

Day In the Life Of

DILO analysis is an intense, flexible, and easy-to-use method for obtaining a richer picture of customer's day journey and the media touchpoints faced by them, inorder to enhance the performance of brand's marketing process.

The following is DILO dissected for

Weekday vs Weekend

for my own behavior

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Weekday

(DILO)

7:00am to 8:00 am



8:00 am to 9:00 am

9:00 am to 1:30 pm

1:30 pm to 2:30 pm



Wake up and freshen up

Digital - Music streaming apps (Spotify), Social Media and messaging apps (Instagram, Whatsapp)



Breakfast and walk to the class

Direct Marketing (Gmail, App notifications), OOH (Signages and posters of events in the University) Sponsorships (current and future events), Digital (e-papers like TOI)



Classes

Digital (Websites), Digital Advertisements (Youtube ads/Youtube videos), Word of mouth



Lunch break

Personal Selling - Cold Calls by salespeople for lead generation, Trade promotion (brand hoardings and posters in canteen)



12:30 am to 7:00 am Sleep

8:30 pm to 10:00 pm



8:30 pm to 10:00 pm



6:00 pm to 8:30 pm



4:30 pm to 6:00 pm



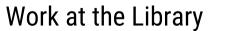
2:30 pm to 4:30 pm

Relaxed time in room

Digital - OTT (Movies/Series on Netflix..) Social Media and messaging apps (Instagram, Youtube, Whatsapp), Influencer Marketing (Instagram, Youtube)



Word of mouth, Digital -Music streaming apps (Spotify)



Print (Newspaper, Magazine, Books)



OOH (Nescafe Pop-Up store), Digital (Payment applications scanners), Word of mouth

Classes

Digital (Websites), Digital Advertisements (Youtube ads/Youtube videos), Word of mouth

DILO MAPPING

5:00am to 7:00 am



Wake up and freshen up

Radio (Local channels), Print (Regional Newspaper) 7:00 am to 9:00 am



Purchase of groceries & Breakfast

Word of mouth, Trade promotion (brand signages and direct selling by shopkeepers)

9:00 am to 2:30 pm



Work at multiple houses

Television (TVCs, movies and daily soaps), Word of mouth

2:30 pm to 4:00 pm



Lunch break and Relaxation

Television (Local cable TV network)
Personal Selling - Cold Calls by
salespeople.

8:30 pm to 10:30 pm



Dinner & Social Interactions

Word of mouth, Television (Local cable TV network)

7:30 pm to 8:30 pm



Time with family & Cooking

Digital (Youtube ads, Messaging app - Whatsapp, Music Streaming (Youtube) 6:30 pm to 7:30 pm



Evening Stroll & Interactions

OOH (Billboards, Transit ads - Bus & auto, signages, and standees), Word of mouth, Trade promotion (local stores) 4 pm to 6:30 pm



Work at multiple houses

Television (TVCs, movies, cartoons and songs),
Word of mouth

Weekend

(DILO)

9:00 am to 10:30 am



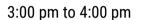
10:30 am to 1:00 pm

1:00 pm to 1:30 pm



Wake up, freshen up & breakfast

Digital - Music streaming apps (Spotify), Social Media and messaging apps (Instagram, Whatsapp)





Hostel chores & getting ready

Digital - Podcasts & Music streaming apps (Spotify), Personal Selling - Cold Calls by salespeople for lead generation

1:30 pm to 3:00 pm

OOH (Billboards, Hoardings, banners, Pop-up stores), Transit (Bus/Cab/Auto), Radio, Personal Selling (balloons/flowers/books)

Travel to the city/destination

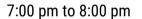


4:00 pm to 7:00 pm



Visit a mall

OOH (Billboards, Brand Hoardings, digital signages, Pop-up stores), Consumer Sales Promotion (discounts & offers in stores), Trade Promotion (grocery store)





Lunch at a restaurant

OOH (Signages), Social Media (Instagram), Personal Selling (by restaurant staff for feedback/recommendations), word of mouth

Watch movie in a theatre

Trade Promotion (for beverages in theatre),
In-Cinema advertisements (before the
screening and brand integration in the film)

9:30 pm to 12:30 pm



Travel back to the hostel

OOH (Billboards, Hoardings, banners, Pop-up stores), Transit (Bus/Cab/Auto), Radio

8:00 pm to 9:30 pm



Hostel chores, relaxed time in the room

Digital - OTT, Social Media and messaging applications

Dinner at mess & hangout with friends

Word of mouth, Digital - Music streaming apps (Spotify), Digital - Social Media and messaging apps (Instagram, Whatsapp)

