

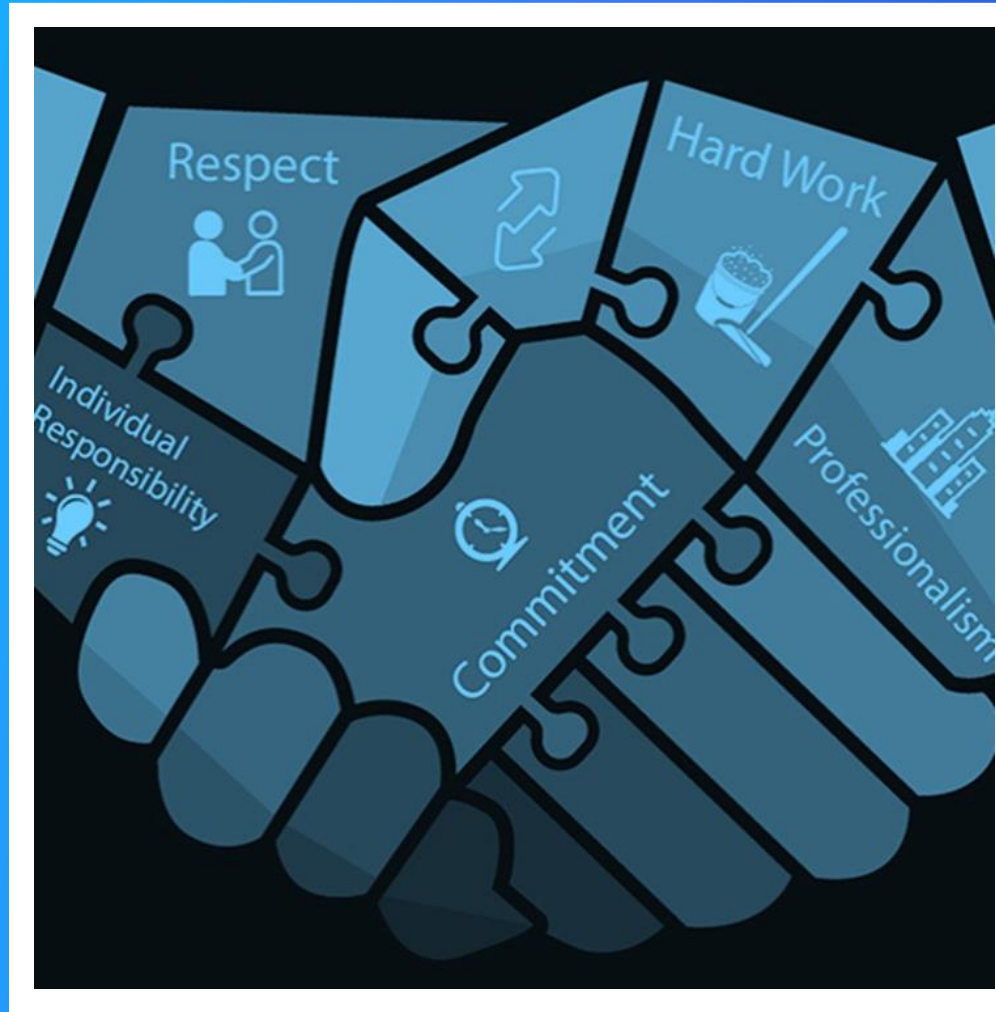
Rich Diamond Group

DIGITAL ADVERTISING PLATFORM



Our mission

We believe in the power of visuals. As a Rich Diamond Group, our aim is to craft stories that resonate and engage—using screens that harmonize with the pulse of the city. Advertising is not just an information, it is an impressive experience.



Our vision

The cities of the future are full of touching, bright
, and memorable images. We are building this
future, starting from today.



About Us

Rich Diamond Group operates in Baku, Sumgait, and the surrounding regions. We have developed an innovative advertising platform designed to connect brands with a broader audience.

The Rich Diamond Group Advertising Monitors Team comprises top professionals dedicated to creating effective advertising opportunities for brands and products. We utilize digital advertising systems (monitors) in supermarkets and other retail locations to deliver brand messages precisely at the moment of consumer choice. This strategy enhances buyer engagement, boosts sales, and makes advertising truly effective.



Characteristics of Our Team



Innovative approach

We utilize modern technologies in digital advertising to create content that captures the maximum attention of viewers.



Technical management

A team that offers high-quality services, including installation, management, and maintenance..



