

# PULSAR 2023 200NS CAMPAIGN

## THE OBJECTIVE

The build awareness for the newly launch Pulsar 2023

## RESULT

The campaign's committed CTR was 0.15% against a delivered CTR of 0.82%, which goes to show that ET Now is a great fitment for the brand to advertise.

Audiences that engaged with this campaign the most, consumed news & information around Stocks, Personal Finance & Investments.

This tells us that the consumers interested in Chivas, are mature, well-read individuals who are interested in investing and growing their financial portfolio. These are the kind of users that can appreciate and savour a product like Chivas.

