

Tricycle Branding Campaign Guide

1. Campaign Specifications

Size & Dimensions: Side Panels: 4 ft x 6 ft | Back Panel: 2 ft x 6 ft

Estimated Reach: 15,000+ daily views per active tricycle in target zones

Optimal Timing: Morning: 08:30 AM - 12:30 PM & Evening: 04:00 PM - 09:00 PM

Coverage Cities: Chennai, Tindivanam, Pondicherry, Villuppuram, Kanchipuram, Vellore, Thiruvannamalai, Krishnagiri, Dharmapuri, Erode, Coimbatore, Madurai, Salem, Trichy, Karur, Pudukkottai, Thanjavur, Perambalur, Neyveli, Tirunelveli, Aruppukkottai, Thoothukkudi, Nagercoil, Kanyakumari, Palakkad, Kochin, Ernakulam, Thiruvananthapuram

Trusted By Brands: Croma, Reliance Digital, Reliance Smart Bazaar, Poorvika Appliances, Chennai Mobiles, Unlimited, Max Fashion, Muthoot Fincorp, KFC, Xtro, Bollineni Zion, Asset Tree Homes, MP Developers, Repco Home Finance, Bajaj Finserv

Added Advantages: Promoters wear custom branded T-shirts and caps. Ability to carry flyers/coupons for direct manual distribution.

Size Reference Visual



2. Order & Creative Guidelines

Process of Order:

- Confirm order with 50% advance payment.

Accepted Formats:

- PDF, JPG, PNG or source/editable files like Photoshop (PSD) and CorelDraw (CDR).

Art Specs Requirements:

- Must be in CMYK color format.
- Created at actual physical size.
- Saved at 100 DPI resolution.

