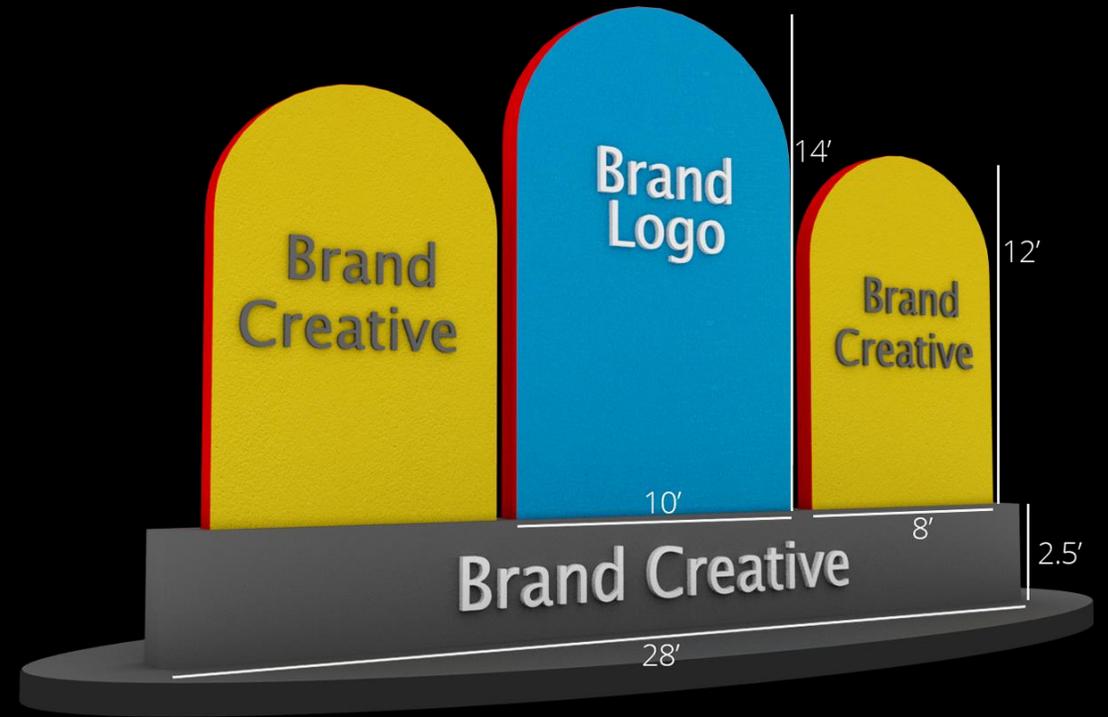
Tunnel



Moving through a structured branding...

