Prepared for

REDAMCO

Railway Estate Development and Marketing Company (Pvt) Ltd

Ministry of Railways - State Owned Enterprise

Advertising & Branding Benchmarking Assessment

Karachi Cantt. Station, Pakistan Railway

Executive presentation redesign with stronger visual hierarchy, premium framing, and a consistent blue-and-black corporate system.



Asset & Location Index

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Main Entrance Karachi Cantt Station

Present Position



After Branding



Main Entry Gate Branding | Karachi Cantt Railway Station | Benchmarking

1. Main Entry Arch/Gantry – “The Welcome Gate”

Dimensions: ~30ft Wide x 10ft High x 3ft Depth [overhead truss above entry road]

Style: Double-sided overhead panel with logo strip + product visuals. Seen by all vehicles + pedestrians entering.

Benchmark: 100% gate coverage. First and last brand touchpoint for 25,000+ daily commuters.

2. Main Entry Arch/Gantry – “The Welcome Gate”

Dimensions: ~12ft High x 8ft Wide [vertical sign on entry side]

Style: Tall freestanding panel with category visuals. Visible from main road and parking area.

Benchmark: Captures traffic before they enter. 8-10 sec dwell for rickshaw, taxi, car drop-offs.

3. Entry Lane Divider Branding – “The Queue Format”

Dimensions: ~6ft Long x 2ft High [on concrete/yellow-black dividers]

Style: Repeated panels on traffic barriers at entry lane.

Benchmark: Mandatory eye-level exposure during vehicle slowdown at gate check.

4. Full Entry Zone Takeover – “The Exclusive Format”

Style: Single brand owns arch + pylon + lane dividers together. No competitor clutter at entry.

Benchmark: “Station Authority Association” – Brand linked to access, arrival, and first impression.

Key Takeaway:

Entry Gate = Highest Traffic Point. Everyone enters here. Arch = Scale impact. Pylon = Road visibility. Dividers = Dwell. Combo = Station-wide dominance.

Main Entry Gate | Karachi Cantt | 2-Liner Tariff

- **Full Gate Takeover: Rs. 2,574,000/year + Rs. 78,000 per divider | Arch + Pylon + Dividers | 25K–35K daily footfall**
- **Arch Only: Rs. 1,950,000/year | 30ft x 10ft overhead | First/last brand touchpoint**

Station Main Building Frontal

Present Position





After Branding





Advertising Benchmarking

1. Location & Asset Type Transit Hub Heritage Facade Takeover

- Karachi Cantt Railway Station.
- Extremely high footfall location with commuters, intercity travelers, families, and tourists.
- Railway stations give 5–10 min dwell time at entry, ideal for message retention.

2. Creative Execution Benchmarks

Element | Benchmark Insight | Full Facade Domination

- Entire station frontage wrapped in Coca-Cola red.
- Pediment, arches, and side panels all branded.
- Creates category ownership of the station entry.

Arch Hero Space

- Central arch used for primary tagline in Urdu + English:

  “Har Qadam Per Tazgee - Coca-Cola Key Saath / Refreshment for Every Journey - With Coca-Cola”.

- Travel + refreshment message is contextually perfect for a station.

Heritage Integration

- Branding respects the colonial sandstone architecture.
- Red colorway + arched graphics blend without overpowering the structure.

Column Wraps & Side Panels

- Entrance pillars and flanking walls fully branded.
- Ensures visibility from both road and pedestrian approach.

Bunting/Festooning

- Red-white flags across the arch.
- Adds a celebratory, campaign-led feel vs static OOH.

Branded Planters

- Coca-Cola branded planters on the staircase.
- Extends branding to ground level and creates photo zones.

Multilingual Copy

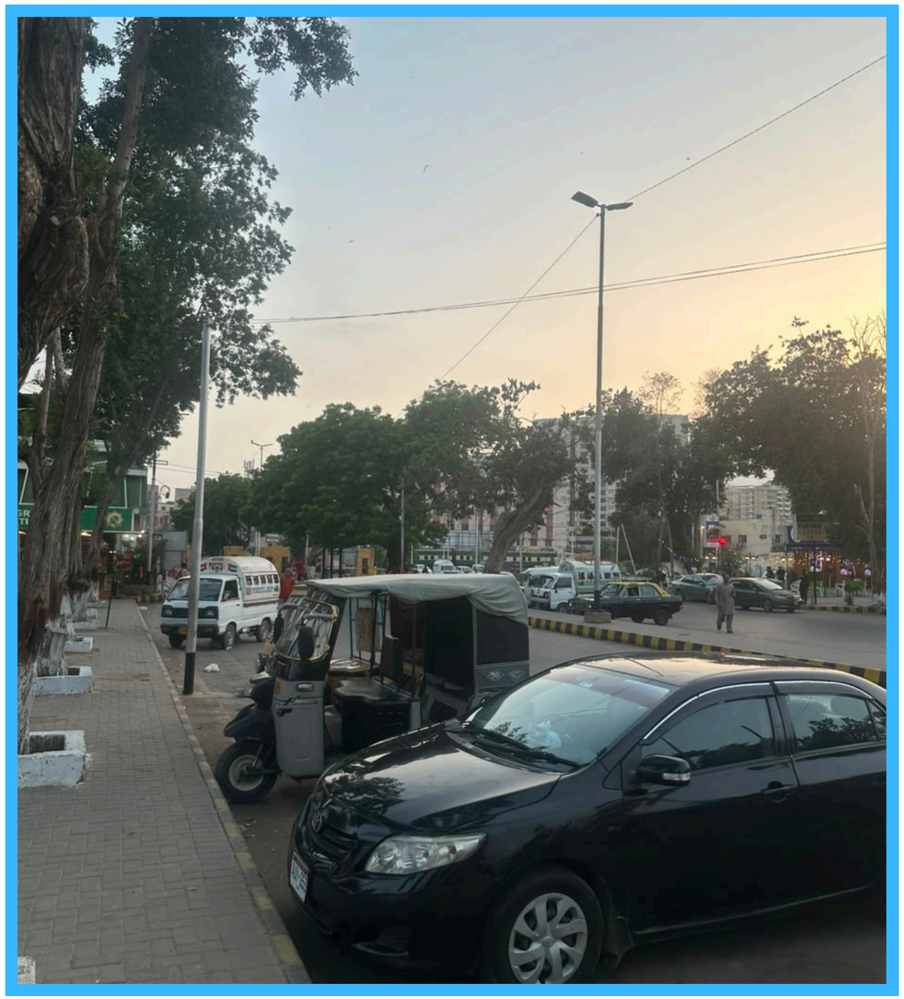
- Urdu, English, and Arabic messaging used.
- Covers mass commuter base + diverse traveler demographics.

Asset Space	Annual Rate PKR/ Year	Note
Central Arch Fascia	PKR 351K	18x3 ft curved. Category Exclusive.
Left Elevation Wall Mural	PKR 1.56M	20x12 ft approx.
Right Elevation Wall Mural	PKR 1.56M	20x12 ft approx.
Arch Intrados / Ceiling Band	PKR 520K	Curved Wrap, bi-lingual
Entry Pillars Sets	PKR 520K	2 pillars @ 260k each.

Asset Space	Annual Rate PKR/ Year	Note
Bunting / Pennant String	PKR 156K	Per 40ft arch span.
Planter Wraps Set	PKR 156K	2 Units @ 78k each
Side Arch Pannel Set	PKR 416K	2 Units @ 208k
Full Gateway Package	PKR 5.24M	All above assets package at Annexure B benchmark rates

Proposed Additional Welcome Branded Fabricated Gate Drop Off

Present Position



After Branding



Inner Welcome Gate Branding | Just After Main Gate | Karachi Cantt

Branding Possibilities to Reemphasize

1. Full Arch Takeover – “The Second Welcome”

~20ft Wide x 9ft High arch with pillar wraps + top panel. You own the moment right after entry. Every car, rickshaw, passenger passes under it.

