

Nissan

Post-Eval Report

By Inshorts



Campaign Objective

- Brand wanted to ensure significant presence for their newly launched car 'Magnite' during the T20 world cup to increase brand awareness and visibility
- They wanted to resonate with the TG from metro/Urban Cities by promoting engaging content to gain maximum user attention
- Brand was looking forward to build advocacy and saliency via this campaign



Ideation and Execution

A sponsorship plan was ideated with interactive series of properties/ad units to increase the brand engagement and visibility.

- **Magazine** - A series of swipeable cards with insightful content around the T20 World Cup, these were shareable cards with a CTA which ensure higher reach and visibility
- **Quiz** - A unique state of the art concept, which allows maximum user engagement and interaction. High involvement with the ad unit helped the brand to showcase its key message
- **Video Story** - An interactive format which keeps the user engaged using story-like narrative & contextual videos. The format is highly user inquisitive and maximises the reach and visibility



Ideation and Execution

An interactive series of properties/ad units were created to increase the brand engagement and visibility.

- **App Takeover** - The ad unit allows the brand to takeover the app for a day with brand units spread across various news listings
- **Deck** - A unique state of the art concept, which gives user insightful content cards scrolling across the mobile screen, on clicking any card a detailed overview of the content is provided along with key brand message and branding
- **Live Score** - live score updates were provided to users with a powered by icon across all news items on the app
- **Sticky** - A sticky banner was present across all the major World Cup updates on our mobile app, which provided immense brand awareness to the user



Magazine 1



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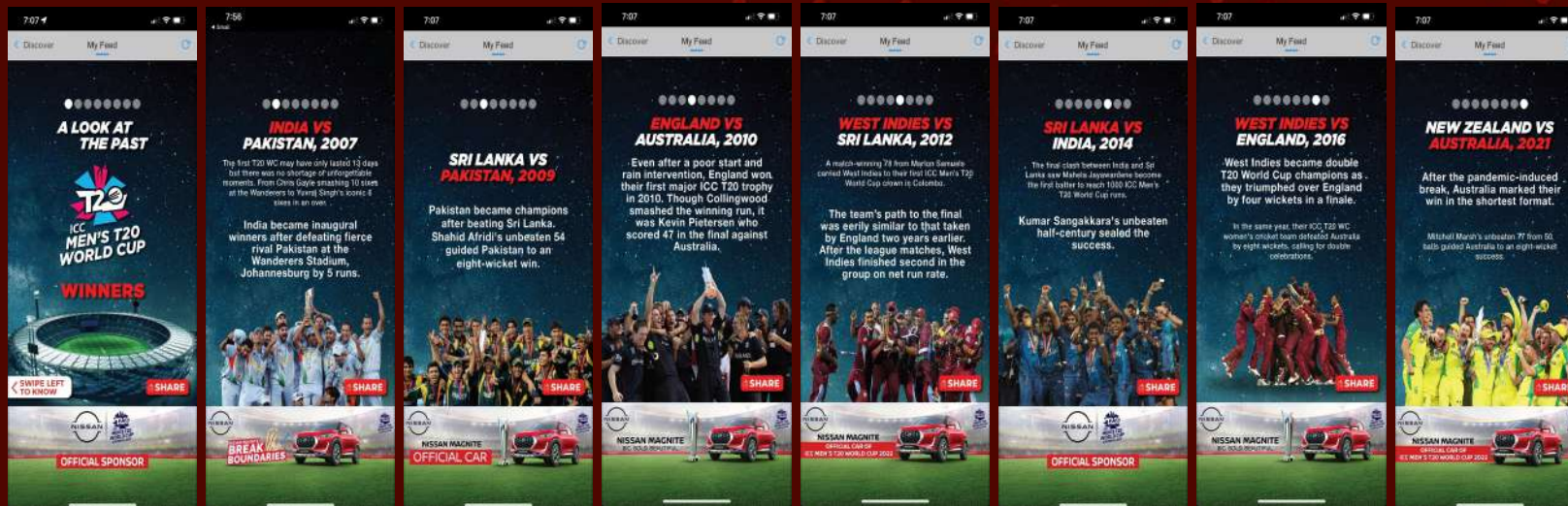


Date	Impressions	Total Ad Clicks	Avg. Time Spent	Most Engaging Card	Total Card Views	Unique Reach
27-10-2022	2,200,503	9,392	10.2 seconds	Card 2 with 3.7 seconds TS	4,222,063	1,611,216

Magazine 2

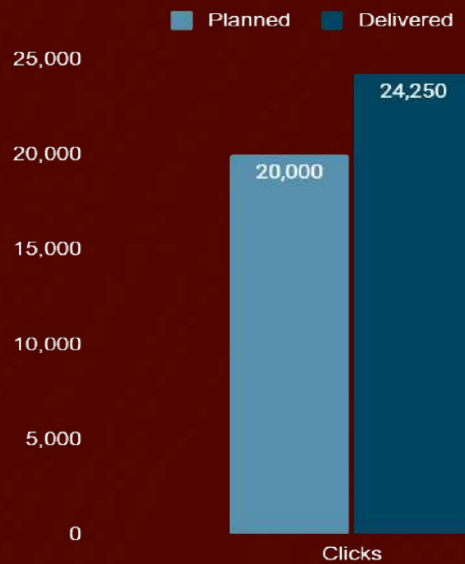
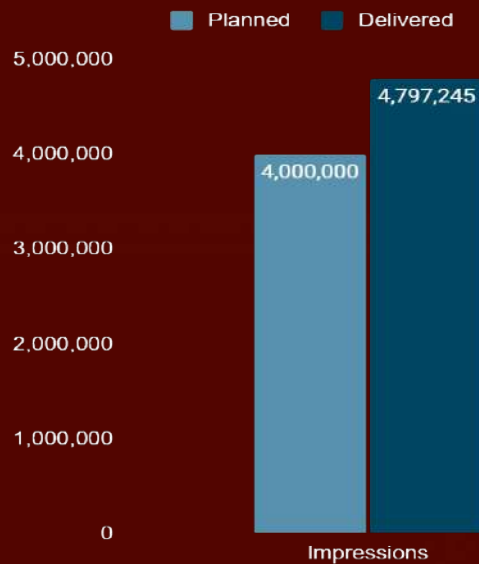