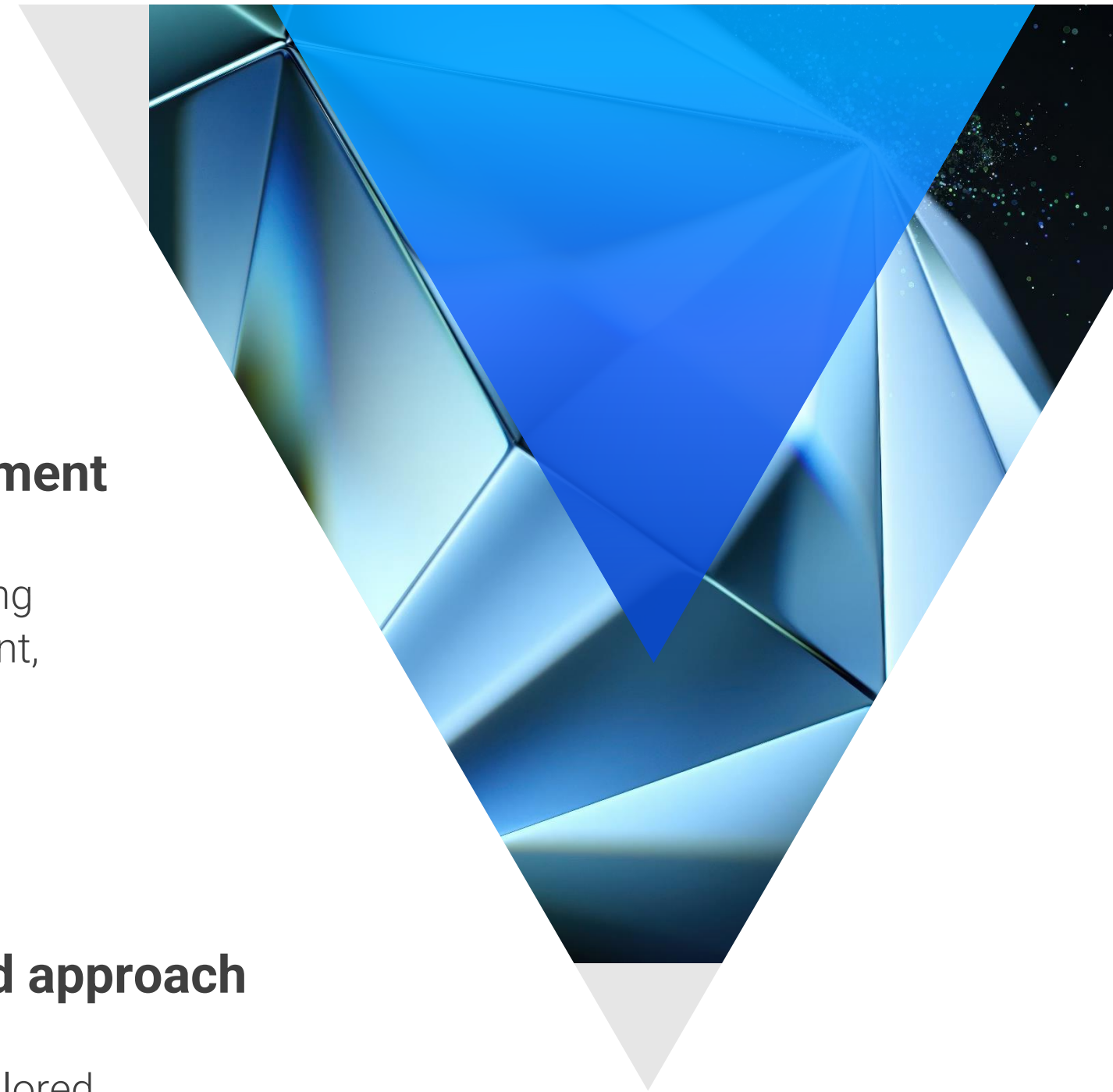
Targeted advertising

Monitors are positioned at key locations, and advertising is displayed conveniently for the audience.



Customer-oriented approach

We offer customized advertising solutions tailored to meet the unique needs of each partner.





Our advertising platform

Our LCD monitors have high image quality. They are placed in Bazarstore and Rahat supermarkets. We provide direct visual advertising to a wide audience through these monitors. Advertisement is produced in 1080x1920 resolution, in format 30 fps

Advertising Formats:

- Video Length: 10 seconds
- Daily Cycles: 200 times
- Operating Hours: 08:00 – 23:00 (15 hours of active broadcasting)
- Video Resolution 4K
- Live Broadcasting: Available across the entire network
- Services Offered: Modern video and animation services for creating custom commercials

Benefits of Advertising in Supermarkets

The presence of advertising monitors (digital signage) in supermarkets creates advantages for both market owners and advertisers.

