

Creating an effective campaign for an omni-channel eCommerce brand

PROBLEM:

Attracting Millennials for India's leading eCommerce portal in eye wear through cost effective media plan in Mumbai and Delhi.

CAMPAIGN REQUIREMENTS:

Ability to reach metro audience without spill over as the product is not available in other markets

CHALLENGES:

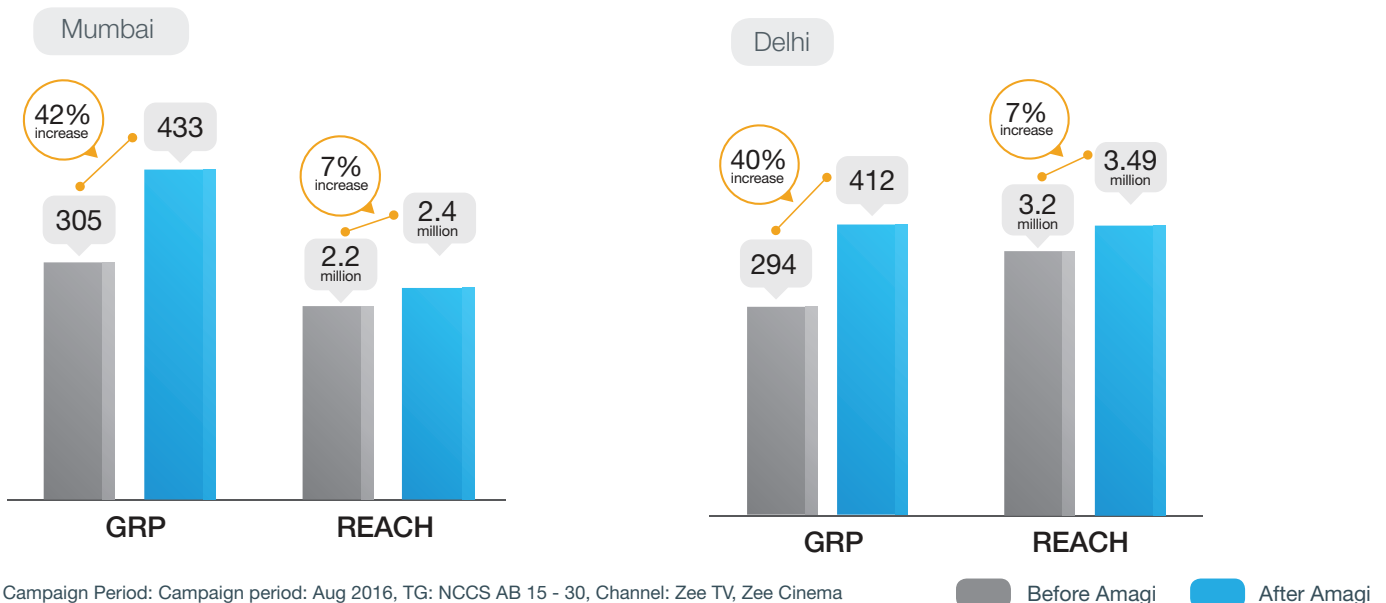
- ✔ Leading eye wear eCommerce portal has opened few offline stores in metros. An effective medium is required for this omni-channel strategy to attract the Millennials
- ✔ Regular campaigns on National TV channels would mean high spillover and unnecessary impressions from outside the metros
- ✔ Ability to increase both the web traffic and store footfalls
- ✔ High CPRP – Cost per Rating point (GRP)

SOLUTIONS:

Since Amagi offers geo-targeted solutions in all the metros across various genres, advertising on Zee TV (GEC) and Zee Cinema (Movies) for a 30 day campaign period would fill the key TG gaps in the existing media plan.

RESULTS:

When compared to the existing media plan, Amagi has delivered exceptional channel deliveries in both Mumbai and Delhi. GRP has increased by over **40%** in both Mumbai and Delhi and Reach by **7%**



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

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