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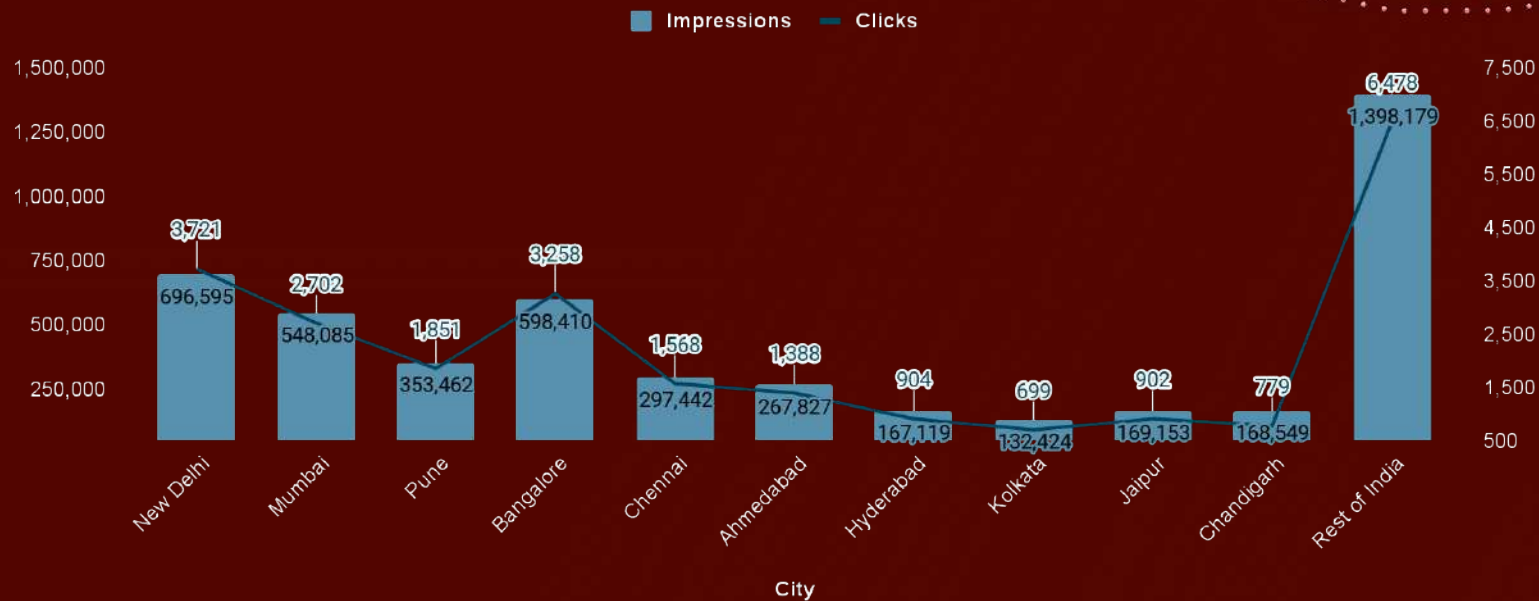


Date	Impressions	Total Ad Clicks	Avg. Time Spent	Most Engaging Card	Total Card Views	Unique Reach
13-11-2022	2,596,742	14,858	12.7 seconds	Card 2 with 4.4 seconds TS	5,848,881	1,654,682

