

High Octane co-branding campaign for a perfume brand

PROBLEM:

India's leading perfume brand co-branded with a superhero film. This Hollywood movie is very famous among the brand's target audience – young men. Hence, client needed a high decibel campaign in selected markets for the maximum reach. However, reaching out to male audience only in few pockets through regular campaigns on Television posed a challenge.

CAMPAIGN REQUIREMENTS:

Targeted advertising in the capital city – Delhi aimed at young movie going audience.

CHALLENGES:

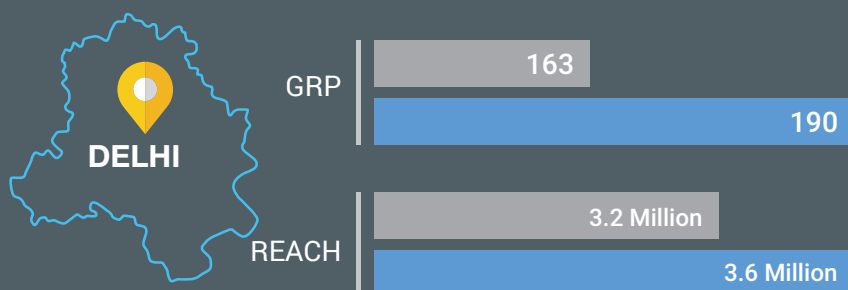
- ✔ Movie is released in only selected cities. Running a TV campaign throughout the country – national adspots – would lead to maximum spillover
- ✔ Limited reach through print and outdoor for the target audience
- ✔ Ability to command higher reach and mindshare among the M 22+ audience

SOLUTIONS:

Amagi's geo-targeted channel bouquet covers seventeen geo-targeted channels across various genres – GEC, Movies, Hindi News, English News. Since they are targeting movie goers, Amagi proposed to geo-target the campaigns on Zee Cinema – Hindi movies channel.

RESULTS:

Despite the client advertising in major GEC channels before, Amagi managed to achieve double digit incremental figures across key metrics.



Campaign period: 24th – 30th Apr 2016, TG: NCCS AB 22+ M, Channel: Zee Cinema

GRP increase by
17%

REACH increase by
11%

Before Amagi
After Amagi

About Amagi:

Amagi is a global media tech firm which offers targeted advertising and cloud-based broadcast solution for TV and OTT platforms.

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