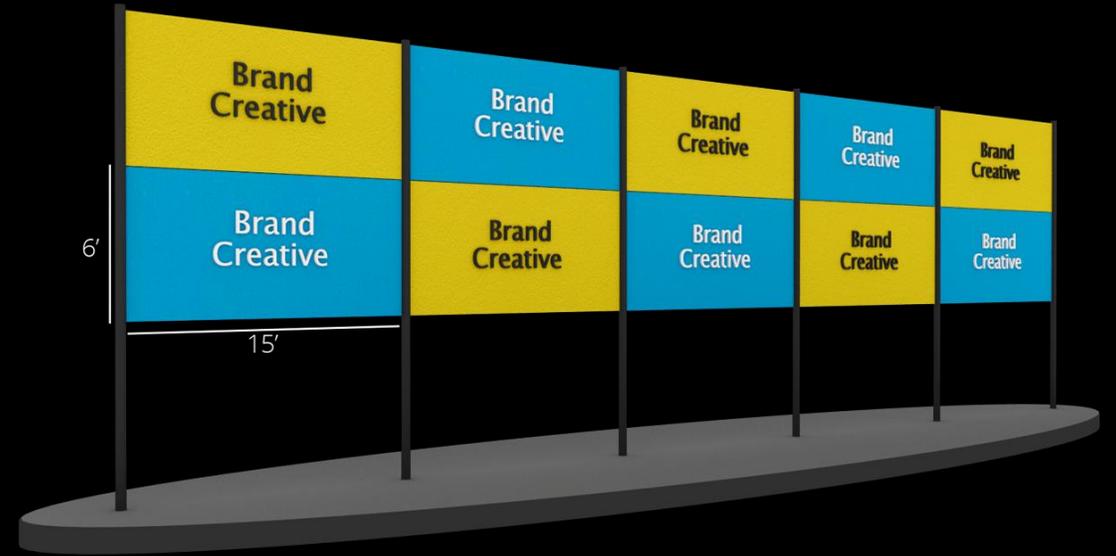
Outdoor

Side Wall



Near...far...wherever you're !!

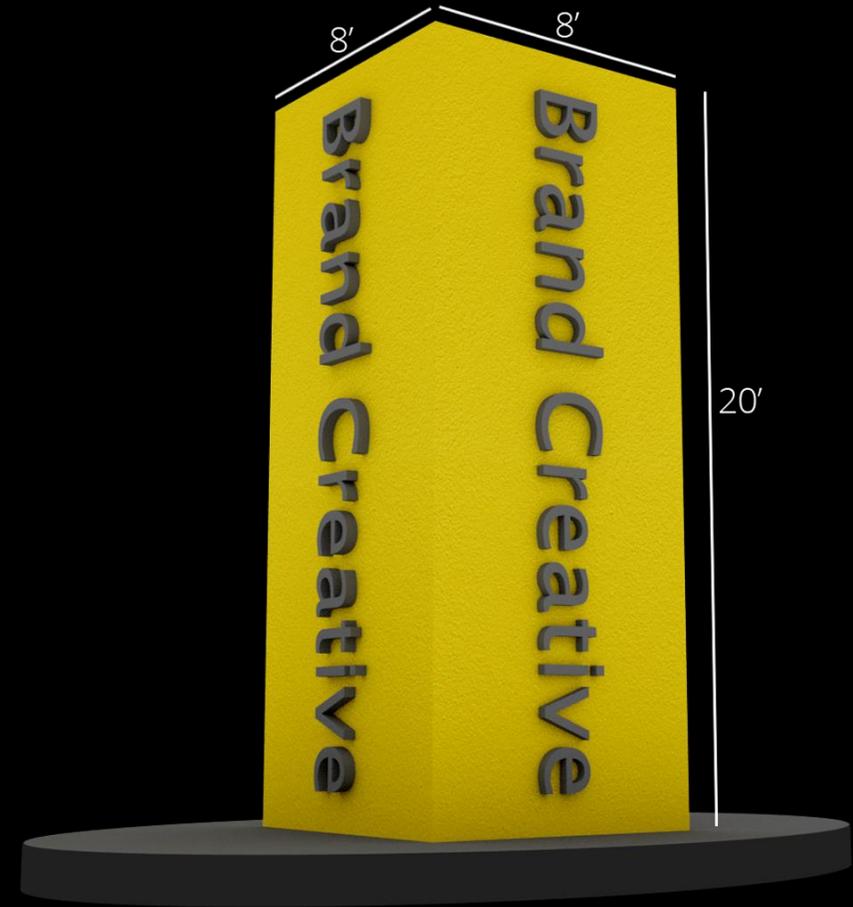
Outdoor Hoarding



The story of brand...on sequel

Outdoor

Backlit Tower



Glowing infinite...

Outdoor

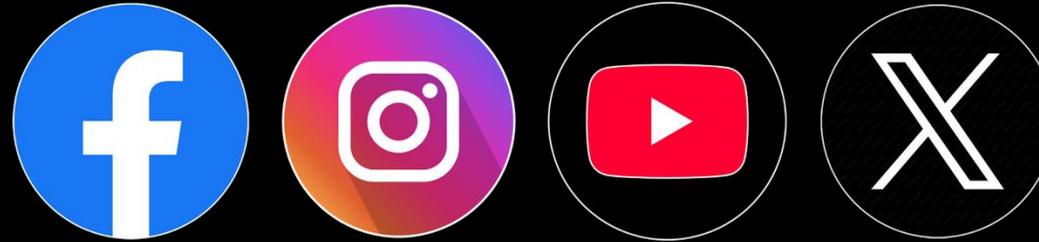
Pavillion



Grand arena for brand...

