

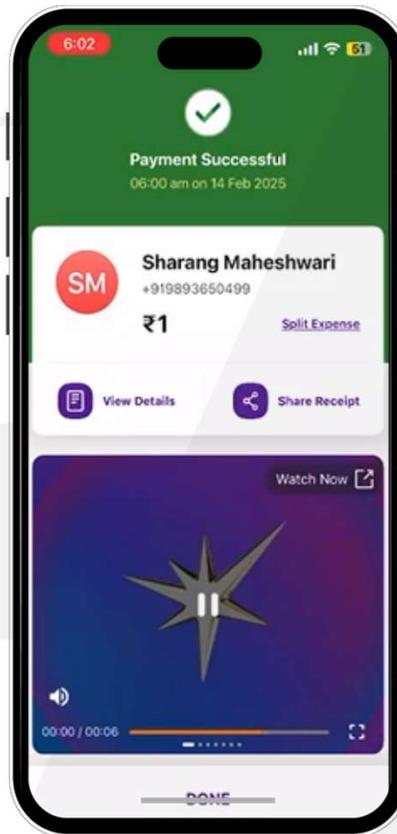
Success Story: JioHotstar

Objective

Maximize Reach for the iconic rebranding launch of JioHotstar

Strategy

- Employed a **6-second teaser video** to create hype and generate conversations
- **Leveraged the Post Transaction page** (highest impact inventory) to maximize impressions, reach and clicks



Results

- **246Mn + Impressions** on Post Transaction Page
- **91Mn + Unique users** reached in 24 hours
- **2.7 Frequency** recorded – establishing strong recall for the campaign