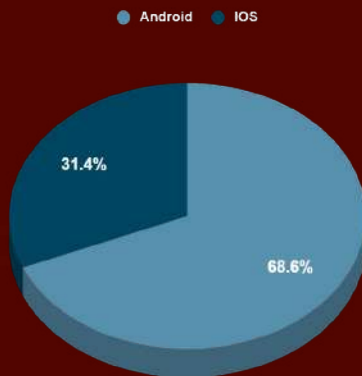
Performance Review



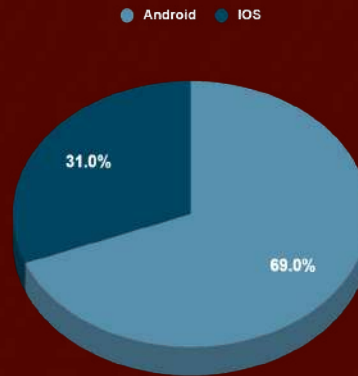
City wise Performance



Android vs IOS



Impressions



Clicks

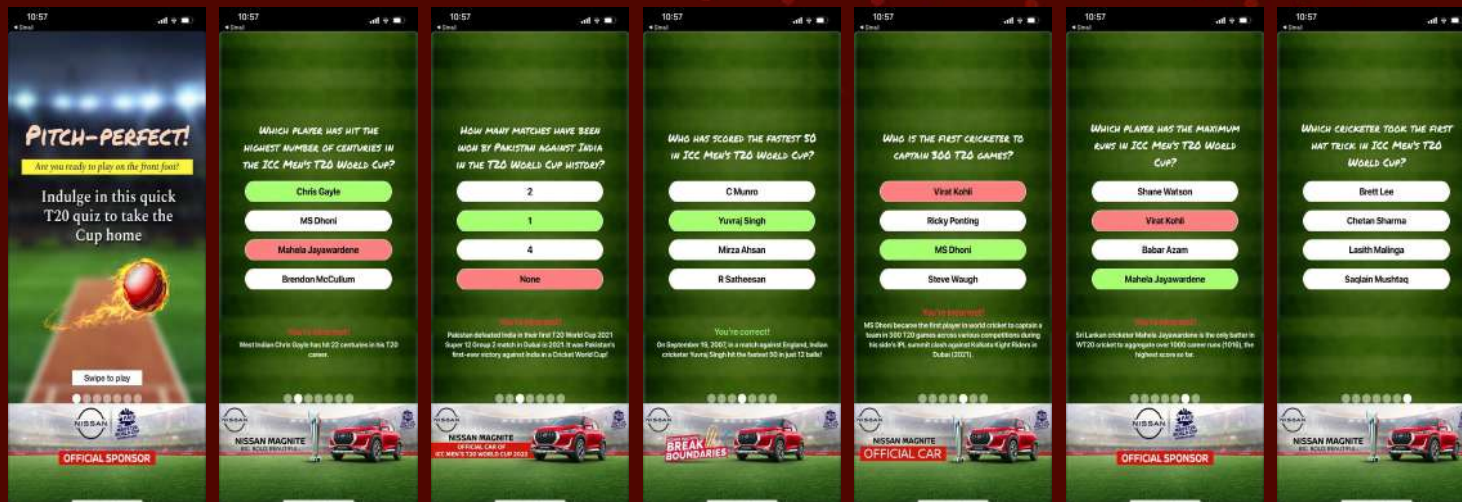
Android CTR - 0.50%

IOS CTR - 0.49%

Quiz

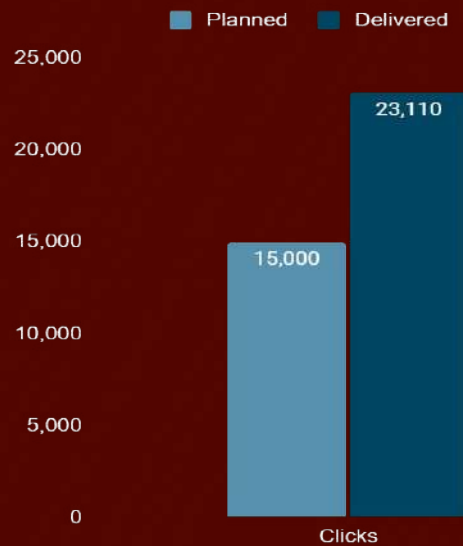
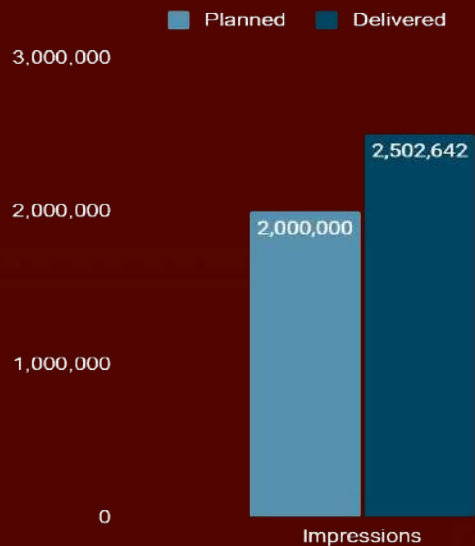


inshorts

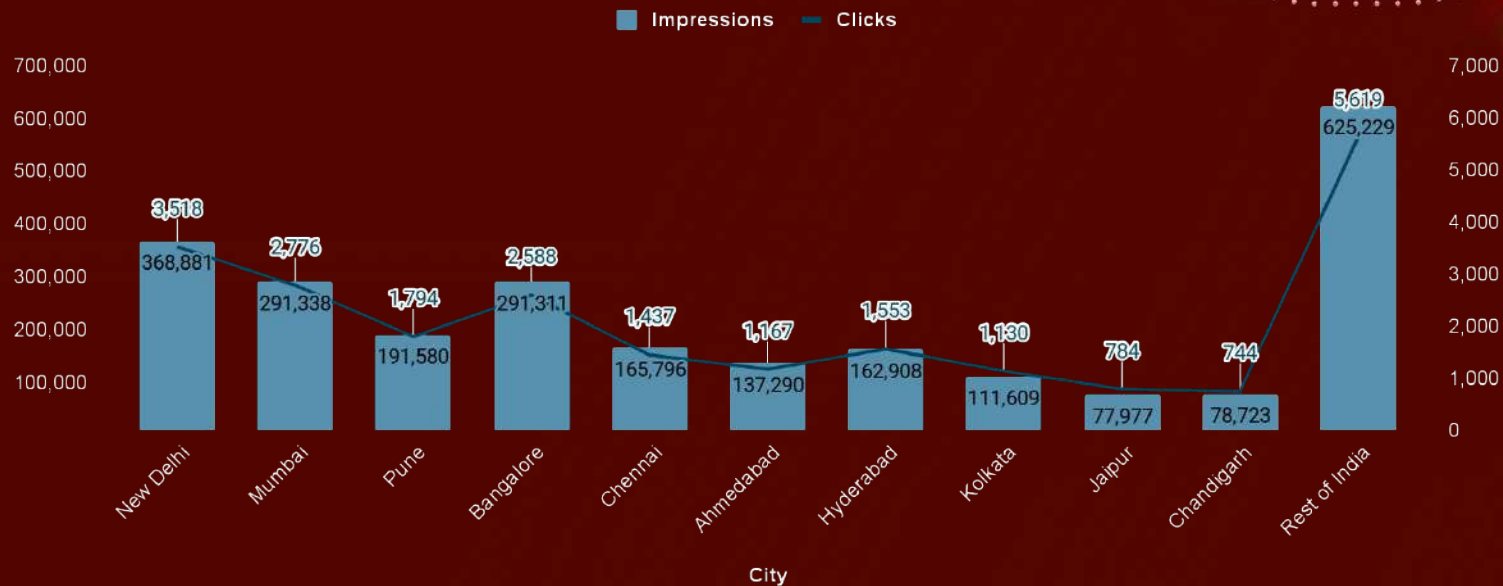


Date	Impressions	Total Ad Clicks	Avg. Time Spent	Most Engaging Card	Total Card Views	Unique Reach
30-10-2022	2,502,642	23,110	13.5 seconds	Card 2 with 4.8 seconds TS	4,798,811	1,645,393