2. Full Arch Takeover – “The Second Welcome”

~6ft High x 3ft Wide panels on both sides of lane. Captures drivers + passengers during 10-15 sec slowdown.

3. Zone Ownership – “The Refreshment Zone Format”

Entire lane becomes your branded entry experience. No competitor on arch, pillars, or side panels. Feels like an official station zone.

Why it matters: Main gate gets attention. This inner gate gets dwell. People stop, look, and step out here. High recall, high photos.

Brief Tariff | Humanized

- **Full Inner Gate Package: Rs. 2,158,000/year**
  Arch + pillars + 4 side panels. All-inclusive visibility.

- **Arch Only: Rs. 1,170,000/year**
  One big gateway moment right inside.

Excl. 18% GST

Footfall: 18K–25K/day at this drop-off lane

Main Entry Platform

Present Position



After Branding



Front Facade Branding | Karachi Cantt Entry Building | Concise

Branding Benchmarks

1. Top Fascia – “The Skyline Format”

~60ft Wide x 6ft High. Full building top wrap. Seen from road, parking, 200m+ away.

2. Side Wall Panels – “The Entry Flanks”

~15ft x 10ft panels on both sides of main doors. High dwell for all foot traffic.

3. Full Facade Takeover

Top fascia + both side panels together. Zero competitor clutter. Landmark presence.

Why it matters: This is the first photo everyone takes. Maximum scale, maximum reach.

Tariff | PKR/Year, Concise

Full Facade: Rs. 4,290,000/year
Top Fascia Only: Rs. 2,340,000/year
Side Panels Only: Rs. 1,950,000/year

Excl. 18% GST
Reach: 35K–45K/day road + station traffic

Additional Frontal Main Entrance

Present Position



After Branding



Branding Details – Above Pic Only

Asset: Main Building Frontal Facade – Karachi Cantt Station

Space Available: Full upper facade wrap above main arches. ~120ft x 30ft. Single brand dominance zone.

Brand Use Case: Landmark hoarding for mass awareness. High-impact visual for commuters, drop-off traffic , and roadside audience.

Benchmark: LUX “Hydrogen Luxury” facade takeover shown in pic – luxury/beauty category, 24/7 visibility.

Format: Flex vinyl / 3D letters / LED backlit.

Tariff: PKR 5,850,000 / year | Category exclusive

Transit Gateway Escalators

Present Position



After Branding



Advertising Benchmarking

1. Asset Type & Location Context

High-Flow Transit Gateway

- Railway station escalator entry/exit + overhead footbridge.
- Captive audience zone: 100% of passengers must use the escalator to enter/exit platforms.
- Dwell = 15–30 seconds on the escalator + approach, with forward-facing sightlines and no alternative routes.

2. Creative Execution Benchmarks

Element | Benchmark Insight | Canopy/Archway Takeover

- Entire escalator headhouse wrapped as a 3D roof structure.
- Acts as a “gateway” so every commuter passes under it.
- Creates landmark visibility from the platform.

Escalator Balustrade Wraps

- Both side panels of the escalator fully skinned vertically.
- Passengers see it at eye-level while moving up/down.
- High dwell, high recall due to proximity.

Floor/Ground Graphics

- Circular stickers placed at entry and exit points.
- Used as directional cues + final impression touchpoint before/after the escalator ride.

Footbridge Fascia

- Overhead bridge railing used as a long horizontal banner.
- Visible to both platform users and those on the escalator.
- Extends the asset beyond the gateway.

Vertical Riser Panels

- Center divider/riser between escalator lanes branded.
- Captures attention of ascending vs descending traffic simultaneously.

Utility Signage Integration

- Wayfinding/directional signage skinned with the same creative.
- Functional assets become media, increasing acceptance with station authorities.

360° Coverage

- Canopy = top, Balustrades = sides, Floor = bottom, Bridge = rear.
- The space is treated as a media volume, not just a surface.

Station Platform 360 Degree Mix Ambiance

Present Position



After Branding



Advertising Benchmarking

1. Asset Type & Location Context

Transit Platform 360° Environmental Branding

- Railway station platform / entry zone.
- Open-air, high-footfall area with commuters, vendors, and travelers.
- Multiple utility and structural assets are used together to create a networked media environment.

2. Creative Execution Benchmarks

Element | Benchmark Insight | Partition Wall Murals

- Large freestanding hoardings used as backdrops.
- Travel, skyline, or landmark illustrations create context relevance for a transit location.
- Logo lockup at top for recall.

Mobile Cart Branding

- Trolleys/carts branded on 3+ sides.
- They move with platform activity, giving repeated micro-exposures across the space.

Structural Pillar Wraps

- Support columns fully wrapped 4-sided.
- Vertical formats capture visibility in a wide, horizontal platform.
- Cultural/heritage patterns can be used to localize.

Hanging/3D Assets

- Shaped pendants or bottle forms suspended from platform roofs.
- Adds depth and a festive, campaign-led feel vs flat vinyl only.

Color Block Domination

- One dominant colorway used across walls, carts, and pillars.
- Creates visual ownership of the entire zone.

Cultural Detailing

- Traditional motifs/borders on wraps to resonate with local commuter demographics.
- Makes the takeover feel integrated, not imported.

3. Tentative Tariff Direction for Platform Asset Networks

Indicative rates for modular platform packages, ex-print/install

Asset|Benchmark Rate PKR/Year|Partition Wall Hoarding 10x8 ft

- PKR 520K / yr Per unit.

Pillar Wrap

- PKR 260K / yr Per cart.

Full Platform Package

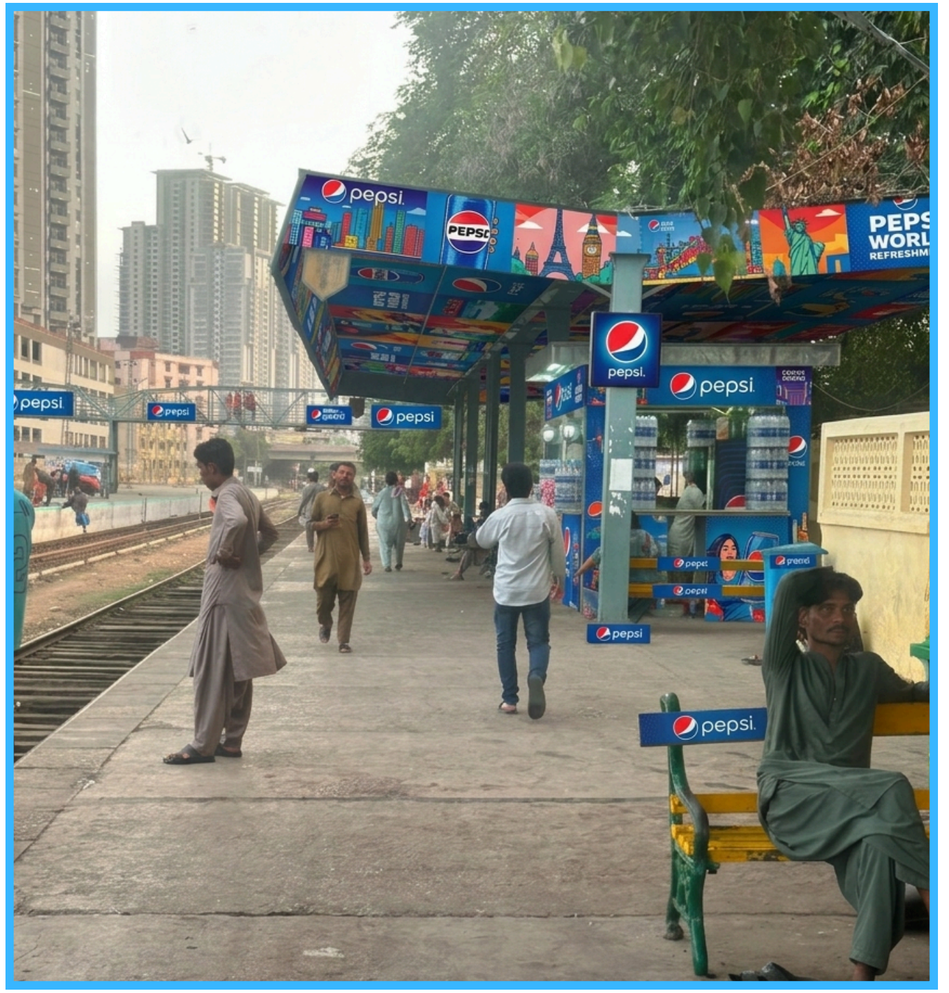
- PKR 2.24M / yr 3 walls + 2 pillars + 1 cart. Category exclusive.

