

CASE STUDIES



ASSOCIATES WITH GAMING ENTHUSIASTS



OBJECTIVE:

TVS Raider focused on driving **association and recall** within the **Gaming community** alongwith an opportunity to **engage** with Nischay Malhaan (Award winning content creator)

CAMPAIGN APPROACH:

- Partnered with '**Gaming Insaan**', a reality show which had a higher affinity towards Gaming enthusiasts
- Leveraged on Amazon's audience signals to check for overlap with potential customers (>20% overlap)
- Collaborated with **Nischay Malhaan** to boost credibility and reach within the community
- Reinforced brand messaging through multiple assets such as **Show sponsorships, multiple Active and Passive integrations with Nischay and the Gamer teams, Aston bands around episodic contextual instances, instream video ads** to drive aided recall.

12%

MESSAGE ASSOCIATION

8%

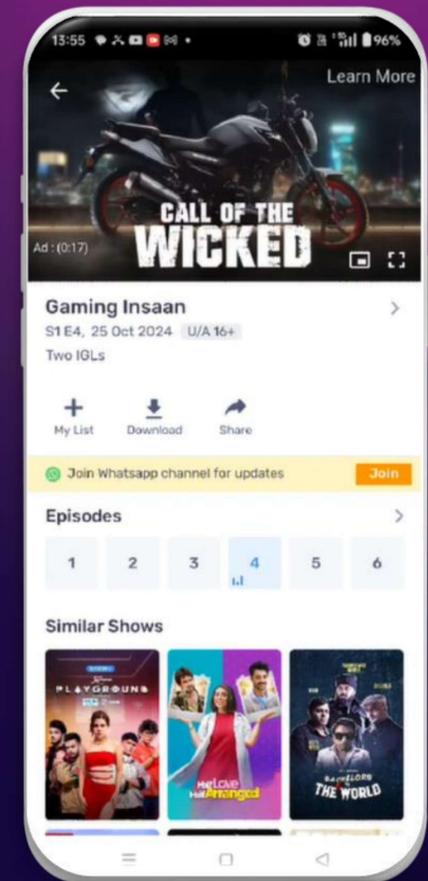
BRAND FAVORABILITY LIFT

9%

AWARENESS LIFT

14%

PURCHASE INTENT UPLIFT



Source: Kantar Brand Lift Study