



MEDIA KIT  
2012



*Badhige*  
Online Food Court  
www.badhige.com



# INTRODUCTION

Badhige.com is a leading e-commerce service website partnered with frontrunners in the food industry in Maldives. Founded in 2009, Badhige.com is the first and the oldest active delivery service provider widely used by the Maldivian community. Developed to the highest web standard with suggestions, ideas and support from its customers, partners and organizations that reflects the world wide leading websites, Badhige.com have partnered with the most popular restaurants in the town along with national level companies. The main target is based to thousands of food lovers and online high tech devotees in the country seeking to taste different varieties every now and then.

Our popularity is gained not only by the standard of food and service we provide, rather we are recognized as one of the best customer oriented and hand-to-hand personalized service supplier in Maldives. Badhige.com carries the regular food delivery tradition influenced into World Wide Web. Named as one of the best start-ups in Maldives by Giklze.com & CrunchBase.com, Badhige.com is an online food community where users can stay informed on new food items and social happenings around Maldives with the continuously updated data.

Taking the next step in this growing community, Badhige.com proudly announces the launching of advertising opportunities and attractive packages to clients interested in promoting products and services to the targeted market through advertising on our website and our packaging collateral's.



# AUDIENCE

With over 20,000 registered customer data base, Badhige.com has attracted an engaged, highly educated, hyper-influential audience that is well known for shaping the new era of Maldives. According to a recent survey, nearly 70 percent of citizens are well aware of our service or users whom friends and colleagues avail our service to try the best food available.

## **Badhige.com's audience & Status:**

- \* Unique visitors (average/per. day): 2,500
- \* Unique visitors (average/per. month): 70,000
- \* Age (average): 30
- \* College graduates: 78%
- \* Graduate degrees: 39%
- \* Male: 35%
- \* Female: 65%
- \* Expatriates: 30%
- \* Single: 39%
- \* Married : 61%

## **Favorite site:**

- \* Recommended site: 80%
- \* Bookmarked site: 50%
- \* Returning visitor 1+ years: 70%

# AUDIENCE

## Categories felt strongly about:

- \* Fast Food: 82%
- \* Drinks : 77%
- \* Kids Meals: 75%
- \* Bulk Orders: 74%
- \* Main Course: 69%
- \* Healthy Food 50%

## Purchases in past 12 months:

- \* Fast Food: 72%
- \* Drinks: 48%
- \* Main Course: 46%
- \* Gift Certificates: 54%

## Social Media Exporsure

- \* Facebook: above 9000 genuine fans
- \* Tweeter: above 700 followers, listed in 14 lists and 3,200 plus tweets

# ADVERTISING OPPORTUNITIES

Search power x 01 (230px X 72px )

- This feature gives you the exclusivity on featuring the search bar powered by your company.
- The search bar will be visible on all pages, and this is the main feature which the most number of users of Badhige.com use.

## Rates

One month - MRF 10,000.00

Six months - MRF 8,000.00

One year - MRF 5,500.00

The screenshot displays the Badhige website interface. At the top, there's a navigation bar with the Badhige logo, a 'maamla' logo, and links for 'My Account', 'Order Status', 'Wish Lists', 'Gift Certificates', 'View Tray', and 'Sign in or Create an account'. Below this is a search bar with the text 'Search' and a magnifying glass icon, with links for 'Advanced Search' and 'Search Tips'. The main content area features a large banner for 'MALE IBRAHIM NASIR INTERNATIONAL AIRPORT' with a 'GAR' logo. Below the banner is a 'HOW TO ORDER...' section with a four-step process: 1. ADD TO TRAY ITEMS, 2. CHECK-OUT TO SEND THE ORDER, 3. CONFIRMED & GET YOUR FOOD DELIVERED, and 4. EAT ME! The steps are illustrated with arrows and icons. To the right of the 'HOW TO ORDER...' section is a 'HELP' button with a plus sign. At the bottom, there are three buttons: 'HOW TO ORDER' with a question mark, 'START SHOPPING ONLINE', and 'Gift-Giving MADE EASY' with a gift icon. The footer includes the text 'welcome to the Coke side of life'.