Railway Platform Canopy Area

Present Position



After Branding



ADVERTISING BENCHMARKING VISIBLE IN PICTURE | “MAX UTILIZATION” FRAMEWORK

Pepsi has used 4 high-dwell assets to own the entire commuter journey:

1. Canopy Roof Takeover – “The Sky Brand”

Benchmark:

Full vinyl wrap of platform shelter roof + fascia. Global city graphics + “PEPSI WORLD REFRESHMENT”.

Max Use:

360° visibility for arriving, waiting, departing passengers. Longest dwell: 5-15 min.

2. Overhead Gantry – “The Entry Lock”

Benchmark:

Bridge/overhead sign across tracks with repeated logos.

Max Use:

First brand seen from train/footover bridge. 100% commuter exposure.

3. Pole + Bench Branding – “The Waiting Zone”

Benchmark:

Pole signs at eye level + branded bench backs.

Max Use:

Captive audience. Commuters sit/stand for 10+ min = high recall.

Railway Platform Branding Tariff | Karachi | Per Year | PKR

Excl. 18% GST. Ref: Pepsi Platform Setup

POINT-WISE TARIFF

- **Canopy Roof Takeover: Rs. 1,950,000/year**

  Bridge/overhead across tracks. First brand seen by 100% commuters.

- **Pole Signs x 4 Units: Rs. 312,000/year**

  Eye-level repeat branding along platform walkway.

- **Branded Benches x 2 Units: Rs. 234,000/year**

  Bench backs. Captive audience + high selfie/UGC value.

PACKAGE DEAL

- **Full Platform Takeover: Rs. 2,496,000/year**

  Includes all 4 assets above at Annexure B benchmark rates + Category Exclusivity.

Footfall Benchmark: 12,000 – 25,000 commuters/day at Tier-1 Karachi stations.

Platform Concourse Corridor Media

Present Position



After Branding



Advertising Benchmarking

1. Asset Type & Location Context

Platform Concourse Media Corridor

- overed railway station platform with seating, circulation, and train berthing areas.
- Mixed-dwell environment: 5–20 min seated audience + continuous foot traffic.
- Assets are placed at regular intervals to create a “media walkway” along the platform length.

2. Creative Execution Benchmarks

Element | Benchmark Insight | Overhead Digital Screens

- Suspended double-sided or single-sided DOOH units above head height.
- Mounted on pillars/columns. Provide motion, travel imagery, and dynamic rotation without cluttering sightlines.

Pillar Static Wraps

- Vertical column wraps directly below screens.
- Used for destination/illustration creatives + QR/directional CTAs.
- Creates a 2-layer stack: digital on top, static at eye-level.

Repetition & Rhythm

- Screens + pillars repeated every 15–20 meters down the platform. Repetition builds recall and makes the platform feel “curated” vs single ad units.

Travel/Destination Visuals

- Illustration-led creatives showing architecture, landmarks, and cultural motifs.
- Aligns with transit = journey mindset and gives content value beyond selling.

Seated + Moving Audience

- Screens capture seated commuters and those waiting.
- Pillars capture people walking between trains, exits, and benches. Dual audience coverage.

Light, Airy Install

- Open roof, ceiling fans, bunting overhead.
- Media is integrated without blocking light or ventilation.
- Keeps the space feeling open, not “sold out”.

Scalable Modular Grid

- Each pillar + screen = one module.
- Modules can be sold individually or as a full platform corridor for category exclusivity.

3. Tentative Tariff Direction for Platform Corridor Assets

Asset|Benchmark Rate PKR/Year|Overhead DOOH Screen 55”–65”

- PKR 225K / yr Per screen. 10–15 sec loop, shared category.

Pillar Static Wrap 6x3 ft

- PKR 117K / yr Per pillar, eye-level.

Screen + Pillar Module

- PKR 342K / yr 1 screen + 1 pillar. Most efficient buy.

Full Platform Corridor

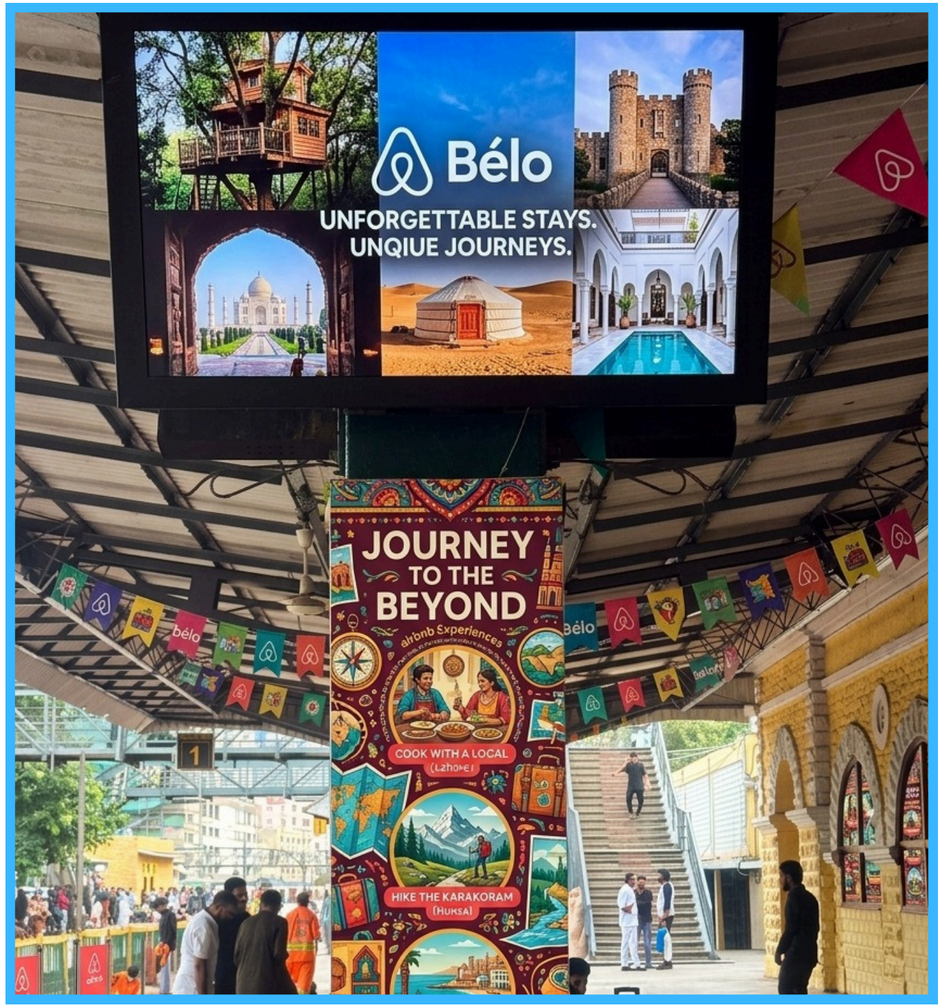
- PKR 1.71M – 2.05M / yr 5–6 modules, category exclusive.