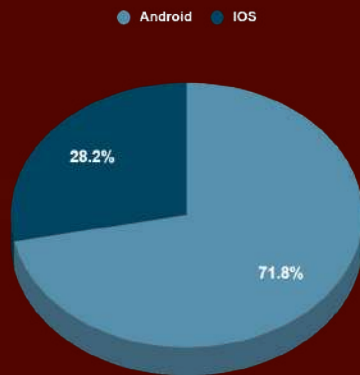
Performance Review



City wise Performance



Android vs IOS



Impressions



Clicks

Android CTR - 0.94%

IOS CTR - 0.87%

Video Story

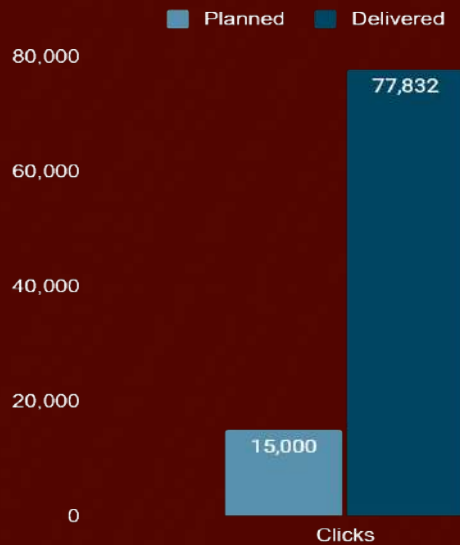
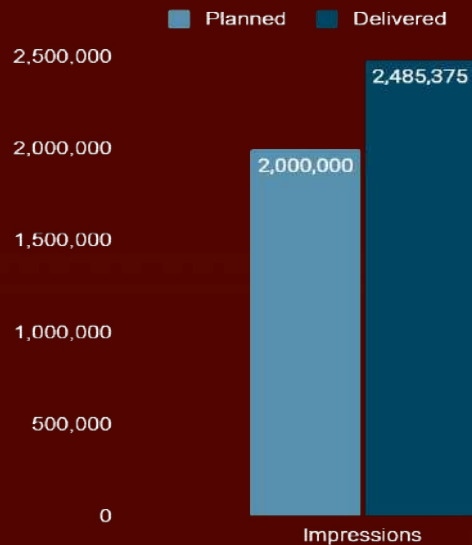


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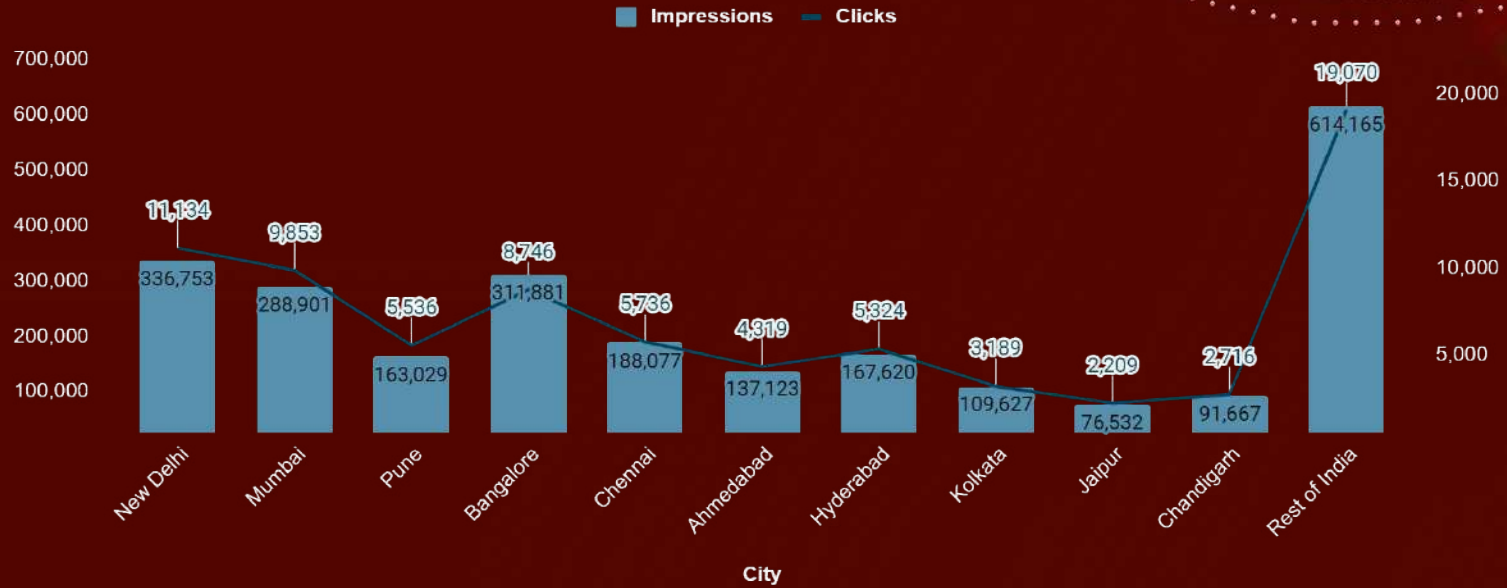


Date	Impressions	Total Ad Clicks	Engagement	Unique Reach	CTR
2-11-2022	2,485,375	77,832	26.30%	1,633,361	3.13