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# ADVERTISING OPPORTUNITIES

Top Banner x 01 (500px X126 px )

- This feature gives you the exclusivity on featuring your product on all pages of the website as the top banner.

## Rates

One month - MRF 10,000.00

Six months - MRF 8,000.00

One year - MRF 5,500.00

The screenshot displays the Badhige website interface. At the top, there is a navigation bar with links for 'My Account', 'Order Status', 'Wish Lists', 'Gift Certificates', 'View Tray', and 'Sign In or Create an account'. Below this, a large banner features the 'MALÉ IBRAHIM NASIR INTERNATIONAL AIRPORT' logo and a photograph of the airport terminal. The website also includes a search bar with 'Advanced Search' and 'Search Tips' options. A prominent red banner across the middle reads 'HOW TO ORDER...' and outlines a four-step process: 1. ADD TO TRAY ITEMS, 2. CHECK-OUT TO SEND THE ORDER, 3. CONFIRMED & GET YOUR FOOD DELIVERED, and 4. EAT ME! The steps are illustrated with icons and a Badhige delivery bag. At the bottom, there are buttons for 'HOW TO ORDER', 'START SHOPPING ONLINE', and 'Gift-Giving MADE EASY'. A 'HELP' button is located in the top right corner. The website's contact information, 'ORDER BY PHONE 3306939', is also visible.

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# ADVERTISING OPPORTUNITIES

Top Side Banner x 01 (192px X 400px )

- This advertisement space will be visible on home page where the most number of user's interact.

## Rates

One month - MRF 8,000.00

Six months - MRF 6,000.00

One year - MRF 4,000.00

The screenshot displays the Badhige website interface. At the top, the logo 'Badhige' is on the left, and a search bar with 'Advanced Search' and 'Search Tips' links is on the right. Below the logo is the website URL 'www.badhige.com'. A navigation bar includes links for 'Home', 'Restaurants', 'About', and 'Contact Us'. A prominent banner titled 'HOW TO ORDER...' illustrates a four-step process: 1. ADD TO TRAY ITEMS, 2. CHECK-OUT TO SEND THE ORDER, 3. CONFIRMED & GET YOUR FOOD DELIVERED, and 4. EAT ME! The banner also features a delivery bag with the phone number 330 6939. To the right of the banner is a 'HELP' button. Below the banner, there are three buttons: 'HOW TO ORDER' with a question mark icon, 'START SHOPPING ONLINE', and 'Gift-Giving MADE EASY' with a gift icon. At the bottom, there are images of various food items. On the right side of the page, there is an advertisement for Coca-Cola with the text 'welcome to the Coke side of life' and a colorful, abstract graphic.

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# ADVERTISING OPPORTUNITIES

Bottom Side Banner x 01 (192px X 400px )

- This advertisement space will be visible on home page where the most number of user's interact.

## Rates

One month - MRF 7,000.00

Six months - MRF 5,500.00

One year - MRF 3,000.00

The collage features several advertisements:

- Food Menu:** A grid of food categories including Breakfast (Continental, Indian Style, Maldivian, Others), Main Course (Rice, Noodles, Pastas, Steaks), Fast Foods (Burgers, Pizza, Submarine Sandwich, Fried Chicken), Seafood (Tuna, Cuttle Fish, Reef Fish, Prawns & Shrimps), Cuisine (Maldivian, Indian, Thai, Philippine), Cool Drinks (Smoothies, Shakes, Fresh Juice, Sports Drinks), Desserts (Cakes, Pasties, Doughnuts, Fresh Fruits), and Side Dishes (Curry, Devilled, Roshi & Bread, Omelette).
- Health Tip:** "#6 AMAZING APPLE FACT" - Adding apples to the diet is a healthy option that increases weight loss. Just 3 apples a day (one before each meal) not only helped women to loose weight but improved their overall health profile.
- Music CD:** "feshun" CD AVAILABLE, featuring a group of people and musical instruments.
- ibay:** MALDIVES ONLINE MARKET, www.ibay.com.mv.
- maamall.com:** mall of maldives, featuring a hand giving a thumbs up next to a computer monitor.
- FREE DELIVERY:** ON ALL ORDERS ANYWHERE IN MALE.