Platform Concourse Corridor Media Style 2

Present Position



After Branding



Advertising Benchmarking

1. Asset Type & Location Context

Platform Entry / Concourse Zone

- Covered railway station platform with seating, queue lines, and footbridge access.
- Medium-dwell environment: 10–25 min audience mix of seated travelers, families, and foot traffic.
- The space uses vertical, overhead, and ambient elements to surround the commuter.

2. Creative Execution Benchmarks

Element | Benchmark Insight | Overhead DOOH Screen

- Large digital screen mounted above head height on a pillar.
- 6-panel grid format showing travel/lifestyle imagery + headline.
- Captures seated + standing audience at distance.

Full-Height Pillar Wrap

- Column below the screen wrapped floor-to-top with illustration-led creative.
- Travel/experience themes with iconography.
- Becomes an “information totem” at eye-level.

Ambient Bunting

- Colorful triangular flags strung across the roofline.
- Adds a festival/campaign feel and visually ties multiple assets together without blocking light.

Stanchion/Bollard Skins

- Queue management barriers wrapped.
- Converts functional crowd control into branded touchpoints at ground level.

Vertical Storytelling

- Pillar used as a 3-section story: top = headline, middle = 3 experience tiles, bottom = category icons.
- Easy read for people waiting in line or seated.

Contextual Creative

- Travel, journey, and local landmark motifs used.
- Creative aligns with transit = movement, making it relevant vs generic product ads.

360° Layering

- Overhead for reach, pillar for detail, bunting for atmosphere, stanchions for proximity.
- The commuter is exposed at 3 heights in one spot.

3. Tentative Tariff Direction for Platform Hero Modules

Asset|Benchmark Rate PKR/Year|Overhead DOOH Screen

- PKR 225K / yr Per screen. Grid/mosaic creative.

Full-Height Pillar Wrap

- PKR 260K / yr Floor-to-top, 4-sided.

Ambient Bunting Run

- PKR 156K / yr Per 30ft span across roof.

Stanchion Set 6 pcs

- PKR 156K / yr Queue line branding.

Full Hero Module

- PKR 797K / yr Screen + Pillar + Bunting + Stanchions.

Dust Bin at Platform

Present Position



After Branding



Advertising Benchmarking Reference – Utility Asset Branding | Dettol x Railway Station Dustbin

1. Asset Type & Location Context

Transit Utility Branding:

- Branded wheeled dustbin placed on Karachi Cantt Railway Station platform.
- High dwell, low-clutter environment.
- assengers wait, sit, and move past these bins repeatedly, giving 3–5 sec micro-exposures vs fleeting billboard views.

2. Creative Execution Benchmarks

Element|Benchmark Insight|360° Wrap on Utility:

- Entire bin body used as media.
- No dead space. Logo on 2+ faces for visibility from any angle on a crowded platform.

Contextual Relevance:

- Dettol = Hygiene. Bin = Cleanliness/Waste. Message:

Clean & Protect / Germ Free Stations:

- Product use-case directly tied to the asset and location.

Bilingual Copy:

- English: “DETTOL: DETTOL! CLEAN & PROTECT / GERM FREE STATIONS” + Urdu: “ڈیٹول کے ساتھ جراثیم سے پاک سٹیشن :صاف کریں گے”.
- Urdu ensures mass commuter connect.

Product Placement:

- Dettol Spray bottle + Wipes pack visualized on the bin.
- Turns utility into a shelf-like reminder.

Tagline Lockup:

- “**YOUR PROTECTION. OUR PROMISE**” at base.
- Reinforces brand purpose, not just product.

Brand Color Dominance:

- Full green + blue Dettol palette.
- Stands out against neutral station tiles/steel. Instant brand block.

4. Tentative Tariff Direction for Utility Assets

For Redamco to pitch as a low-barrier entry product

Asset|Benchmark Rate PKR/Year/Unit|Branded Dustbin/Bin:

- PKR 78K / yr Min. 50 units for network. Excludes vinyl + install.

Branded Bench

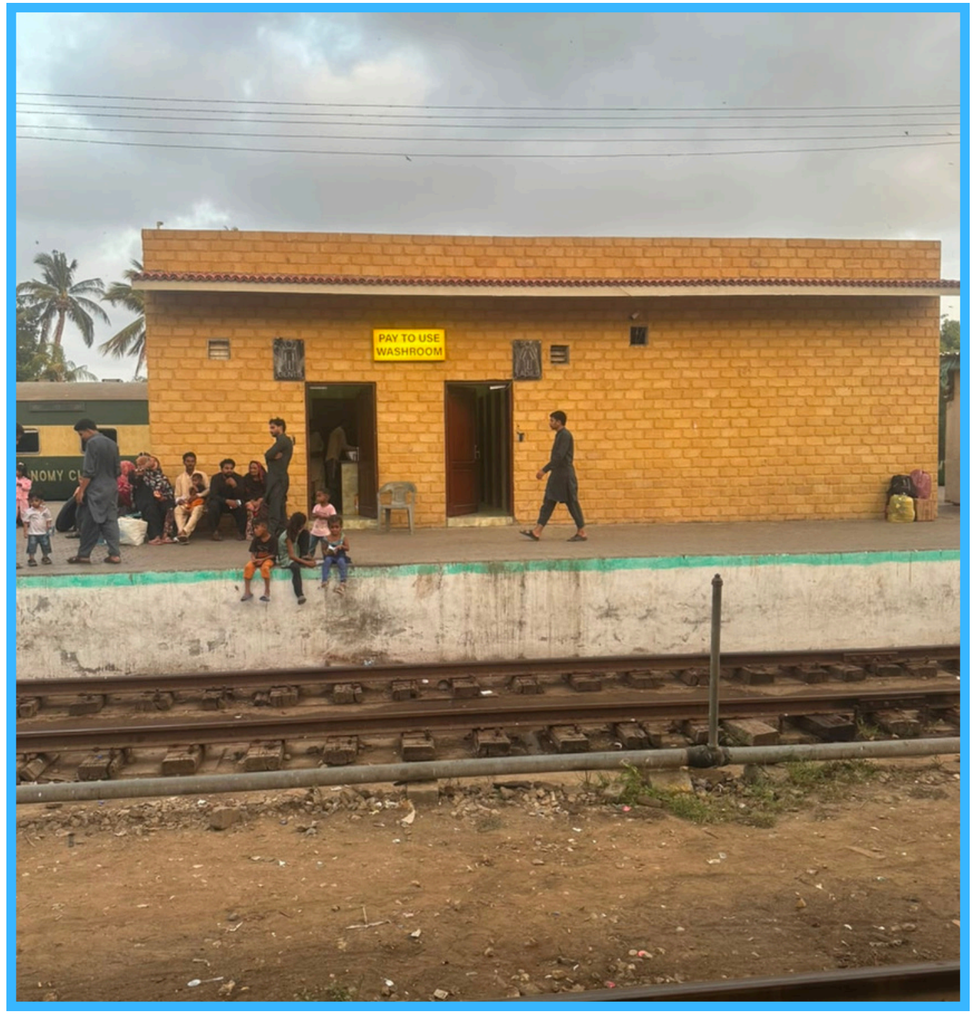
- PKR 117K / yr Higher dwell time.

Branded Trolley

- PKR 78K / yr Mobile visibility across platform.

Washrooms Unit Block

Present Position



After Branding



Washroom Unit Branding | Karachi Cantt Station | Simplified

Branding Possibilities Shown in Pic:

- **Rooftop Sign:** Big sign on roof edge. Seen from platform + bridge. High visibility.
- **Full Building Wrap:** Brand the entire walls with color + graphics. Turns washroom into a landmark.
- **Side Wall Panel:** Large ad on side facing tracks. Seen by waiting passengers + trains.
- **Entrance Branding:** Signs/accents around entry doors. Every user sees it on entry/exit.
- **Full Building Ownership:** One brand only. No competitors on the structure.

Why it works: Washroom = Must-use facility. 100% captive audience + daily footfall of 12,000+ commuters.