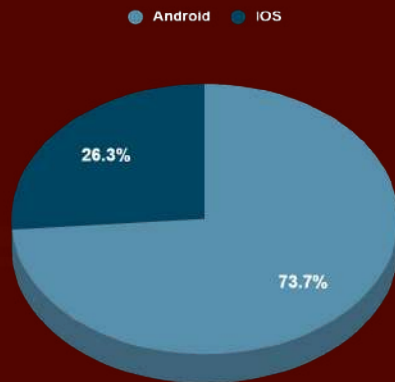
Performance Review



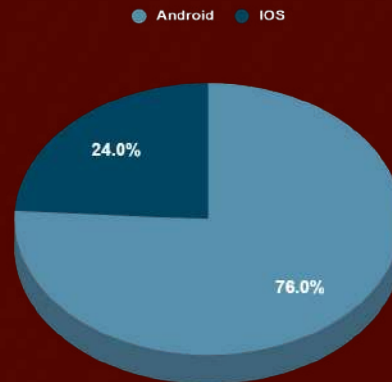
City wise Performance



Android vs IOS



Impressions

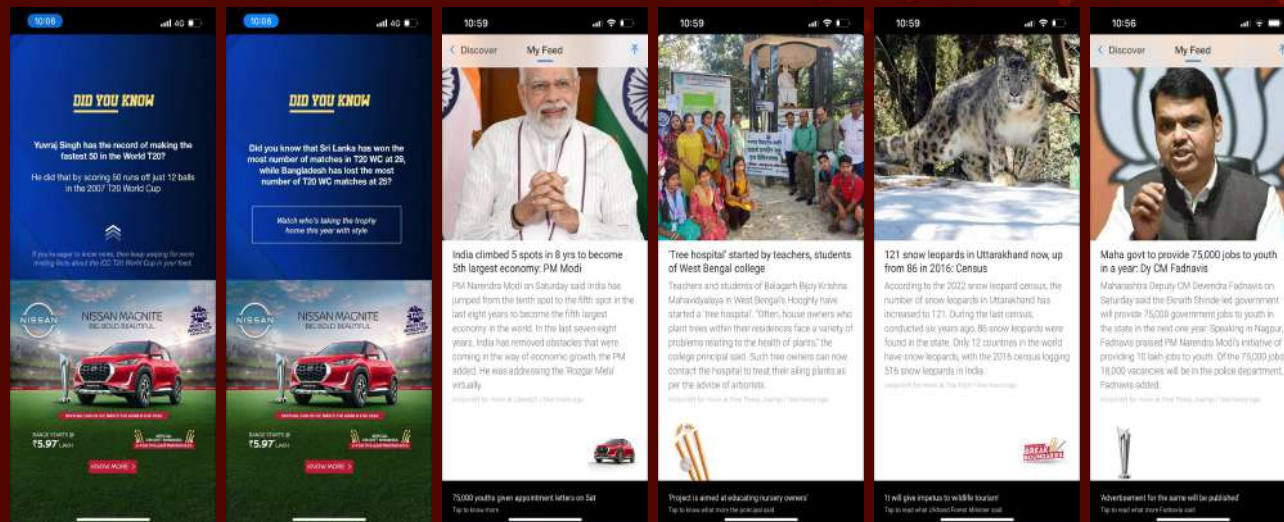


Clicks

Android CTR - 3.23%

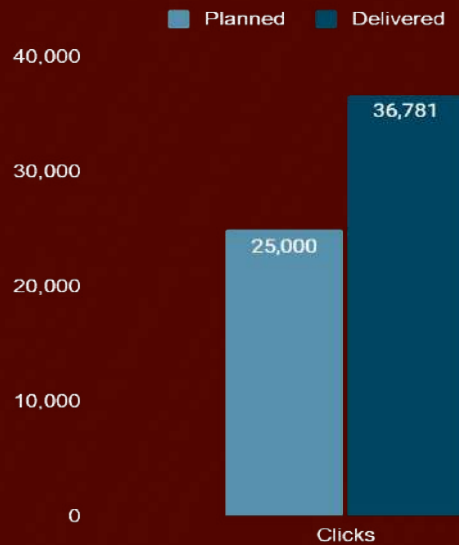
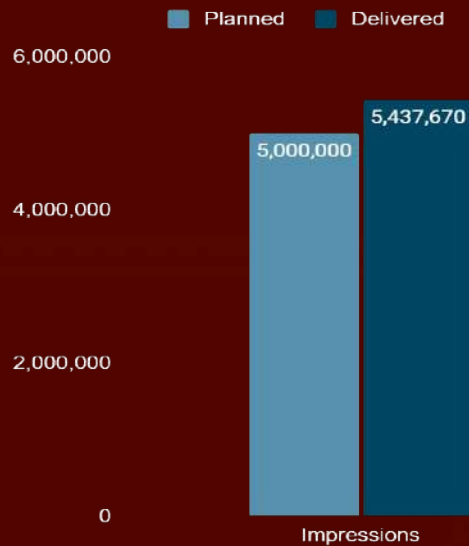
IOS CTR - 2.86%

App Takeover

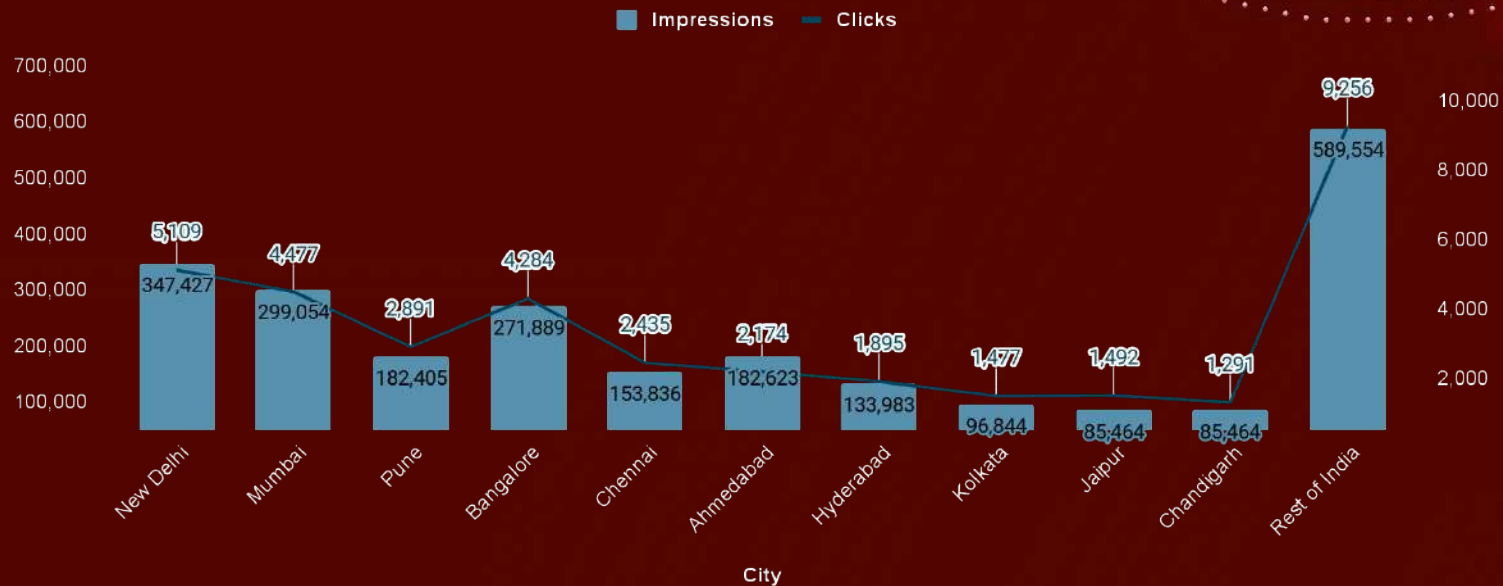


Date	2nd card impressions	Icon impressions	2nd card Clicks	Banner clicks	CTR	Engagement	Reach
23-10-2022	2,428,543	3,009,127	21,742.00	15,039	1.51	7.90%	1,637,555

