



## Amazon Prime - Video / Audio



### Objective:

Amazon Prime Video wanted to create buzz around their new original horror movie Chhorri.



### Solution:

- Audio Narrator Mentions in horror shows
- Brand Audio Ads



### Results:

#### Impressions

- Committed: 8.75M • Delivered: 12.27M

#### CTR

- Committed: NA • Delivered: 1.13%

\*Reached out to 5 million unique audience