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# ADVERTISING OPPORTUNITIES

Sign-in page top banner x 01 (785px X 150px)

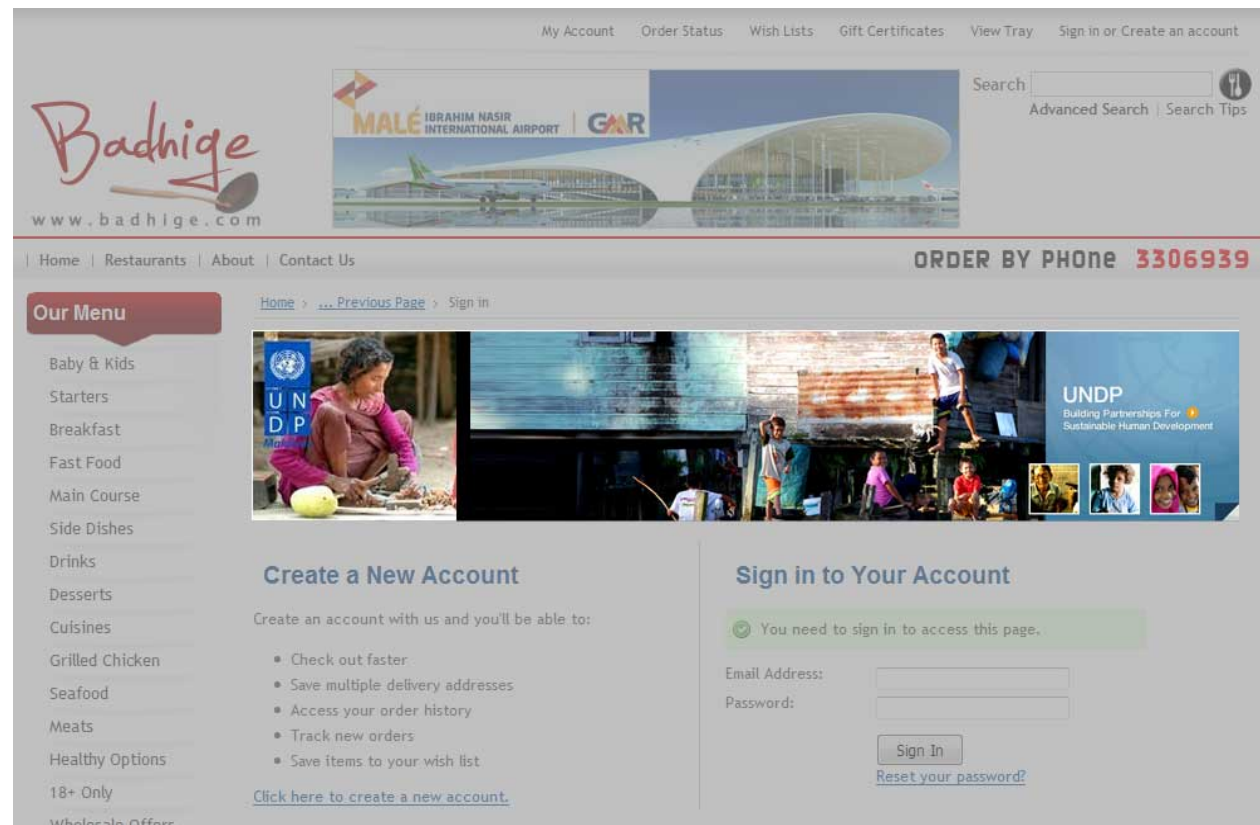
- This page is used by all customers to log in to the website and is the key page for all the users in ordering.