Washroom Unit Branding | Karachi Cantt | Brief Tariff

Per Year | PKR | Excl. 18% GST

- **Full Building Wrap: Rs. 2,080,000/year**

  All 4 walls + entrance branding. Full structure takeover.

- **Rooftop Sign + Side Wall Panel: Rs. 936,000/year**

  Top sign + 1 large side facing platform/tracks.

- **Entrance Only Branding: Rs. 156,000/year**

  Door frames + entry signs only. Budget option.

Footfall Benchmark: 12,000 – 18,000 commuters/day at Karachi Cantt.

Pedestrian Bridge Across Platform

Present Position



After Branding



Pedestrian Bridge Branding | Railway Station | Benchmarking

A. DIMENSIONS & STYLE AVAILABLE IN PIC

1. Bridge Arch Fascia – "The Gateway Format"

Dimensions: ~20ft Wide x 8ft High x 2ft Depth [covers full arch across tracks]

Style: Full wrap on top arch + side panels of the bridge entry. Bright base color with product visuals + logo strip in center.

Benchmark: Acts like a gateway. 100% of passengers must cross under it to change platforms. Zero skip rate.

2. Bridge Side Rail Panels – "The Corridor Format"

Dimensions: ~40ft Long x 3ft High [both sides of staircase/railing]

Style: Repeated graphic panels on blue metal railing. High-contrast color for visibility from platform.

Benchmark: 8-12 sec dwell time while passengers climb up/down. Seen by both platform crowd + train passengers.

3. Full Structure Color Takeover – "The Landmark Format"

Dimensions: Entire bridge structure painted ~60ft x 12ft total surface area

Style: Single bold base color with accent graphics on all visible faces. Turns infrastructure into brand asset.

Benchmark: Landmark visibility from 150m+ across station. Photogenic + most-used crossing point.

Key Takeaway:

Footbridge = Mandatory Route. Arch = Gateway impact. Side rails = Dwell impact.

Together = High recall with 15,000+ daily passenger crossings.

Pedestrian Bridge Branding | Railway Station | Brief Tariff

Per Year | PKR | Excl. 18% GST

- **Full Bridge Takeover – Arch + Side Rails + Paint: Rs. 4,680,000/year**

  Complete 360° structure. Gateway + corridor format combined.

- **Arch Fascia Only – "Gateway Format": Rs. 1,040,000/year**

  Top arch wrap ~20ft x 8ft. Highest visibility point.

- **Side Rail Panels Only – "Corridor Format": Rs. 1,560,000/year**

  Both railings ~40ft x 3ft each side. High dwell while crossing.

Footfall Benchmark: 15,000 – 20,000 passengers/day at Tier-1 stations.

Premium Lounge Inside Ambiance

Present Position



After Branding



Premium Lounge Branding | Karachi Cantt | Very Short

1. Top Arch Signage – “The Lounge Header”

~12ft x 3ft maroon panel above stairs. First thing seen by all premium passengers.

2. Entry Door Wraps – “The Last Touch”

~4ft x 7ft panels on both doors. 100% captive view before entry.

3. Railing Branding – “The Approach Line”

~20ft of railing panels on stairs. Dwell time while walking up.

Why it works: Only premium/executive passengers use this space. High income, high dwell.

Brief Tariff | PKR/Year

- **Full Lounge Package: Rs. 988,000/year**
- **Top Sign Only: Rs. 234,000/year**

Excl. 18% GST

Footfall: 2K–3K premium passengers/day

The Walk Through Entry Hall

REDAMCO
Fostering Real Estate!

PAKISTAN RAILWAYS
پاکستان ریلویز

Present Position



After Branding



Own The Entry

1. The Gate Arch – “The Walk-Through Billboard”

What: Big overhead sign + branded entry pillars you walk under.

Say to Brand: “Everyone has to pass through this. Put your brand here, and you’re the first thing 100% of people see.”

Like Pepsi: “PEPSI THE WORLD OF REFRESHMENT” with product + cities.

2. The Floor Mat – “Step Into Your Brand”

What: Big carpet/mat right at the entry.

Say to Brand: “It’s a selfie spot + brand stamp. People literally step into your world.”

Like Pepsi: “Welcome to Pepsi World”

3. The Side Walls + Pillars – “The Brand Lane”

What: Full color wraps on walls + columns along the entry path.

Say to Brand: “Turn a boring queue into your brand experience. It’s impossible to miss.”

Like Pepsi: City murals + “Taste: New York, London, Tokyo” panels.

4. The Counter – “The Last Look”

What: Branding on the ticket/customer counter + staff aprons.

Say to Brand: “This is where people stop, wait, and stare. Own that 10 seconds.”

Like Pepsi: Branded counter fascia + staff uniforms.

Sharing market-based tariffs for Entry Gate / Customer Counter Branding in Tier-1 malls, airports, or high-traffic venues in Karachi.

MARKET TARIFF CARD | PER YEAR | PK EVENTS + MALL/AIRPORT RATES

1. THE GATE ARCH – The Walk-Through Billboard

- **Tariff: Rs. 1,820,000 / year**
- **What’s Included:** Full overhead sign + 2 entry pillars, print + installation 1 time
- **Why Premium:** 100% visibility. Only 1 brand can own it. Category lockout applies.

Best For: Beverages, Telecom, Banks, Auto

2. THE FLOOR MAT – Step Into Your Brand

- **Tariff: Rs. 624,000 / year**
- **What's Included:** 12ft x 8ft custom printed carpet, replaced monthly
- **Why Premium:** High photo/UGC value. Every guest steps on it.
- **Best For:** Lifestyle, FMCG, Entertainment, Fashion

3. SIDE WALLS + PILLARS – The Brand Lane

- **Tariff: Rs. 2,600,000 / year**
- **What's Included:** Vinyl wraps for 4 wall panels + 2 pillars, print + install 1 time
- **Why Premium:** Creates an immersive "tunnel" effect. 20-30 sec dwell in queue..
- **Best For:** Mobile, Snacks, Youth Brands, OTT

4. THE COUNTER – The Last Look

- **Tariff: Rs. 312,000 / year**
- **What's Included:** Counter fascia wrap + staff aprons/uniforms (partially obscured by icon)
- **Why Premium:** Longest stop time at entry. Direct staff + brand association..
- **Best For:** Banks, Insurance, Telecom, Ticketing

PACKAGE OPTIONS

FULL GATE TAKEOVER = Arch + Mat + Walls + Counter

- **Tariff: Rs. 5,356,000 / year**
- **Saving: Package at Annexure B benchmark rates + Category Exclusivity**

