



Objective

Mondelēz India expanded its Choco-bakery segment with the launch of 'Cadbury Chocobakes' – a scrumptious cookie filled with the taste of the iconic Cadbury at its heart. The campaign needed a push-start to reach the target audience.

Solution

Cadbury Chocobakes reached and engaged audiences where they were most active and could interact with it – Mobile. InMobi built an interactive in-app video advertising campaign to unravel the secret of the cookie to its consumers. A full screen, vertical mobile ad was designed that teases chocolate lovers about Cadbury's Sweet Secret through scattered pieces of chocolate, prompting them to swipe on them.

Results