A proposal meant for

'In Association With' & 'Supported By'



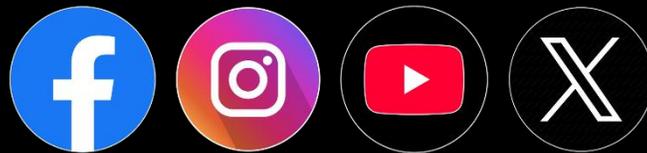
Reels with aesthetic installations of Tala Prattoy will be made in 50 numbers of 60 second each that would end with advertiser's logo



TALA PRATTOY

———— 100 ————

Will share product reels of the advertisers periodically
from our social handles

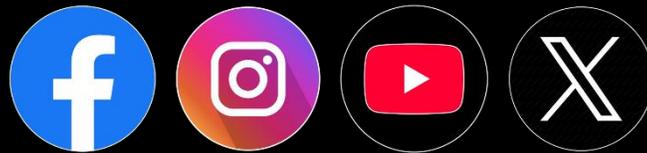




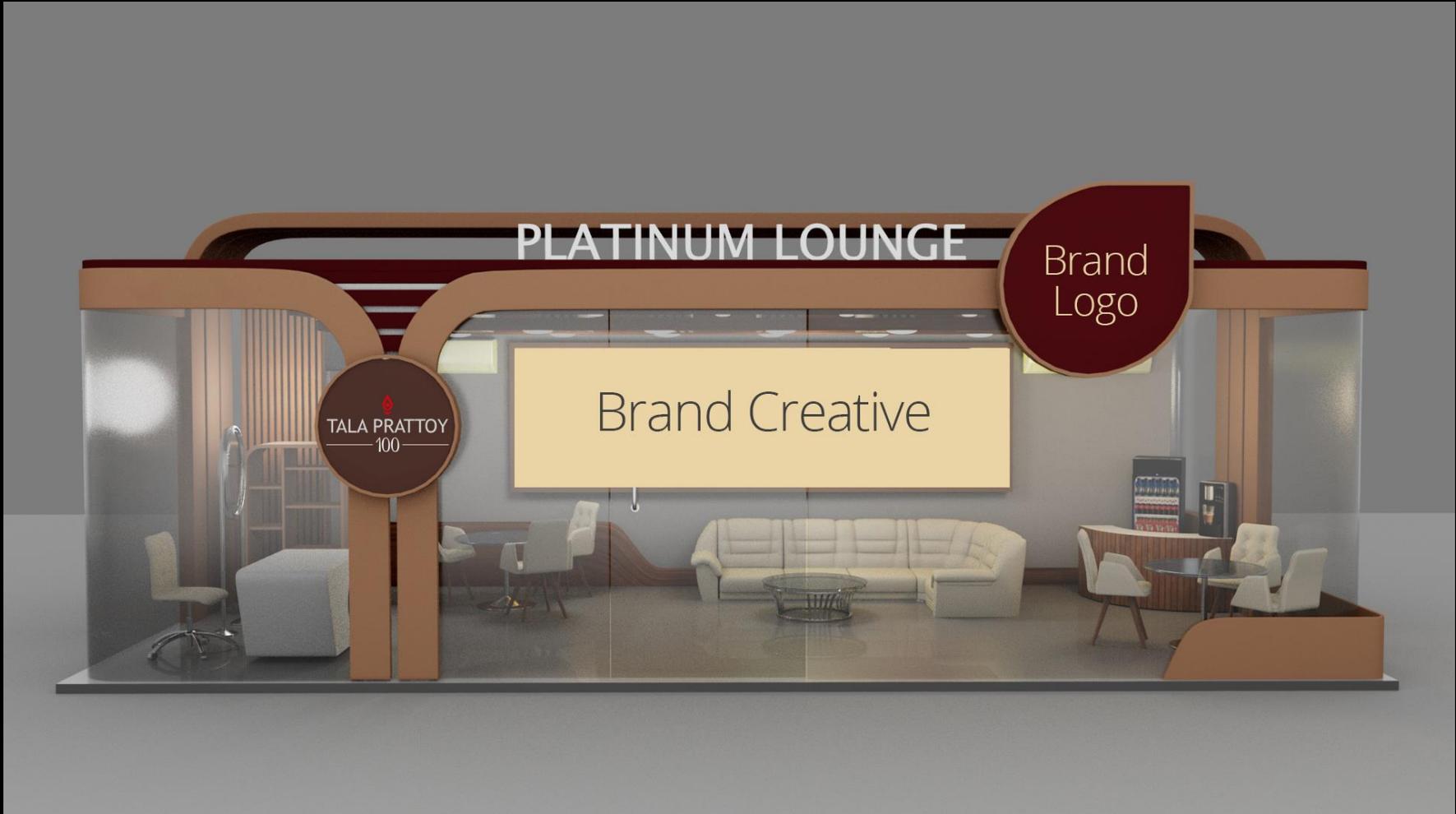
TALA PRATTOY

———— 100 ————

Will make 5 candid reels (60 sec each) highlighting brand visibility with people around. We will share the same from our social handle also.