## Rates

One month - MRF 7,500.00

Six months - MRF 5,500.00

One year - MRF 3,500.00



# ADVERTISING OPPORTUNITIES

Restaurants page side banner x 01 (300px X 280px)

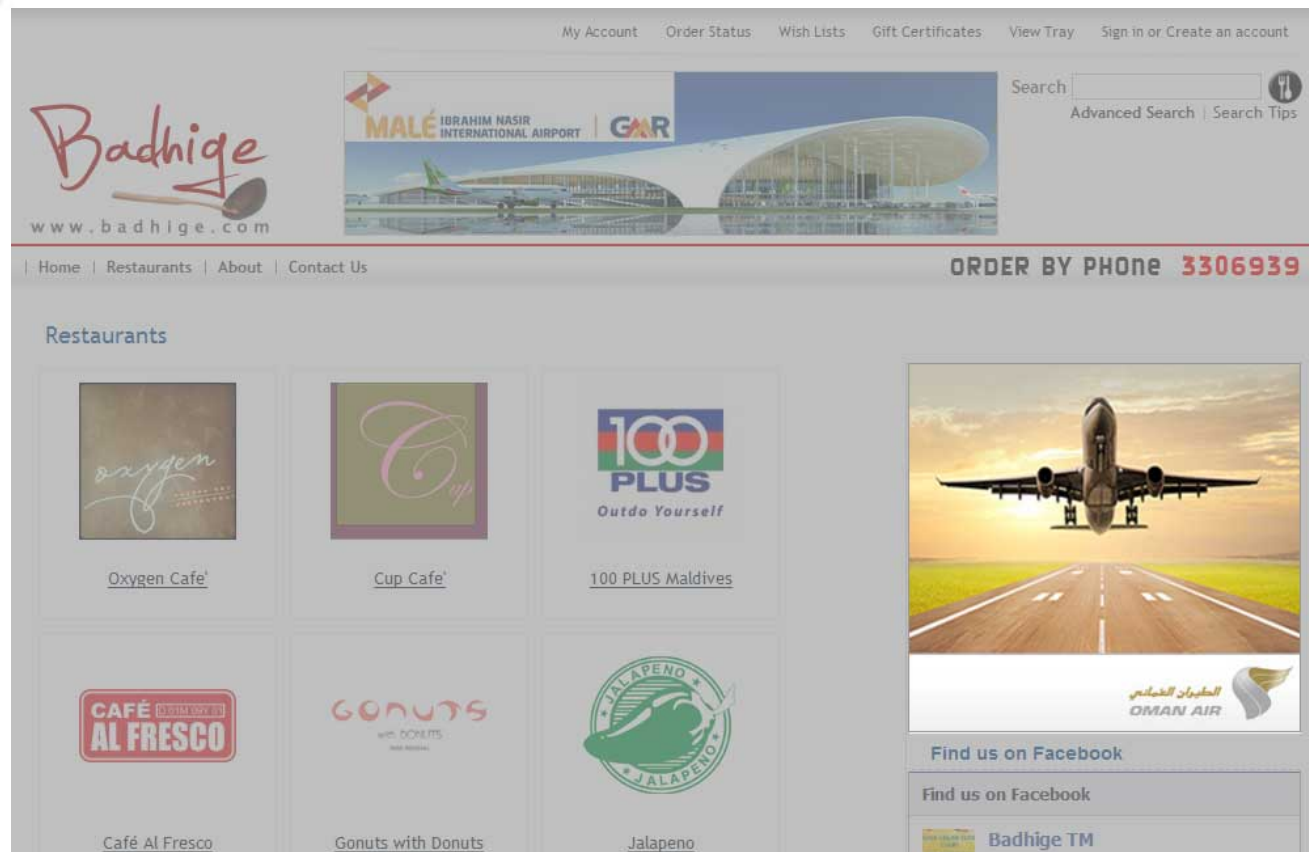
- This page is used by all customers to log in to the website and is the key page for all the users in ordering.

