Case Study | Unacademy

Objective: Build awareness & buzz around Unacademy Prodigy 21 Scholarship

Problem Statement:
Increase the awareness of the Unacademy Prodigy 21 scholarship in Tamilnadu

Solution: Promote **Una**cademy Prodigy 21 scholarship campaign in Tamilnadu through banner ads in Vikatan.com to maximize the reach

Result: Over 2 Mn impressions delivered over a period of 3 weeks, delivered at a CTR of 0.39