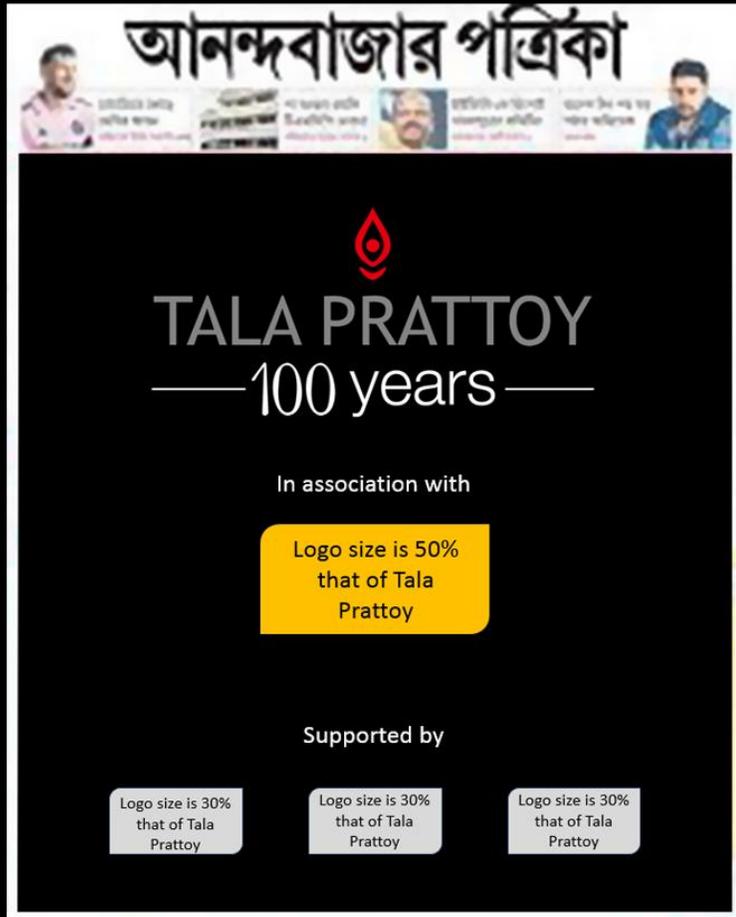
On Ground Branding



600 sqft Members Lounge

Printing

Cover On Cover (COC) News Paper Ad

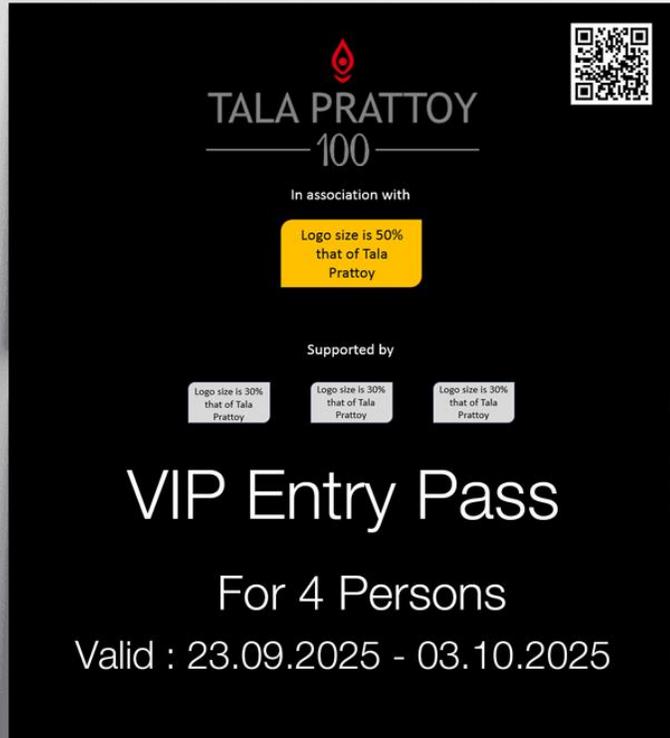


Invitation Card



Printing

VIP Pass



T-Shirt



Electronic

TV Advertisement
in major regional channels



Incoda TV ad
in all metro railway stations
20 sec ad, 30 times daily x 30 days = 900 times