## Rates

One month - MRF 7,500.00

Six months - MRF 5,500.00

One year - MRF 3,500.00



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# ADVERTISING OPPORTUNITIES

My account page top banner x 01 (600px X 120px )

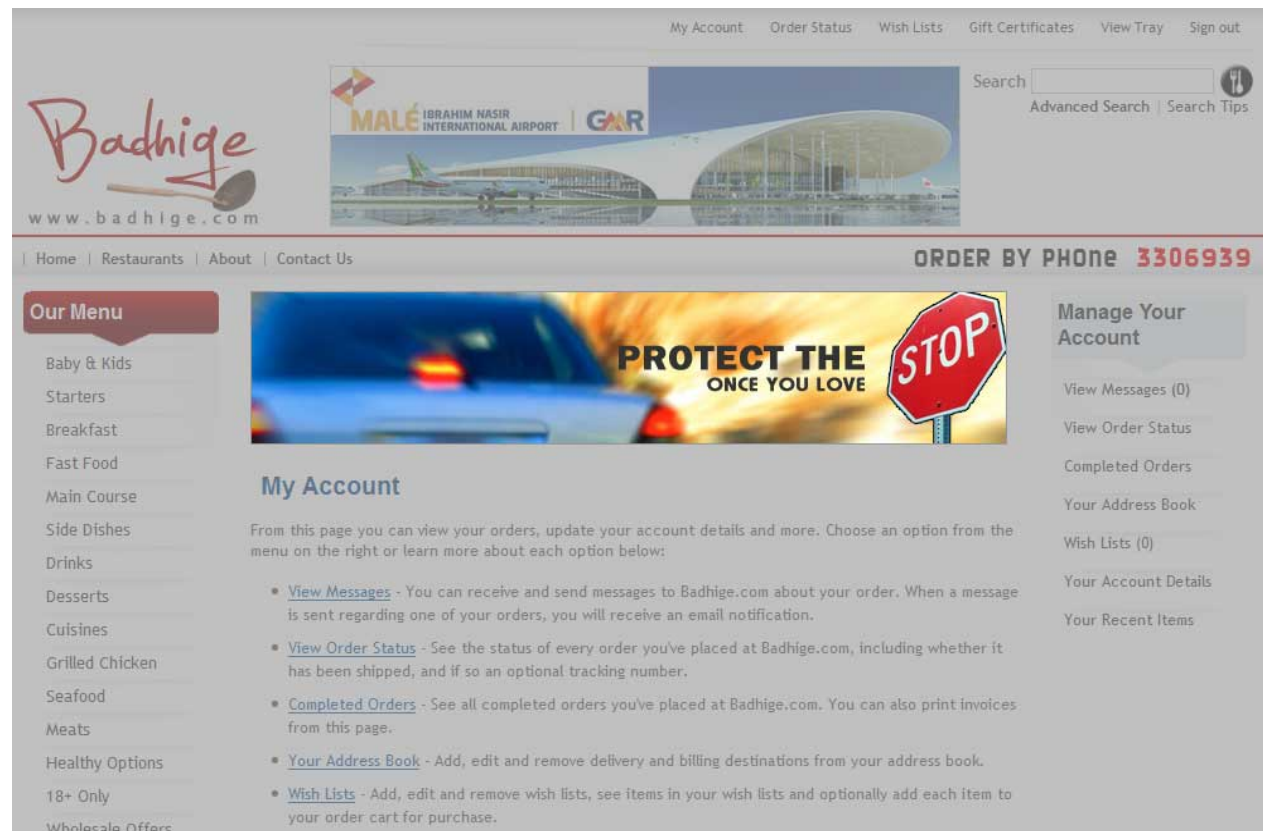
- This is the page used by all the customers to check food order status, order history and wish lists.