Attracts the attention of buyers

- Moving images and bright screens are easier to attract the visual attention of customers.
- As a result, promoting a product or campaign becomes more effective.

Helps to increase sales

- Products that come back into view are more likely to sell.
- Get information about special offers, discounts, or new products.

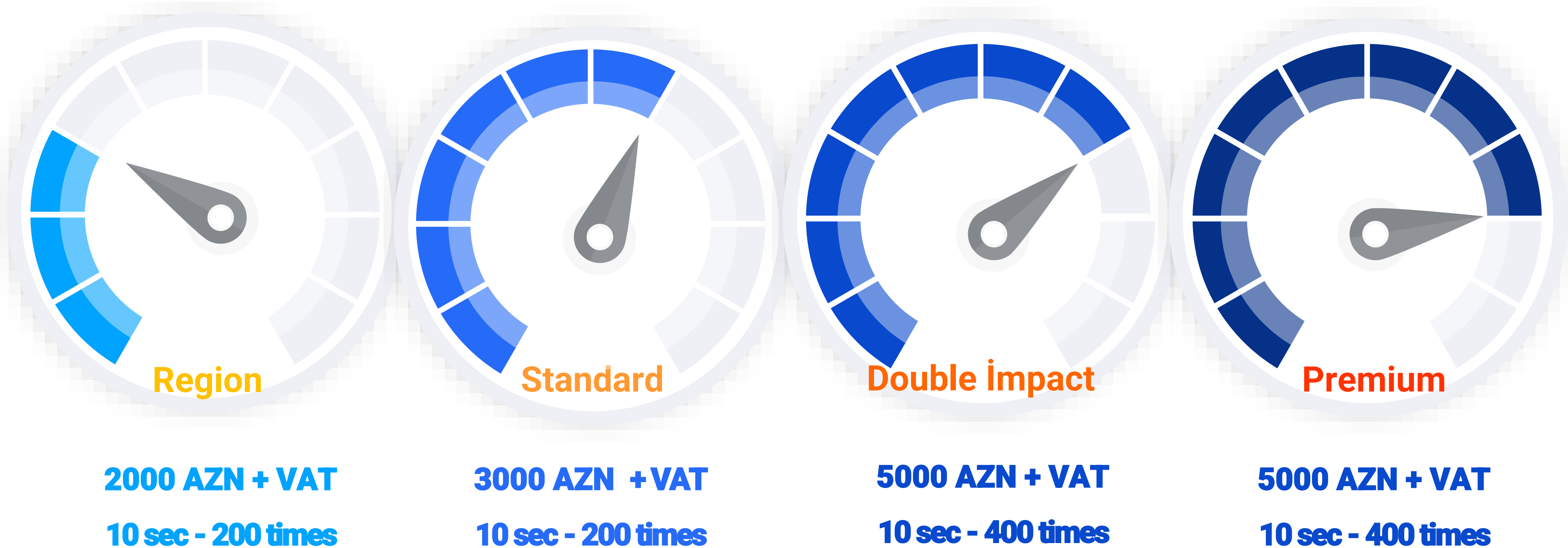
Dynamic and rapidly changing content

- Unlike traditional posters, you can change the content on the monitors at any time.

Strengthens the brand image

- Technological and modern appearance improves the image in the market.
- It helps to distinguish from competitors.

Packages and prices





This is regulated advertising that effectively targets regional markets. This package is ideal for businesses focusing on regional coverage.

Region package

Overview

- Number of monitors: A total of 122 monitors
- Location: Large markets and retail outlets across various regions in Azerbaijan.
- Location: Near checkouts where customers frequently pass, or at the main entry and exit points.

Advertising content and publication conditions:

- Video length: 10 seconds
- Daily quantity: 200 times
- Total per month: approximately 732,000 times (200 times x 122 monitors x 30 days)
- Format: Full HD LCD monitor with silent video display

Price and payment terms:

- Monthly payment: 2000 AZN + VAT
- Annual package: paid for 10 months. 2 months are provided to you free of charge.

Advantages:

- Efficient brand promotion through regional management.
- Access to various regional markets.
- Immediate on-site visibility.
- Advertising opportunities and accessories for diverse sectors – food, clothing, medical services, education, etc.

