



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, in order 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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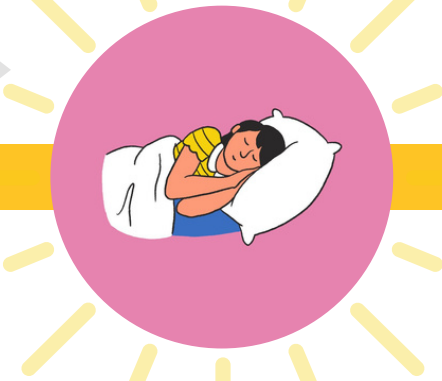
SIMC (MBA-CM)

Weekday (DILO)



12:30 am to 7:00 am
Sleep

7:00am to 8:00 am



Wake up and freshen up

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

8:00 am to 9:00 am



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)

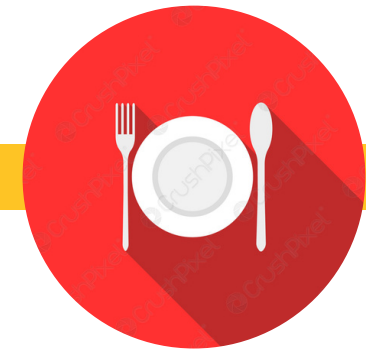
9:00 am to 1:30 pm



Classes

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

1:30 pm to 2:30 pm



Lunch break

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

8:30 pm to 10:00 pm



Relaxed time in room

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

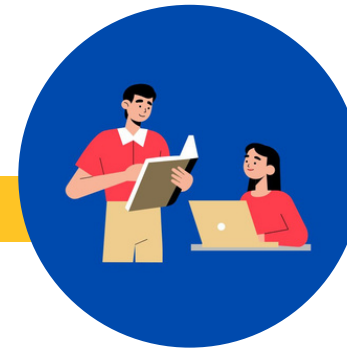
8:30 pm to 10:00 pm



Dinner & a walk around hostel

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

6:00 pm to 8:30 pm



Work at the Library

Print (Newspaper, Magazine, Books)

4:30 pm to 6:00 pm



Evening Snack Break

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

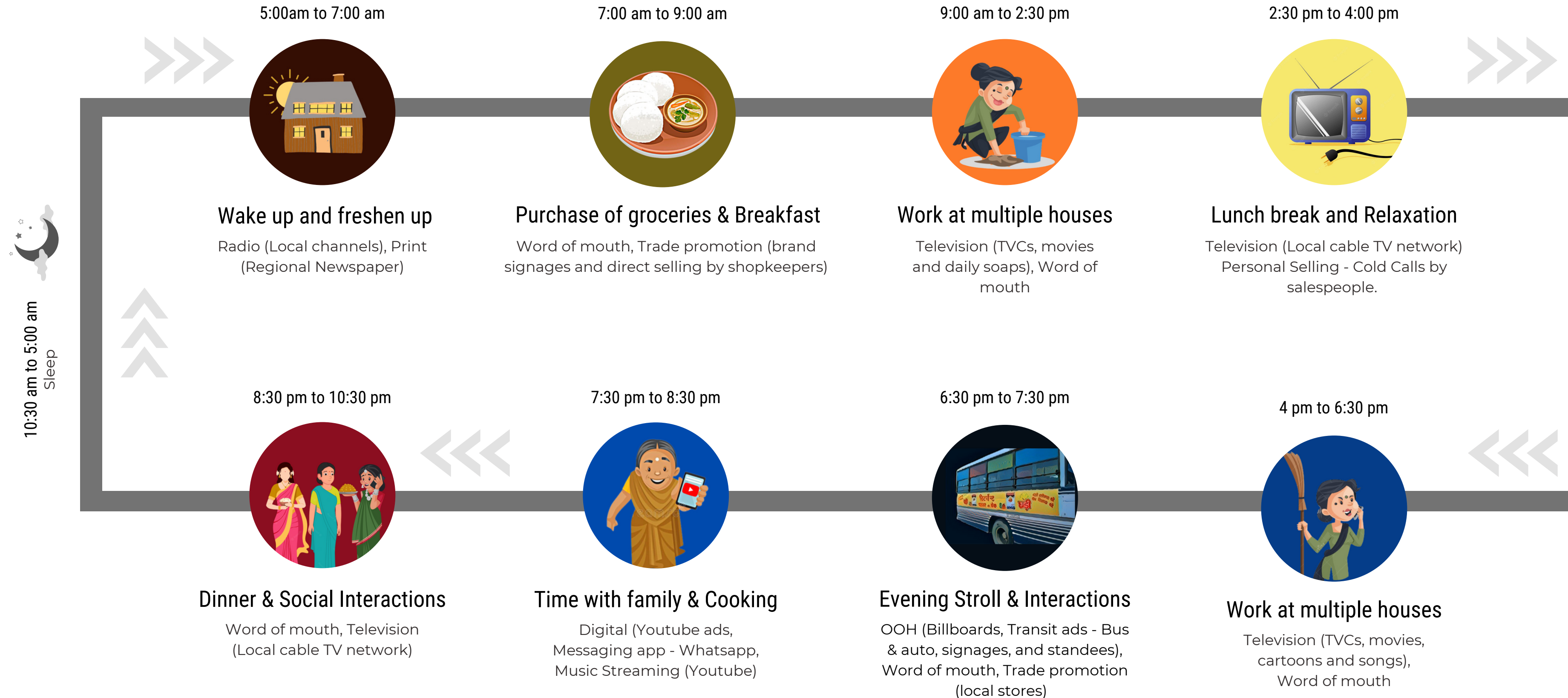
2:30 pm to 4:30 pm



Classes

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

DILO MAPPING



Weekend (DILO)