## Rates

One month - MRF 7,000.00


Six months - MRF 5,000.00

One year - MRF 3,000.00



**Badhige**  
www.badhige.com

My Account | Order Status | Wish Lists | Gift Certificates | View Tray | Sign out

Search    
Advanced Search | Search Tips

Home | Restaurants | About | Contact Us

**ORDER BY PHONE 3306939**

**Our Menu**

- Baby & Kids
- Starters
- Breakfast
- Fast Food
- Main Course
- Side Dishes
- Drinks
- Desserts
- Cuisines
- Grilled Chicken
- Seafood
- Meats
- Healthy Options
- 18+ Only
- Wholesale Offers

**Manage Your Account**

- View Messages (0)
- View Order Status
- Completed Orders
- Your Address Book
- Wish Lists (0)
- Your Account Details
- Your Recent Items

**My Account**

From this page you can view your orders, update your account details and more. Choose an option from the menu on the right or learn more about each option below:

- [View Messages](#) - You can receive and send messages to Badhige.com about your order. When a message is sent regarding one of your orders, you will receive an email notification.
- [View Order Status](#) - See the status of every order you've placed at Badhige.com, including whether it has been shipped, and if so an optional tracking number.
- [Completed Orders](#) - See all completed orders you've placed at Badhige.com. You can also print invoices from this page.
- [Your Address Book](#) - Add, edit and remove delivery and billing destinations from your address book.
- [Wish Lists](#) - Add, edit and remove wish lists, see items in your wish lists and optionally add each item to your order cart for purchase.

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# ADVERTISING OPPORTUNITIES

Delivery backpacks sponsor (12cm X 16cm )

- More than 200 deliveries per. day this is the major item which moves around the city carrying the food's to the clients. It is a previllage in displaying your product or brand as an advertisement on the back of the bag's. With a total number of 10 bag's. (design and material cost included)

## Rates

One month - MRF 12,000.00

Six months - MRF 10,000.00

One year - MRF 7,500.00



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# ADVERTISING OPPORTUNITIES

## Food delivery Logistics sponsor

- More than 200 deliveries per. day this is the item which moves into each house everyday with there desired food safely packed in it. And the only remain of badhige delivery at there dining table.

### Rates

One month - MRF 15,000.00

Six months - MRF 10,000.00

One year - MRF 8,000.00





# ADVERTISING OPPORTUNITIES

## Customer Receipt Sponsor (size )

- The receipt is a must see item, at the last stage of completing our service. We give all our customer's the receipt as stepping in to this modern world of transaction, think this as a promotion of your product or service along with each and everyday deliveries.

**Badhige**  
www.badhige.com

Badhige.com Invoice for  
Order #9382

Ma Light Corner 1st Floor  
Kenerree Magu  
Male'  
Maldives  
Hotline : 3306939  
GST TIN: 4583805101

**Billing Details Delivery**

Badhige Sales	Details
Badhige Sales Kenerree Magu Ma Light Corner 1st Floor Kenerree Magu Male' Maldives Phone: 3306939 Email: badhigesales@gmail.com	Badhige Sales Kenerree Magu Ma Light Corner 1st Floor Kenerree Magu Male' Maldives Phone: 3306939 Email: badhigesales@gmail.com

Order:      Order Date:      Payment Method: Cash      Delivery Method: (MVR 39.33)

**Order Items**

Qty	Code/SKU	Product Name	Price	Total
1	THC000	The Hive Cafe	MVR 39.33	MVR 39.33
		Mango Milkshake	MVR	MVR
Subtotal:			MVR 39.33	MVR
Delivery:			MVR 0.00	MVR
Grand Total:			MVR 39.33	MVR
GST 3.5% Included in Total:			MVR	MVR

YOUR AD HERE

## Rates

One month - MRF 5,500.00

Six months - MRF 4,500.00

One year - MRF 3,500.00

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# ADVERTISING OPPORTUNITIES

## Introducing email blast ( Email Marketing Solution)

- EmailBlast is Badhige.com's rapidly growing, opt-in e-mail newsletter. The newsletter allows advertisers to deliver their messages directly to readers' inboxes. (our genuine customer data base) EmailBlast's content includes news articles, blog updates and notification of ad's upcoming television and radio appearances. The newsletter is sent twice a month to over 20,000 subscribers, (your desired day could be selected, and can choose the blast for your preferred time period) with occasional breaking news updates sent as the news cycle demands. Highly effective for promotions and advertising campaigns. Co-branded e-mails are also available.
- \*Released October 2011. Please call for most current data.