Standard package

The Standard advertising package was implemented to provide high-quality advertising broadcasting on LCD monitors in the “Bazarstore” and “Rahat “ supermarket chains, which cover Baku, Sumgait, and the Absheron region. This package ensures high visibility and reaches a broad audience.

Advertising content and publication conditions:

- **Video length: 10 seconds.**
- **Daily number of cycles: 200 times per monitor.**
- **Total number of impressions on the Bazarstore market:**
Attracts 1,032,000 times (200 times x 172 monitors x 30 days) times
- **Monthly total number of impressions on the Rahat market:**
Attracts 738,000 times (200 times x 123 monitors x 30 days) times

Benefits of the package:

- **Additional access to a wide range of buyers in the capital and its environs**
- **Directing active market movement**
- **Impact on the target audience in real time at the point of sale**
- **High efficiency for brand promotion and product promotion**
- **Placement of premium monitors provides more visible and strategic advertising points**

Price and Payment Terms:

- **Monthly Payment: 3000 AZN + VAT**
- **Annual Package: Pay for 10 months, receive 2 months free.**



Overview

- **Total number of monitors: 172**
- **Total number of stores: 59 different “Bazarstore” locations**
- **Geographical coverage: Baku, Sumgait, and Absheron**
- **Location: Monitors are placed in crowded areas such as cash registers and entry/exit points.**



Overview

- **Total number of monitors: 123**
- **Total number of stores: 60 different “Rahat” points**
- **Geographic coverage: Baku, Sumgait, and Absheron**
- **Location: Monitors are placed in high-traffic areas such as cash registers and entrance/exit points.**



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Double Impact Package

Double Impact provides high-frequency advertising through 295 monitors installed in two major supermarket chains: Bazarstore and Rahat Market. These locations are situated in Baku, Sumgait, and the Absheron region. With 400 advertising cycles each day, this package guarantees maximum visibility and memorability for your ads..

Advertising content and publication conditions:

- **Video length: 10 seconds.**
- **Number of daily cycles: 400 times per monitor.**
- **Total number of searches: 118,000 times (295 monitors × 400 times)**
- **Monthly number (30 days): 3,540,000 activations (118,000 × 30)**

Benefits of the Package:

- **Expanded access to a diverse range of buyers in the capital and surrounding areas.**
- **Enhanced responsiveness to market trends.**
- **Consistent engagement with the target audience at the point of sale.**
- **High effectiveness in promoting and marketing branded products.**
- **Placement of premium displays offers a competitive edge and strategic advertising locations.**

Price and Payment Terms:

- **Monthly Payment: 5000 AZN + VAT**
- **Annual Package: Pay for 10 months, receive 2 months free.**

Premium package

The Premium advertising package is designed for optimal performance. Ads are displayed on LCD monitors in the Bazarstore and Rahat supermarket chains, reaching Baku, Sumgait, and the Absheron region. This package maximizes visibility and access to the local environment.

Advertising content and publication conditions:

- Video length: 10 seconds.
- Daily number of cycles: 400 times per monitor
- Total views per day: 68,800 times
(172 monitors x 400 times) (Bazarstore)
- Monthly views (30 days): 2,064,000 views. (68,800 x 30 days)
- Total views per day: 49,200 times
(123 monitors x 400 times) (Rahat)
- Monthly impressions (30 days): 1,476,000 impressions (49,200 x 30 days)

Benefits of the Package:

- Expanded access to a diverse range of buyers in the capital and surrounding areas.
- Enhanced responsiveness to market trends.
- Consistent engagement with the target audience at the point of sale.
- High effectiveness in promoting and marketing branded products.
- Placement of premium displays offers a competitive edge and strategic advertising locations.

Price and Payment Terms:

- Monthly Payment: 5000 AZN + VAT
- Annual Package: Pay for 10 months, receive 2 months free.



Overview

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Overview

- Total number of monitors: 123
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Cooperation Areas



The Bazarstore supermarket chain has **172** monitors in **59** stores in the Baku-Sumgait-Absheron regions and **93** monitors in the regions.

Your advertisement will be displayed on 265 monitors.



The supermarket chain "Rahat" has **123** monitors in **60** stores across the Baku-Sumgait-Absheron region and **29** monitors in other regions..

Your advertisement will be displayed on 152 monitors.



Our partners



Contact us



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Take your advertising to the next level. Experience luxury advertising with premium digital advertising solutions from Rich Diamond Group.



**Rich Diamond
Group**

Thank you for your attention.