Outdoor Pan Kolkata

10 nos 20'x10' bill boards
in prime locations



5 nos 20'x10' LED Advertisement
20 sec ad, 30 times daily x 30 days = 900 times

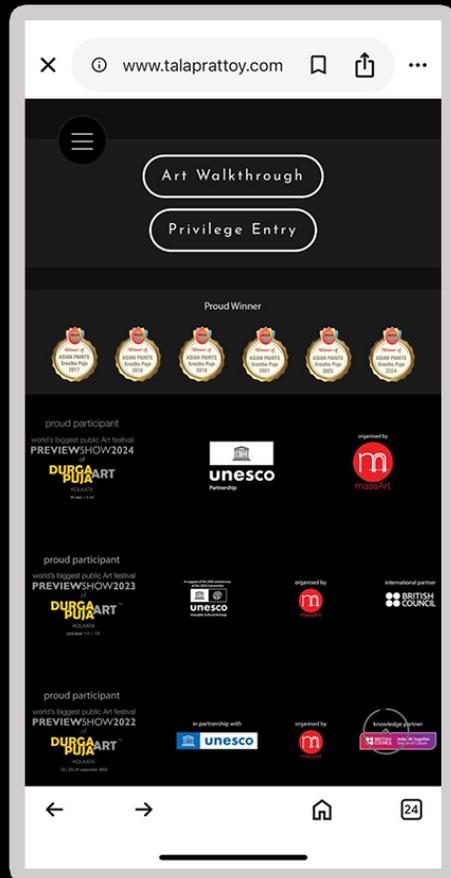


LED Display Van
for 30 days



Event Branding

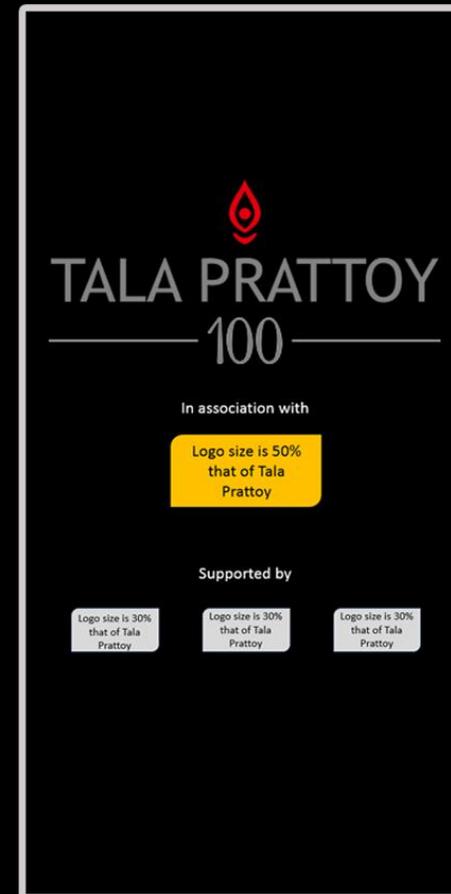
Guided Art Walk Through



First of its own kind initiative to :

- take the viewers close to Durga Puja Art
- exclusive and seamless viewing
- provide guide for optimum appreciation

Brand Presence



Press Conference
Opening Ceremony
&
Closing Ceremony

Branding Index

Deliverables			Numbers			
Genre	Sl. No.	Particulars	In Association With	Supported By (First Company)	Supported By (Second Company)	Supported By (Third Company)
General	1	Brand Logo Size	50%	30%	30%	30%
	2	Tenure	122 Days	122 Days	122 Days	122 Days
Digital	3	Reels for Social Media with Brand Presence	50	30	30	30
	4	Sharing of Brand Product Reels from Tala Prattoy's Social Handles	10	5	5	5
	5	Making & Sharing of Candid Reels of Brand Presence in Tala Prattoy's Durga Puja Art Arena	5	3	3	3
Outdoor LED in Art Venue	6	LED WOWT Advertisement Slots	6	3	3	3
	7	LED Anamorphic Advertisement Slots	2	1	1	1
	8	LED Sky – High Advertisement Slots	2	1	1	1

Branding Index

Deliverables			Numbers			
Genre	Sl. No.	Particulars	In Association With	Supported By (First Company)	Supported By (Second Company)	Supported By (Third Company)