ADD-ONS

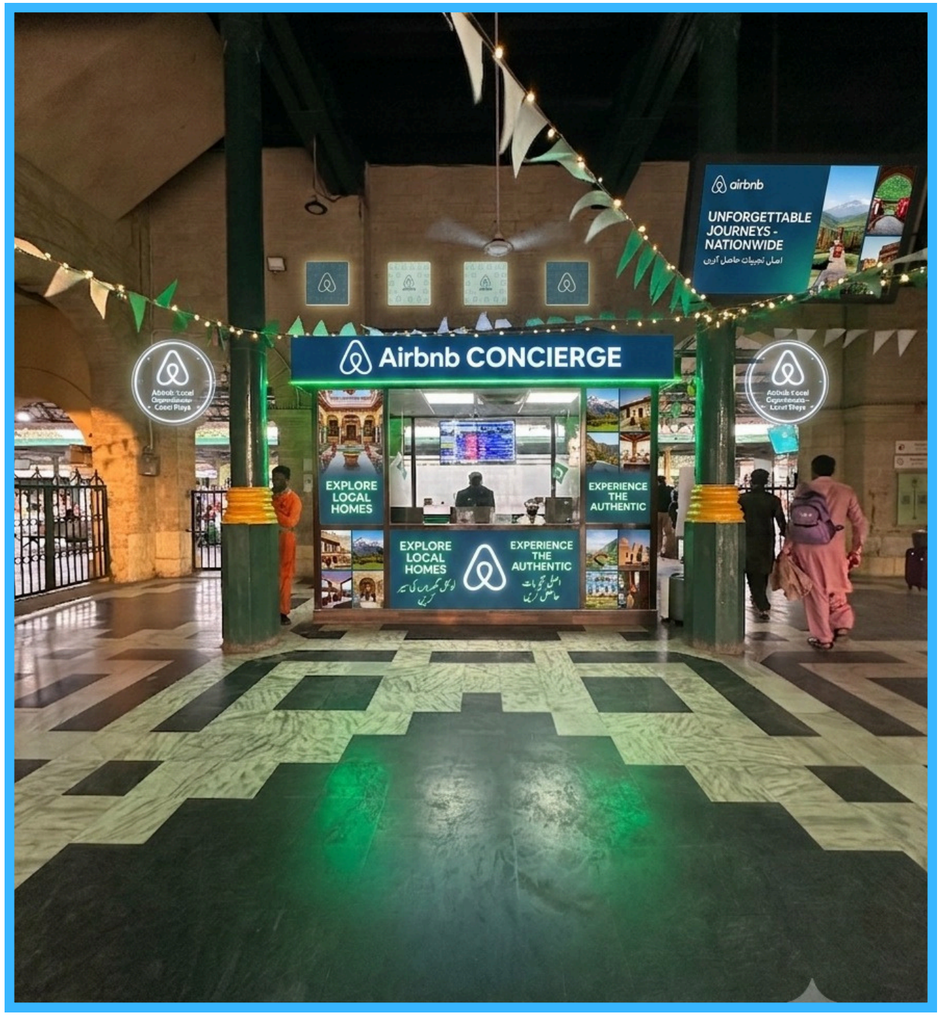
1. Production & Install: Excluded from annual benchmark
2. Minimum Term: 1 Year (annual rental benchmark).
3. **Footfall:** 8,000 – 15,000 people/day at prime Karachi mall/airport gate**.**

Information Counter

Present Position



After Branding



Asset: Information Counter Area – Transit Hub Format

Advertising Benchmarking Details

1. **Counter Domination:** Full fascia wrap + overhead hanging board + side panels. 360° eye-level visibility.
2. **Staffed Engagement Point:** Branded staff, screens, collaterals. High dwell time with passengers seeking info.
3. **Premium Placement:** Central hall/concourse location. Captures 100% arrivals, departures, and transit traffic.
4. **Benchmark:** Airport/Metro info booths. Used by travel, tech, hospitality, finance brands.

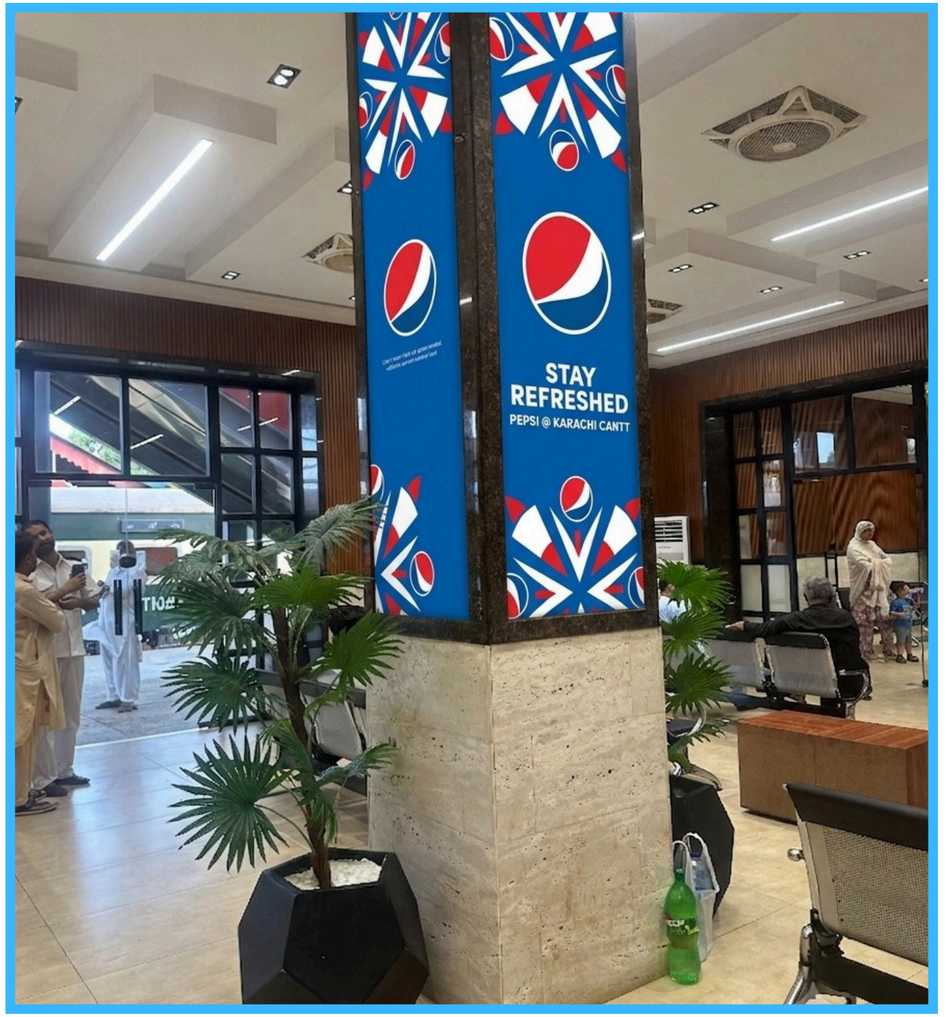
Tariff: PKR 1,040,000 / year | Single brand exclusive.

Economy Lounge Hall

Present Position



After Branding



Asset: Economy Lounge – Pillar Branding as shown in demo

Branding Benchmarking Details

1. **Pillar Wrap Domination:** Full-height vinyl wrap on structural pillars. Repeated logo visibility across the lounge.
2. **Mass Dwell Exposure:** Lounge = seated audience with 20-40 min avg. wait time. High recall at eye level.
3. **Category Exclusivity:** Single brand takeover of all pillars in the hall. FMCG/Beverage model shown with Pepsi.
4. **Benchmark:** Airport economy lounges, metro waiting halls. Used for mass-market refreshment/FMCG brands.

Tariff: PKR 260,000 / pillar / year | Block of 6-8 pillars | Beverage/FMCG exclusive

Wall Economy Lounge

Present Position



After Branding



Advertising Benchmarking

1. Asset Type & Location Context

Premium Indoor Wall Domination

- Full wall mural in a seated waiting lounge/terminal area.
- High dwell-time environment: 5–15 min seated audience with no external distraction.
- Audience is captive, relaxed, and at eye-level with the creative.

2. Creative Execution Benchmarks

Element | Benchmark Insight | Full Wall Takeover

- Entire wall treated as a canvas vs a framed poster.
- Creates a “brand room” feel and premium association with the space.

Luxury Visual Language

- Soft maroon/gold gradient, silk/fabric motif, floral line art.
- Visuals match LUX’s “beauty/indulgence” positioning instead of hard-sell product shots.
- “**INDULGE IN BEAUTY FOR A CONFIDENT YOU**” in clean, bold caps.
- Emotional benefit-led, not feature-led. Easy 3-second read for seated viewers.

Brand Silhouette

- Stylized female profile integrated into the fabric flow.

Product Realism

- 3D-rendered LUX Soft Touch + Cool Sensation packs mounted on wall.
- Bridges aspiration to SKU recall at point of dwell.

Material Integration

- Mural sits above stone cladding + wood paneling.
- Premium surroundings elevate the brand perception vs cluttered mall OOH.

Seated Sightline

- All seating directly faces the wall.
- 100% visibility with zero head-turn required.
- Maximizes ad recall during wait time.