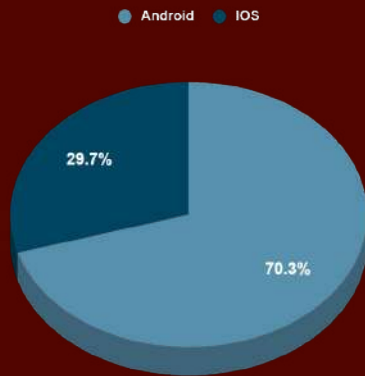
Performance Review



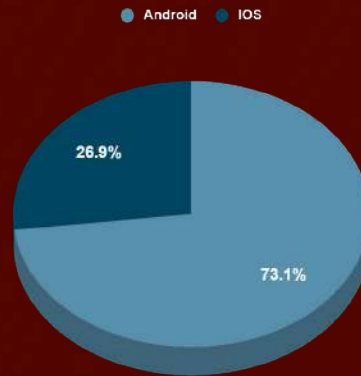
City wise Performance



Android vs IOS



Impressions



Clicks

Android CTR - 1.57%

IOS CTR - 1.37%

Deck

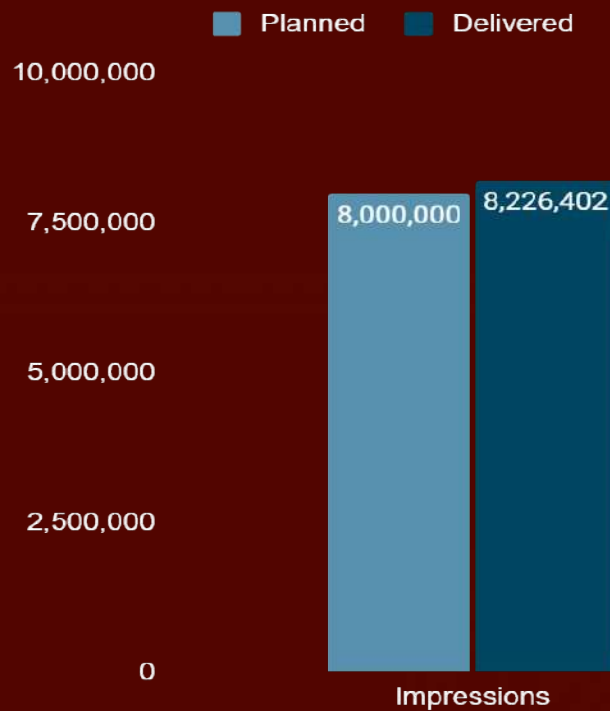


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Impressions	Reach
8226402	3866406

Performance Review



City wise Performance



Live Score



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10:30



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Means a hell lot to me: Dinesh Karthik on Ricky Ponting praising him

Reacting to a video of Ricky Ponting praising him and calling him "one of the best finishers", Dinesh Karthik wrote, "Thanks Ricky for these beautiful words...which mean a hell of a lot to me." He added, "I'm hoping to spend some time in...near future with you." Karthik also expressed his gratitude for Rohit Sharma and Abhishek Nayar in the post.

sample text for display at Times Now / News India logo

Powered By Nissan

Live

IRE 67/4

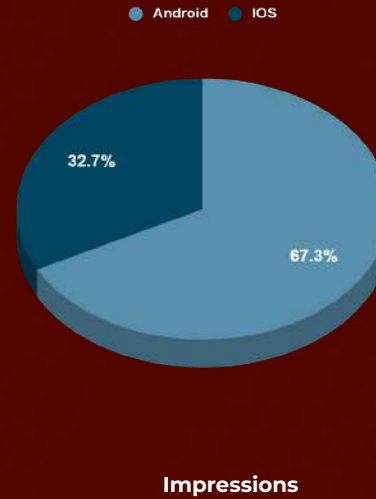
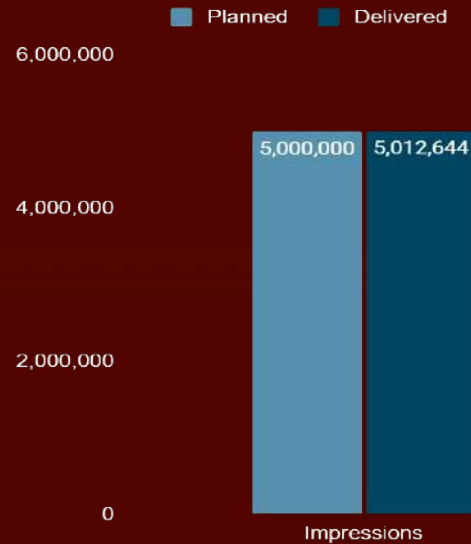
VS