Outdoor in Art Venue	9	Main Entrance Gate	1	x	x	x
	10	Side Wall	2	1	1	1
	11	Over-Head Gate	2	1	1	1
	12	Serial Hoarding (15 ft x 6 ft)	50	25	25	25
	13	Pavillion (100 sqft)	3	1	1	1
Premium Branding	14	Tunnel	1	x	x	x
	15	Platinum Lounge	1	x	x	x
Printing	16	Brand Logo Presence in Newspaper Advertisements	Yes	Yes	Yes	Yes
	17	Brand Logo Presence in Invitation Card	Yes	Yes	Yes	Yes
	18	Brand Logo Presence in Crew's T-shirt	Yes	Yes	Yes	Yes

Branding Index

Deliverables			Numbers			
Genre	Sl. No.	Particulars	In Association With	Supported By (First Company)	Supported By (Second Company)	Supported By (Third Company)
Electronic	19	Brand Logo Presence in TV Advertisements	Yes	Yes	Yes	Yes
	20	Brand Logo Presence in Metro Railways TV Channels	Yes	Yes	Yes	Yes
Outdoor Pan Kolkata	21	Brand Logo Presence in Bill Board Advertisements	Yes	Yes	Yes	Yes
	22	Brand Logo Presence in LED Bill Board Advertisements	Yes	Yes	Yes	Yes
	23	Brand Logo Presence in LED Display Van	Yes	Yes	Yes	Yes
Event Branding	24	Brand Logo Presence in All Press Conferences	Yes	Yes	Yes	Yes
	25	Brand Logo Presence in Opening Ceremony	Yes	Yes	Yes	Yes
	26	Brand Logo Presence in Closing Ceremony	Yes	Yes	Yes	Yes
	27	Brand Logo Presence in Guided Art Walk Through	Yes	No	No	No



talaprattoy.com

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