3. Tentative Tariff Direction for Indoor Wall Murals

- For Redamco to pitch as a mid-tier premium OOH product

Asset|Benchmark Rate PKR/Year

- PKR 1.95M / yr Min. 3-month commitment.
- Excludes print, install, surface prep.

Lounge Network Package

- PKR 5.85M / yr / 3 locations Multi-station/airport lounge bundle.

Additional Hall Ambiance Economy Lounge

Present Position



After Branding



Advertising Benchmarking

1. Asset Type & Location Context

360° Brand Environment Takeover

- Karachi Cantt Railway Station VIP/Waiting Lounge.
- High dwell, premium transit space: 10–30 min seated audience.
- Mix of wood, stone, and marble finishes gives a high-trust, non-cluttered backdrop for branding.

2. Creative Execution Benchmarks

Element | Benchmark Insight |Wall Grid Domination

- Entire wood-paneled wall converted to a Sony logo grid.
- Repeats: SONY, WALKMAN, ALPHA, XPERIA, Camera icon, SONY MUSIC. Creates category ownership of the lounge.

Pillar Branding

- Central column fully wrapped: 4-sided coverage with BRAVIA TV, PlayStation PS, and product visuals.
- Pillar becomes a “hero display” in the middle of seating.

Product Sub-Branding

- Instead of only masterbrand, Sony pushes sub-brands: BRAVIA, PlayStation, Alpha, Xperia.
- Educates seated audience during wait time.

Visual Consistency

- Brown/gold wood tones on pillar + wall match the lounge interior.
- Branding feels integrated, not pasted on.
- Red/white pattern adds contrast.

360° Visibility

- Wall for seated audience + Pillar for circulation paths.
- No dead angles.
- Every passenger sees Sony from entry to seating.

Low-Text, High-Logo

- Minimal copy.
- Relies on logo repetition and product tiles.
- Works for a multi-language commuter base with short attention.

Environment Upgrade

- Clean seating + plants + modern ceiling.
- Sony branding lifts the lounge perception vs standard station waiting areas.

3. Tentative Tariff Direction for Indoor Environment Takeover

- For Redamco to pitch as a premium lounge package

Asset|Benchmark Rate PKR/Year|Lounge Wall Grid 20x8 ft

- PKR 1.04M / yr Full wood-panel or vinyl grid. Excludes print/install.

Central Pillar Wrap

- PKR 260K / yr 4-sided. Includes product visuals.

Full Lounge Takeover

- PKR 1.46M / yr Wall + Pillar + 2x planters. Category exclusive.

Entry Premium Lounge

Present Position



After Branding



VIP Lounge Entry – Branding Opportunity

Location: Entrance of VIP Waiting Lounge | Audience: Premium/VIP guests only

Why This Spot Works

1. **100% Visibility:** Every VIP must pass this door. No ad clutter.
2. **Premium Context:** Stone/heritage walls + dark marble = luxury setting.
3. **Dwell Time:** Guests pause here. High attention, high recall.

Benchmark Example: LUX Radiance

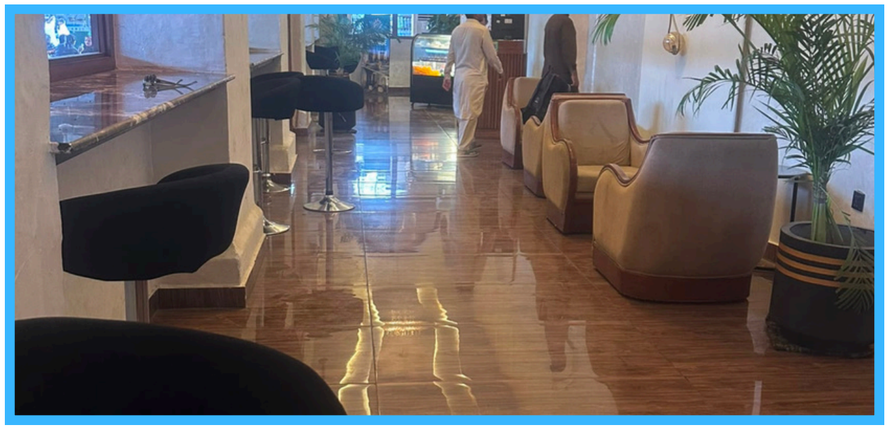
- LUX uses: Branded floor stand + product display outside + “A GIFT OF RADIANCE” inside.

  Result: Full entry ownership = Premium + Gifting association.

Seating Ambiance Premium Lounge Inside

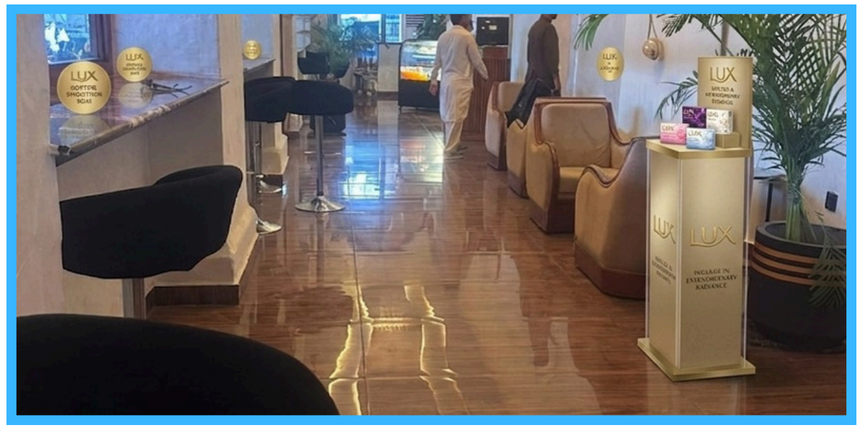
Present Position





After Branding





Present Position





After Branding





Tier 1: Full Lounge Takeover [Like LUX]

1. **Pillar/Column Wraps:** 360° vinyl on all structural pillars. Best real estate.
2. **Feature Walls:** Backlit logo + tagline on 2 opposing walls in Urdu + English.
3. **Table Tops:** Branded gold/slim tables at every seating group for product/leaflets..

Best For: Beauty, Skincare, Fragrance, Premium Tea, Jewellery, Banking

Goal: Own the entire aesthetic.

Tier 2: High-Impact Spot Branding]

1. **Single Pillar Wrap:** Take 1 pillar only vs all pillars..
2. **Archway Branding:** Vinyl on the arch frames or curtain pelmets.
3. **Seating Branding:** Custom cushion covers, armrest wraps, or side table mats..

Tier 3: Engagement + Functional Branding

1. **Coffee Table Branding:** Branded magazine, coasters, or tissue boxes on tables..
2. **QR Experience Pillar:** One panel of the pillar = QR for scan-to-win, e-catalog, WhatsApp.
3. **Welcome Desk:** Branded reception counter + hand sanitizer/scent bottles with logo.

Best For: Tech, Telecom, Airlines, New FMCG

Goal: Drive action + data, not just awareness.

Tier 4: Seasonal/Aesthetic Branding

1. **Curtain/Fabric Branding:** Branded sheers for Eid, Wedding, or Winter season.
2. **Scent & Sound:** Signature fragrance diffuser + playlist “Brought to you by ”.
3. **Art Collaboration:** Replace pillar art with limited-edition artist collab, like LUX did..

Best For: Gifting Brands, Seasonal Launches

Goal: Low-cost, high-instagrammability.

1. Full Lounge Takeover – “The LUX Model”

Rs. 2,080,000 per year

This is the premium slot. You get 360° pillar wraps on all main columns, 2 feature wall signs with logo + Urdu/English tagline, and branded side tables with product at every seating cluster. It also includes category exclusivity, so no other beauty or fragrance brand can book the space.

Best for: Beauty, Skincare, Fragrance, Jewellery, Premium Banks.

Effect: You own the entire room’s look and feel. This is what LUX has done here.