0/0 SL

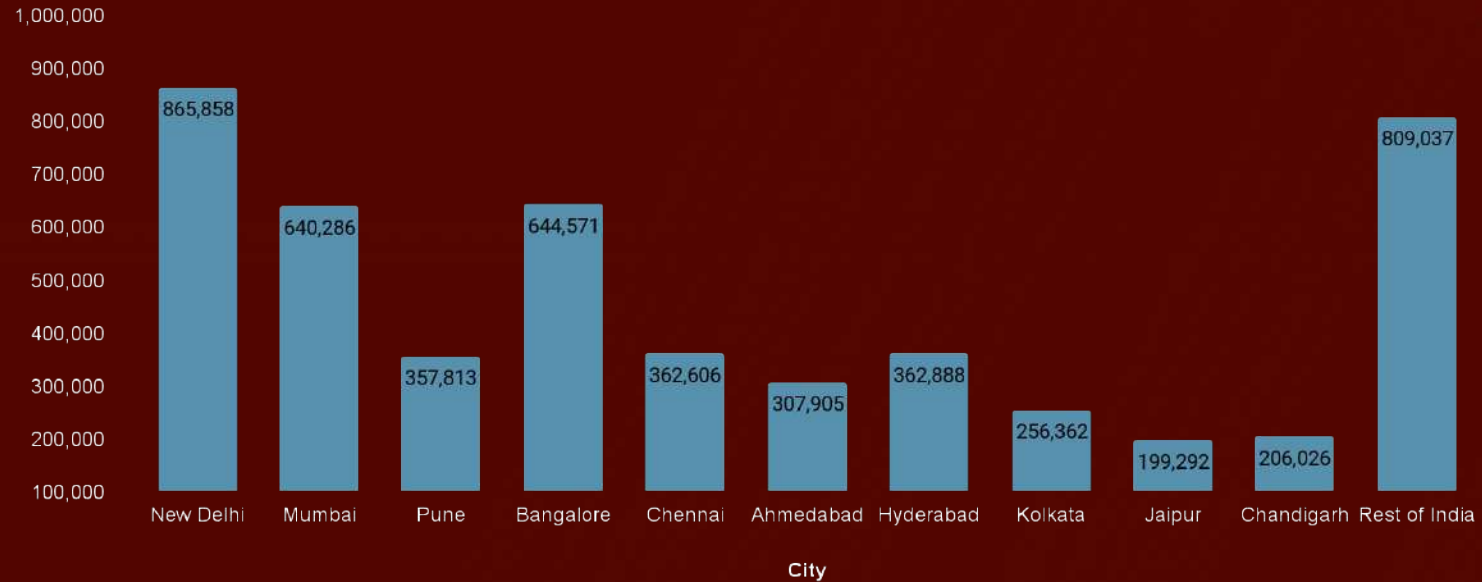
IRE won the toss. Elected to bat

Impressions	Reach
5012644	2608092

Performance Review



City wise Performance



Sticky Banners



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16:58



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Warner will definitely play vs NZ, not sure about warm-up vs India: Finch

Australia T20i captain Aaron Finch has said, opener David Warner is unlikely to play against India in their warm-up match on Monday in the 2022 T20 World Cup. "I think Warner will definitely be right for New Zealand," added Finch. Warner suffered whiplash (a neck injury) in the second England T20i after he landed awkwardly while attempting a catch.

Image: AFP/Reuters and AP/Reuters/Newsphoto agency



17:31



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Someone other than Rohit should get role of increasing run-rate: Klusener

Ex-South Africa all-rounder Lance Klusener said India should assign the role of increasing run-rate in powerplay to someone other than Rohit Sharma. "There's no need for Rohit to go faster. He was playing easily fast enough, aggressive enough and well enough...not to have changed," Klusener added. India will open their T20 World Cup 2022 campaign against Pakistan on October 23.

Image: AFP/Reuters and AP/Reuters/Newsphoto agency



1:48 PM



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Hardik will finish games like MS Dhoni used to: Raina on T20 World Cup 2022

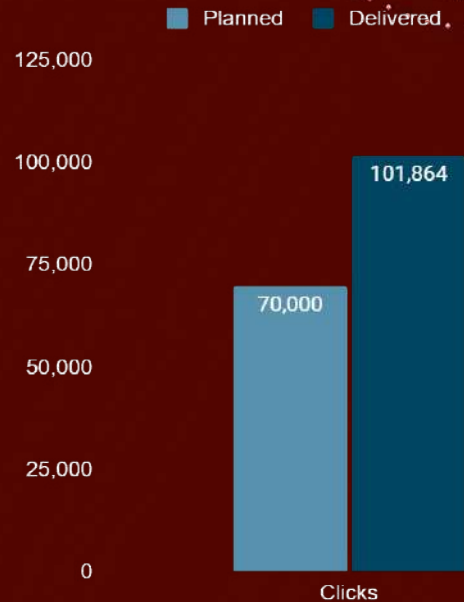
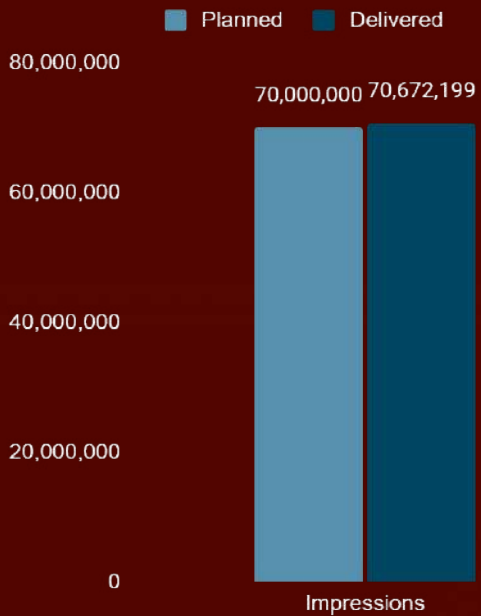
Former India batter Suresh Raina said his "go-to man" for the T20 World Cup 2022 would be all-rounder Hardik Pandya. "Hardik will finish games like MS Dhoni did for a long period. He will control the game. He'll bowl the crucial overs," added Raina. Further, Raina termed Suryakumar Yadav as a batter whose angle and swing are "brilliant".

