

WHAT'S ESSENTIAL TO EVERY MALAYALEE'S BREAKFAST?

ASK SANTAPPAN.

Santappan's been spending a lot of time observing Malayalees in their natural setting. He now knows that a Malayalee's breakfast is invariably accompanied by Kerala's most credible daily, Mathrubhumi – and that's also where his Christmas wish list comes from. Advertise there, and make sure your brand gets on every Malayalee's wish list.

But Santappan is going to do a little more research before he goes Christmas shopping in Kerala.



WHAT SPARKS A DEBATE IN KERALA? *ASK SANTAPPAN.*

Santappan's been spending a lot of time observing what makes the news in Kerala. He's concluded that Mathrubhumi News, Kerala's fastest growing news channel influences debates and also Malayalees' holiday shopping. Advertise with them and make your brand part of Malayalee conversations.

But Santappan's also looking for what else is making Malayalees talk.



WHY DON'T YOUNG MALAYALEES HATE COMMUTING? *ASK SANTAPPAN.*

Santappan's been getting the pulse of young people in Kerala and here's what he found - young Malayalees can't stop listening to Club FM, the state's favourite youth radio station. Have you made sure your brand is advertising there?

Santappan's not done listening yet.



WHAT ARE YOUNG MALAYALEES BINGE-WATCHING THESE DAYS? *ASK SANTAPPAN.*

After extensive research, Santappan has come to the conclusion that Malayalee youth these days won't turn off Kappa TV except to go Christmas shopping. If you're targeting the youth, you know where your brand should be advertising.

But Santappan's also looking at a bigger picture.



WHY DO MALAYALEES SPEND SO MUCH TIME READING? *ASK SANTAPPAN.*

Santappan thinks magazines like Yathra, Arogya Masika and Grihalakshmi are more than just casual reading for Malayalees during the holidays – they're practically shopping instruction manuals, and a great place to advertise your brand.

But Santappan wants to read a little more before he makes his shopping list.



HOW DO YOU GET A MALAYALEE OUT OF THE HOUSE? *ASK SANTAPPAN.*

Santappan's research findings indicate that Malayalees love going out, but usually only to events organized by Red Mic, Kerala's premier event company. Engage with them and make sure your brand stands out.

Meanwhile, Santappan's off to find out what else influences wish lists in Kerala.



For trade enquiries: mail@redmic.in

GIFT YOURSELF THE SANTAPPAN PLAN

Santa's been spending so much time in Kerala that you can call him Santappan. And he knows everything that's influencing Malayalees around the holiday season – that's how he's picking out the perfect Christmas gift.

No wonder media planners love him.

Go ahead and gift yourself the Santappan plan today - it's a customised mix of channels that leverage Santappan's knowledge of the market and all the verticals of Mathrubhumi Group that you've just been reading about.

Want to know how to get it? Just drop us a mail at integratedsolutions@mpp.co.in

