

SUCCESS STORY #2

Making the 'Garmi Hatao' message unmissable for Sprite

OBJECTIVE

Deliver high visibility for Sprite's Garmi Hatao, Chill Machao message by tapping into moments when users are on hot, sweaty commutes.

APPROACH

- Identified peak summer months and high footfall cities
- Mapped key user journey points: Captain Search, Captain On The Way, Ride Started.
- Used eye-catching creatives with contextual messaging
- Reinforced messaging via high-frequency placements

RAPIDO INVENTORY & PLACEMENTS



Map Top Banner GIF



Captain OTW



Map & map banner



~5M+

IMPRESSIONS



12%

CTR TO THE LANDING PAGE



98%

VIEWABILITY RATE