### Rates

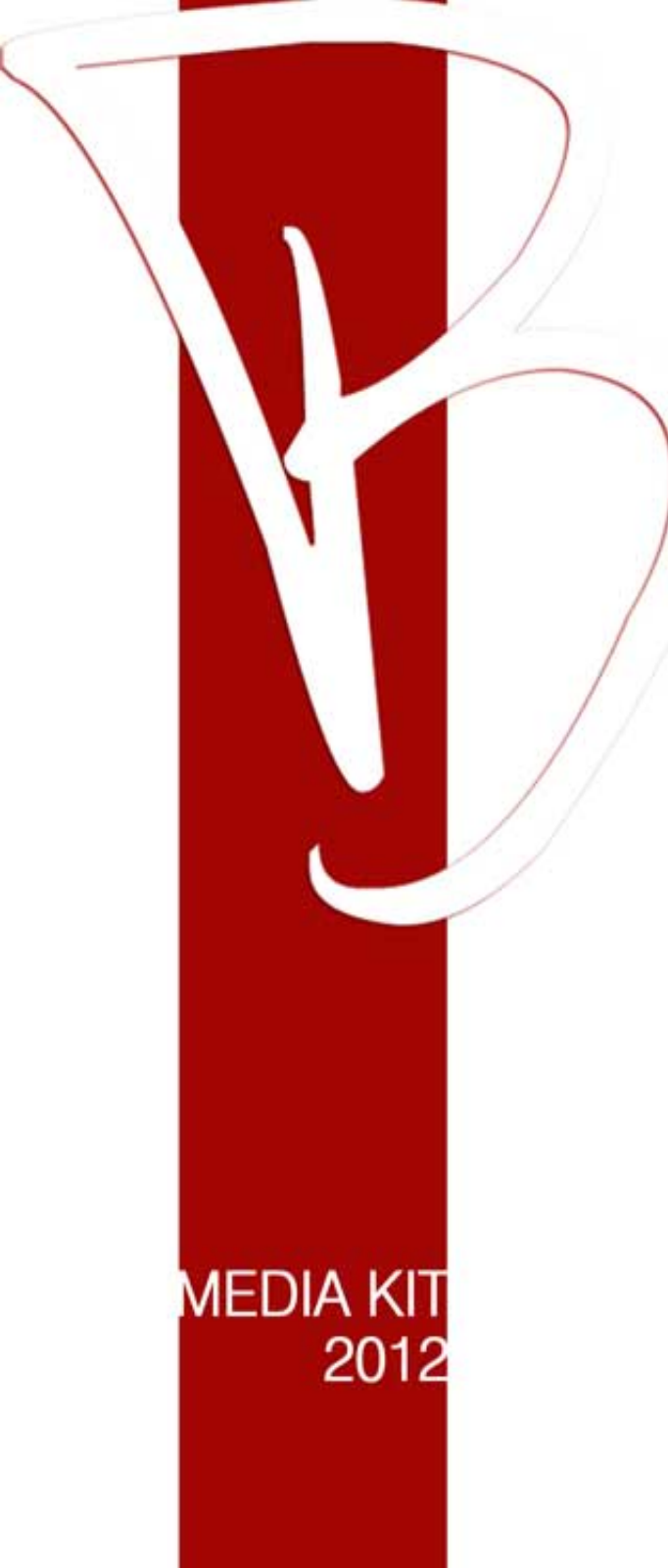
25000 Subscribers - MRF 10,000.00

15000 Subscribers - MRF 8,500.00

Email Blast Account - MRF 5,000.00

\* Custom Email blast account will be provided to those who wants to manage there own email lists.

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*“A lot of companies have chosen to  
downsize, and maybe that was the right  
thing for them. We chose a different path.  
Our belief was that if we kept putting  
great products in front of customers, they  
would continue to open their wallets...”*

an inspiration, by Steve Jobs

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