



Creating **high intensity campaign** for Premium ice-cream brand:

PROBLEM:

Being a unilateral market leader in the premium ice-cream segment allowed the brand to look beyond competitive analytics, and to focus solely on generating maximum reach and mindshare among audiences in Delhi.

CAMPAIGN REQUIREMENTS:

Due to a veritable lack of channels catering exclusively to regional audiences in Delhi, client needed a **cost-effective dynamic ad-insertion** strategy to top up their inclusive national televised campaign.

CHALLENGES:

- ⊙ Budget limitations and high spillage on National TV Channels
- ⊙ Lack of widespread regional-TV audience.
- ⊙ The requirement of high impact launch campaign with additional GRPs
- ⊙ Expensive and relatively Inefficient Non-television (print/radio) outreach

SOLUTIONS



Geo-targeting:

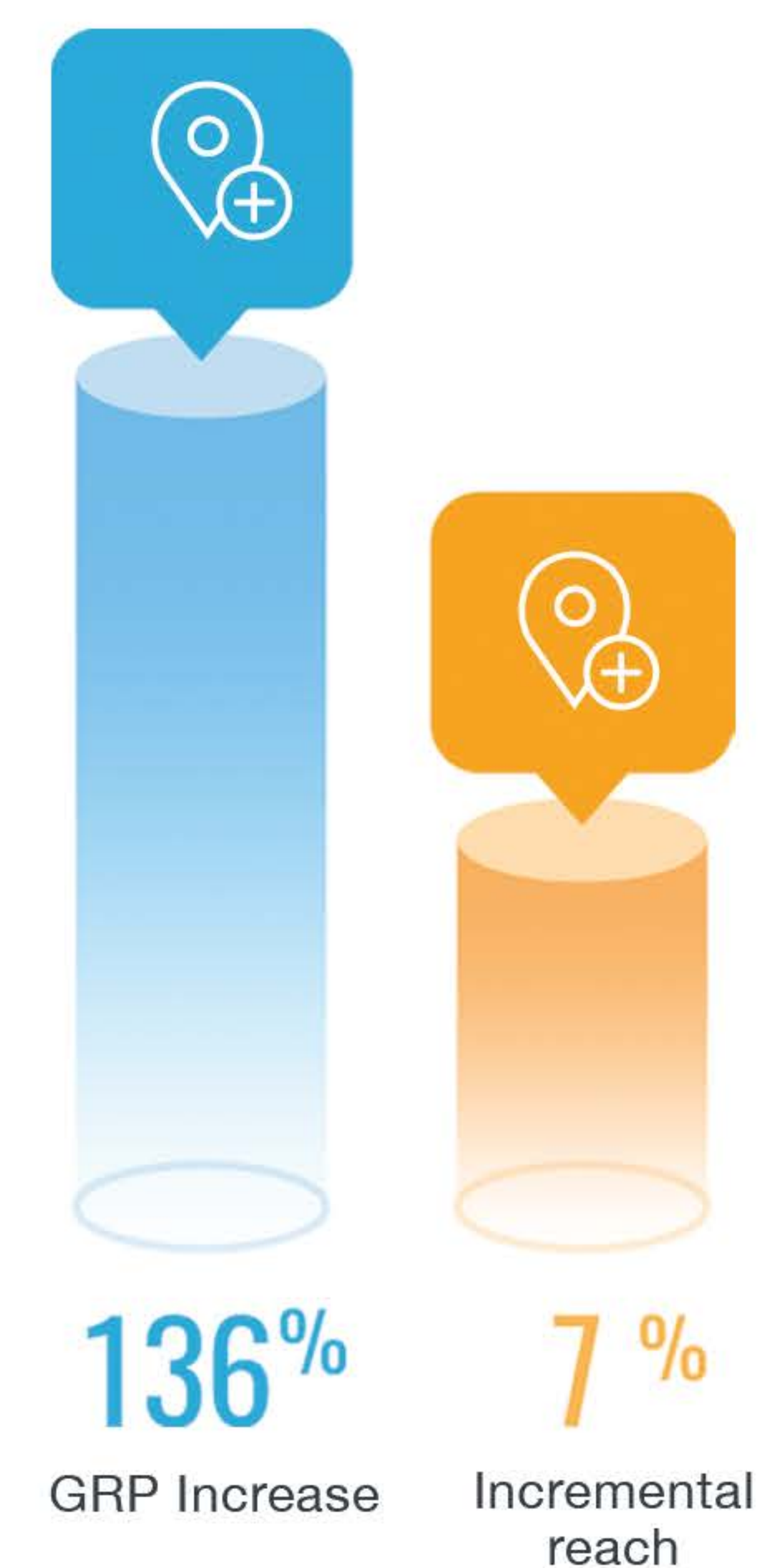
The Amagi bouquet of channels, complimented by a **revolutionary geo-targeting** mechanism, filled the gap created between expensive national ad-spots on leading Indian channels, and inefficient non-Televised media.



Additional GRPs : 45 sec & 20 sec ads

Amagi was able to deliver the campaign without spending excessively on national spots. Along with 20 seconder ads, Amagi helped the brand with clever use of 5 seconder ads that further boosted GRPs in Delhi.

RESULTS



About Amagi:

Amagi is an Indian media-tech firm, that provides cloud-based broadcasting and targeted advertising solutions for TV and OTT devices.

To Place Ads on TV:

Email: advertise@amagi.com
SMS TVAD 567678
Call: 1800-200-4442

Follow Us:

