

Test Marketing a new ethnic drink on Television

PROBLEM:

World's leading beverage manufacturer launched an ethnic drink in Punjab. But no other media vehicles could validate the success of product due to poor reach.



CAMPAIGN REQUIREMENTS:

Ability to reach maximum audience in a single market (Punjab) without spill over as the product is not available in other markets

CHALLENGES:

- ✓ Since this was a test launch and Ethnic drink being a mass consumable, they needed maximum boost within the limited period
- ✓ An expressive medium that would help the client to sustain the momentum if the product is a success
- ✓ Regional punjabi channels were yielding limited output
- ✓ Low CPRP – Cost per GRP

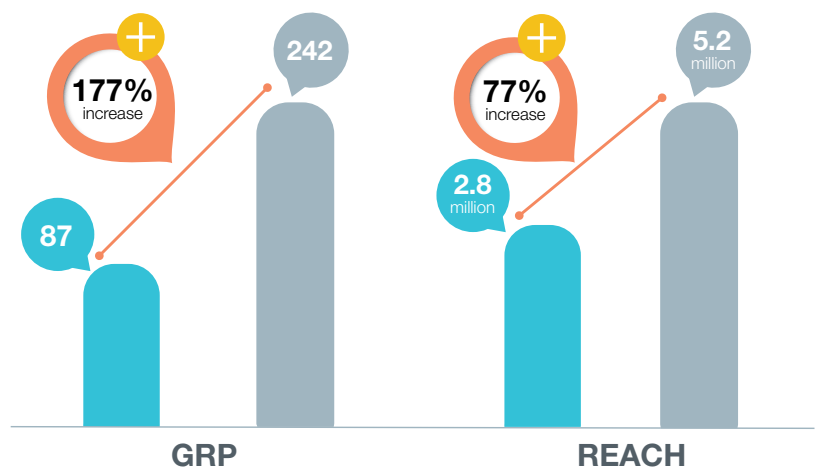
SOLUTIONS:

A 20-day long geo-targeted campaign with Amagi offered tremendous benefits because National TV channels like Zee TV have higher reach than Punjabi channels

RESULTS:

When compared to regional channels like 9x Tashan, MH1 & MH1 news, Amagi's geo-targeted ad campaign in Punjab market resulted in a 77% increase in reach and 177% increase in GRP.

■ Before Amagi
■ After Amagi



Campaign Period: Campaign period: 10 -31 May 2014, TG: CS ABC 15+, Channel: Zee TV

