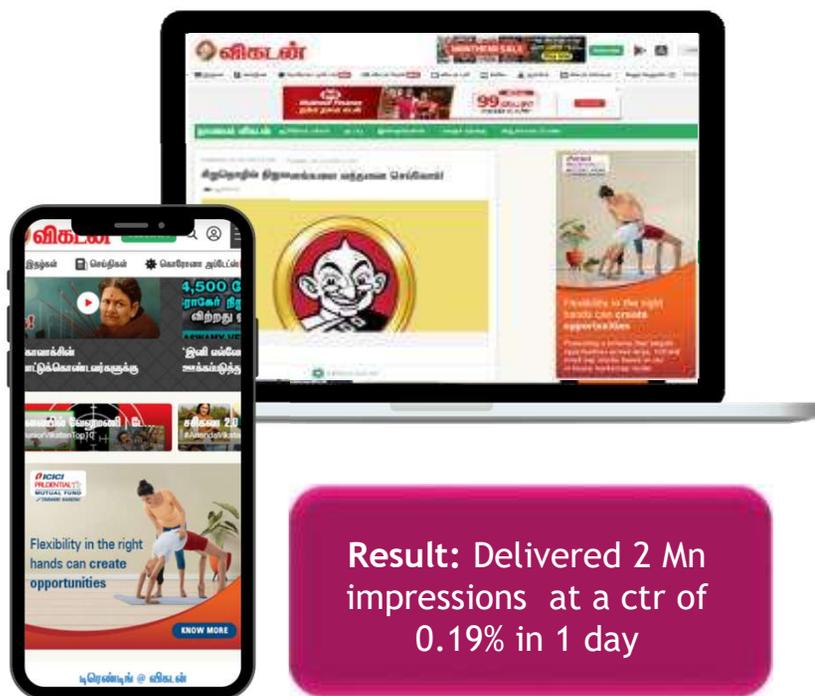


# Case Study | ICICI Prudential

**Objective :** Build awareness for ICICI Prudential's new offering -NFO



**Problem Statement:**  
Increase the awareness for ICICI Prudential's new offering - NFO

**Solution:** One day campaign with banners to grab users' attention

**Result:** Delivered 2 Mn impressions at a ctr of 0.19% in 1 day