2. High-Impact Spot Branding

Rs. 260,000 per year

A lighter version of the takeover. You pick 1 asset instead of all. Options are: a single pillar wrap, archway vinyl branding on the entry arches, or full seating branding with custom cushions and table mats.

Best for: Watches, Perfumes, Chocolates, Airlines, Credit Cards.

Effect: High visibility where guests are seated, but at less than half the cost of a full takeover.

3. Engagement & Functional Branding

Rs. 156,000 per year

This is for brands that want action, not just awareness. It includes branded coasters/tissue boxes on all tables, 1 panel of a pillar converted to a QR panel for scans or WhatsApp joins, and a branded welcome desk with product like sanitizer or lotion.

Best for: Tech, Telecom, Airlines, New FMCG Launches.

Effect: Drives scans, leads, and trials while you're inside the premium environment.

4. Seasonal / Aesthetic Branding

Rs. 78,000 per year

The most flexible, low-commitment option. You brand the sheer curtains for a season, run a signature scent diffuser with your brand name, or do an art collab on 1 pillar for 1-2 months only.

Best for: Gifting Brands, Eid, Wedding, or Valentine's campaigns.

Effect: Highly Instagrammable and aesthetic, without a long-term lock-in.

Additional Costs to Note

1. **Production & Installation** Excluded from annual benchmark (printing pillar wraps, wall signs, and tables).
2. **Sampling Staff:** Charged separately if you want a hostess.
3. **Booking Term:** 1 Year preferred. 6 months minimum.
4. **Footfall:** Expect 700–1000 VIP guests per month in a busy lounge.

Why the premium? Because guests sit here for 15-30 minutes with zero ad clutter. Your brand becomes part of their “rest + luxury” moment.

EXCLUSIVE CANOPY TARIFF

Platform Canopy Seating Area

Based on current market estimates (2025–2026):

Item	Estimated Range
Per Canopy Branding	PKR 1,300,000 / Year
What's Included	Branding on canopy fascia, support columns, seating back panels, static vinyl/panaflex.
Contract Term	Minimum 6 months to 1 year (PR generally prefers 1-year contracts).
Additional Costs	Printing, installation, maintenance, PR approval/NOC, security deposit.
Revenue Model	Pakistan Railways awards branding rights through tenders to generate advertising revenue.

Key Notes

- Karachi Cantt is a Tier-1 station with the highest branding demand.
- Rates are generally on the upper end due to high daily passenger footfall.
- Final pricing depends on canopy size, visibility, and contract duration.

EXCLUSIVE ESCALATORS TARIFF

Escalator Branding

Pakistan Railways markets escalators, staircases, and platform bridges as high-visibility transit media.

Item	Typical Range
Per Escalator / Year	PKR 1,040,000
For 2 Escalators	PKR 2,080,000 / Year
For 4 Escalators	PKR 4,160,000 / Year
What's Included	Side panels, riser branding, handrail branding, landing area floor graphics, static vinyl with backlit options (where available).
Contract Term	6 months to 1 year (annual benchmark rate applies).
Additional Costs	Printing, installation, maintenance, PR NOC, security deposit, electricity (for illuminated branding).

Key Notes

- Premium stations command higher rates because of heavy passenger traffic.
- Branding packages are usually customized according to the number of escalators and visibility.

EXCLUSIVE PARKING POLES TARIFF

Cantt Station Parking Pole Branding (10 Poles)

Estimated pricing based on prime railway parking locations in Karachi (2025–2026):

Item	Typical Range
Per Pole / Year	PKR 78,000
For 10 Poles	PKR 780,000 / Year
Additional Costs	Printing, installation, maintenance, DMA approval fee, security deposit.
Contract Term	Usually 6 months or 1 year (annual benchmark rate applies).

Key Notes

- Pole branding is ideal for parking entrances, exits, and vehicle circulation routes.
- Larger contracts and longer durations generally receive better pricing.

LUMSUM - FULL ADVERTISING & BRANDING REVENUE POTENTIAL

Karachi Cantt Railway Station

1. Complete Inventory Covered

A.Exterior + Access

- Main Gate Branding
- Entry / Additional Gate Branding
- 10 Poles Selected Outside Main Building

B. Interior + Passenger Flow

- Full Frontal Main Platform Entries
- Entrance Hall + Reception Area
- Ticketing Counter Area
- All Platforms + Canopies + Seating Arena
- Economy Class Waiting Lounge
- VIP Waiting Lounge
- Moving Escalators for Pedestrians
- Pedestrian Bridge Across the Platforms

2. Annual Rental Benchmark (Annexure B)

- **Total Benchmark:** PKR 149.25 Million / Year (Annual Rental)
- **Equivalent:** About PKR 12.44 Million per month
- **Benchmark Rate:** PKR 6,500 per sq.ft. per year (print/digital units at flat rate)
- **Inventory:** 564 units across 18 asset types, 22,500 sq.ft. of static media

See Annexure B on the next page for the asset-wise table.

ANNEXURE B - ANNUAL RENTAL BENCHMARK

KARACHI RAILWAY STATION | Benchmark (Annual Rental)

Asset Type	Qty	Standard Size	Sq.ft./Unit	Total Sq.ft.	Rate/Sqft	Benchmark (Annual Rental)
Main Building Front Backlit Facade	2	30' x 15'	450	900	6,500	5,850,000
Main Entrance Digital LED Screens	2	16' x 9'	144	288	6,500	1,872,000
Arrival Lobby Digital Screens	2	12' x 8'	96	192	6,500	1,248,000
Forecourt Flag Branding	50	3' x 8'	24	1,200	6,500	7,800,000
Road Median Flags	60	3' x 8'	24	1,440	6,500	9,360,000
Pole Mounted Digital Streamers	80	2' x 6'	12	960	6,500	6,240,000
Platform Pole Streamers	140	2' x 6'	12	1,680	6,500	10,920,000
Platform Hanging Banners	40	4' x 8'	32	1,280	6,500	8,320,000
Platform Digital Totems	8	6'5" Double Side	-	-	-	1,800,000
Platform LED Walls	10	12' x 7'	84	840	6,500	5,460,000
Ticket Hall Digital Wall	1	20' x 10'	200	200	6,500	1,300,000
Reservation Hall LED Wall	1	20' x 10'	200	200	6,500	1,300,000
Waiting Lounge Digital Screens	6	75"	-	-	-	1,200,000
Waiting Lounge Backlit Walls	10	10' x 8'	80	800	6,500	5,200,000
Foot Over Bridge Side Panels	24	20' x 4'	80	1,920	6,500	12,480,000
Pillar Wraps	100	4' x 10'	40	4,000	6,500	26,000,000
Wall Murals	10	30' x 10'	300	3,000	6,500	19,500,000
Exterior Boundary Backlit Panels	18	20' x 10'	200	3,600	6,500	23,400,000
TOTAL	**564**			**22,500**		**149.25 M**

Annual rental benchmark total PKR 149.25 million (about PKR 12.44 million per month).

3. Key Commercial Terms

1. **Media Structure Cost:** Designing + Structure Material to be borne by the Advertiser separately
2. **Pricing Driver:** Depends upon nature and material of media structure. Illuminated, digital, and backlit will be at upper limit
3. **Contract Term:** 1 Year preferred. 6 months minimum
4. **Authority:** Pakistan Railways / PRACS. NOC + Security Deposit applicable
5. **Why Cantt:** Highest footfall in Sindh. 50K+ passengers daily + parking + commercial hub status

4. Revenue Breakdown Logic

The **PKR 149.25 Million Annual Benchmark (about PKR 12.44 Million per month)** covers high-value zones:

- **Gates + 10 Poles + Bridge:** High visibility vehicle + pedestrian traffic
- **Platforms + Canopies + Seating:** Captive audience dwell time
- **Escalators + Entrance Hall + Ticketing:** 100% passenger touchpoints
- **Lounges:** Premium demographic targeting

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Thank You

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