Image: AFP/Reuters and AP/Reuters/Newsphoto agency

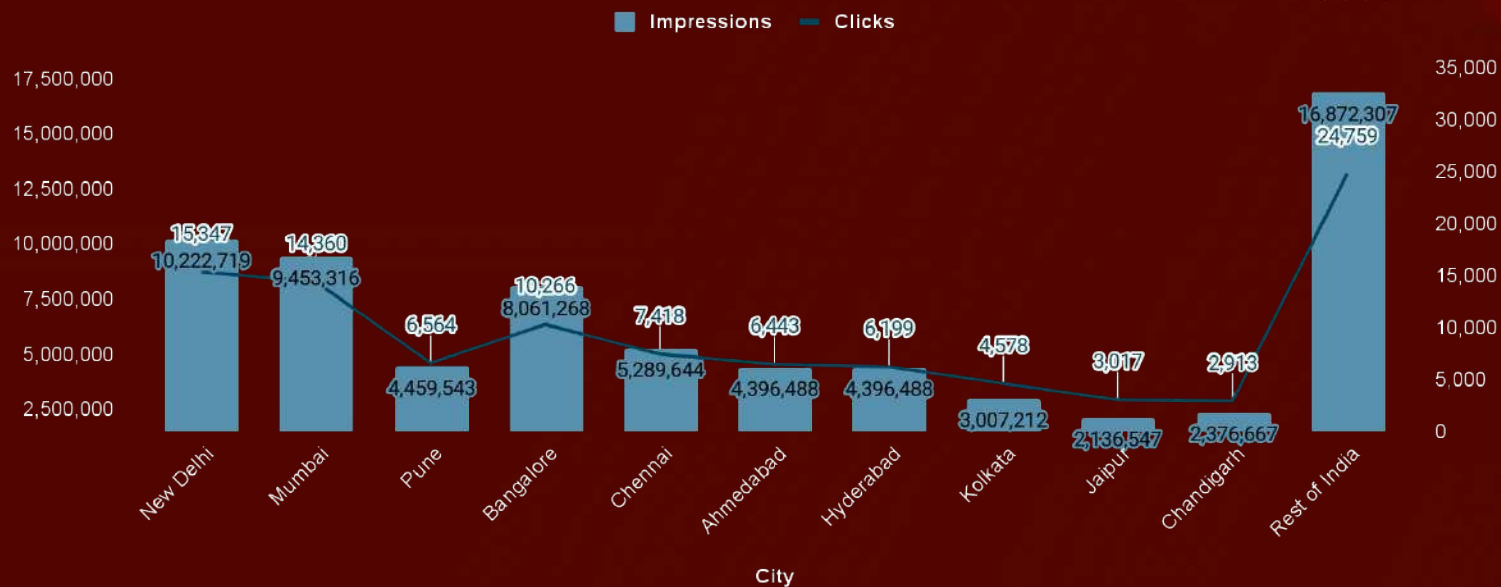


Impressions	Clicks	CTR	Reach
70,672,199	101,864	0.14	8,342,821

Performance Review



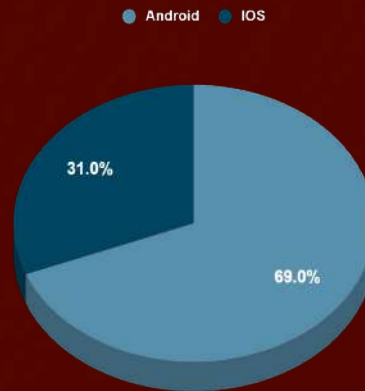
City wise Performance



Android vs IOS



Impressions



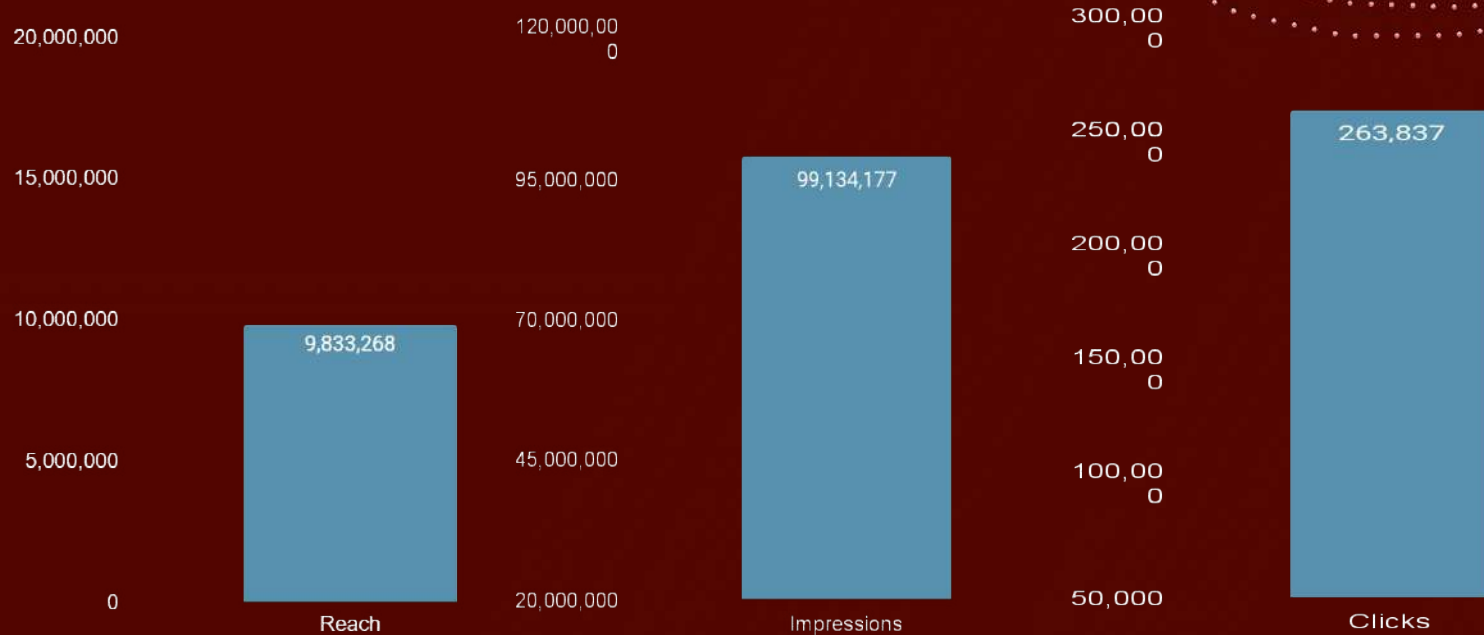
Clicks

Android CTR - 0.15%

IOS CTR - 0.13%



Overall Delivery





Thank You

