

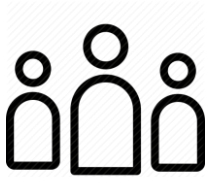
# Campaign Objective

- Media Objective: To gain maximum reach & views for the 2W Monsoon campaign video
- KPI: Reach and Views
- Campaign Budget: ₹ 36,80,000 (media promotion on YT&META) + 22,00,000 (Twitter Trend takeover)
- Campaign Duration: 42 Days (22<sup>nd</sup> July– 3<sup>rd</sup> Sep)
- Creative Asset: 2 W Monsoon Video (30 Sec)
- Platforms Used: YouTube, Facebook, Instagram

# Campaign Overview



Impressions



Reach



Frequency



Clicks



Video Views



Spends

Planned

57 Million

13.8 Million

3.6

105,936

14.5 Million

36.80 Lakhs

Achieved

30 Million

14.9 Million

3.8

361,960

21.4 Million

36.16 Lakhs

# Targeting

## Markets

HSM+Karnataka

- Bihar
- Delhi
- Haryana
- J&K
- Madhya Pradesh
- Rajasthan
- Uttar Pradesh
- Chhattisgarh
- Himachal Pradesh
- Jharkhand
- Uttarakhand
- Chandigarh
- Punjab
- Karnataka

## Youtube

|                          |
|--------------------------|
| MF 25-44                 |
| HSM + Karnataka          |
| Custom Intent - Keywords |
| Custom Affinity - Links  |
| In Market                |

In-market

Autos & Vehicles > Motor Vehicles > Motor Vehicles  
by Type  
Motorcycles

Autos & Vehicles > Motor Vehicles > Motor Vehicles  
by Type  
Scooters & Mopeds

## Meta

### 2W - Monsoon July'23

#### Location:

India: Chandigarh; Delhi; Haryana; Himachal Pradesh; Jammu and Kashmir; Karnataka; Rajasthan; Bihar; Madhya Pradesh; Uttar Pradesh; Chhattisgarh; Jharkhand; Uttarakhand

#### Age:

22-45

#### People who match:

Interests: Yamaha Motor Company, TVS Scooty, Suzuki Burgman, Motorcycles, Honda Activa, Scooters, Hero MotoCorp, Piaggio or Mahindra Two Wheelers

## FB

### Audience definition

Your audience selection is fairly broad.



Estimated audience size: 28,700,000 - 33,700,000 ⓘ

## IG

### Audience definition

Your audience selection is fairly broad.



Estimated audience size: 25,200,000 - 29,700,000 ⓘ

# YouTube – Custom Intent and Custom Affinity targeting keywords

|    | Custom Affinity   | Custom Intent - Generic  | Custom Intent - Brand                  | Custom Intent - Competition           |
|----|---|--------------------------|--|---------------------------------------|
| 1  |   |                          |  |                                       |
| 2  | <a href="https://www.ceat.com/scooter-tyres.html">https://www.ceat.com/scooter-tyres.html</a>                       | tyres for S450           | ceat tyres for S450                    | TVS tyres for Ather Energy S450       |
| 3  | <a href="https://www.ralcootyres.com/e-bike-scooter-tyres/">https://www.ralcootyres.com/e-bike-scooter-tyres/</a>   | tyres for Ez             | ceat tyres for Ather Energy S450       | MRF tyres for Ather Energy S450       |
| 4  | <a href="https://tyresmore.com/all/bike-tyres/honda-mot/">https://tyresmore.com/all/bike-tyres/honda-mot/</a>       | tyres for Pleasure       | ceat tyres for HERO Ez                 | MRF tyres for HERO Ez                 |
| 5  | <a href="https://shop.apollotyres.com/honda-activa-125-a">https://shop.apollotyres.com/honda-activa-125-a</a>       | tyres for Duet           | ceat tyres for HERO Pleasure           | MRF tyres for HERO Pleasure           |
| 6  | <a href="https://www.amazon.in/s?k=scooter-tyre&amp;ref=au">https://www.amazon.in/s?k=scooter-tyre&amp;ref=au</a>   | tyres for Maestro Edge   | ceat tyres for HERO Duet               | MRF tyres for HERO Duet               |
| 7  | <a href="https://www.ceat.com/blog/scooter-tyres/the-ce">https://www.ceat.com/blog/scooter-tyres/the-ce</a>         | tyres for Activa i       | ceat tyres for HERO Maestro Edge       | MRF tyres for HERO Maestro Edge       |
| 8  | <a href="https://tyres.cardekho.com/news/basic-tips-for-b">https://tyres.cardekho.com/news/basic-tips-for-b</a>     | tyres for Activa 3G      | ceat tyres for HONDA Activa i          | MRF tyres for HONDA Activa i          |
| 9  | <a href="https://www.bikewale.com/news/your-guide-for-">https://www.bikewale.com/news/your-guide-for-</a>           | tyres for Activa 4G      | ceat tyres for HONDA Activa 3G         | MRF tyres for HONDA Activa 3G         |
| 10 | <a href="https://www.apollotyres.com/en-in/stories/blogs">https://www.apollotyres.com/en-in/stories/blogs</a>       | tyres for Activa 4G      | ceat tyres for HONDA Activa 4G         | MRF tyres for HONDA Activa 4G         |
| 11 | <a href="https://www.inin.in/blog/4-tips-for-choosing-the">https://www.inin.in/blog/4-tips-for-choosing-the</a>     | tyres for Activa 5G      | ceat tyres for HONDA Activa 5G         | MRF tyres for HONDA Activa 5G         |
| 12 | <a href="https://www.lexhaminsurance.co.uk/blog/buyers">https://www.lexhaminsurance.co.uk/blog/buyers</a>           | tyres for Activa 125     | ceat tyres for HONDA Activa 125        | MRF tyres for HONDA Activa 125        |
| 13 | <a href="https://www.tyremarket.com/tyremantra/indian-">https://www.tyremarket.com/tyremantra/indian-</a>           | tyres for Aviator        | ceat tyres for HONDA Aviator           | MRF tyres for HONDA Aviator           |
| 14 | <a href="https://www.timesnownews.com/auto/features/a">https://www.timesnownews.com/auto/features/a</a>             | tyres for Dio            | ceat tyres for HONDA Dio               | MRF tyres for HONDA Dio               |
| 15 | <a href="https://www.ceat.com/blog/scooter-tyres/an-eas">https://www.ceat.com/blog/scooter-tyres/an-eas</a>         | tyres for Grazia         | ceat tyres for HONDA Dio               | MRF tyres for HONDA Dio               |
| 16 | <a href="https://www.tyreplex.com/news/planning-on-buy">https://www.tyreplex.com/news/planning-on-buy</a>           | tyres for Navi           | ceat tyres for HONDA Grazia            | MRF tyres for HONDA Grazia            |
| 17 | <a href="https://electric-scooter.guide/guides/electric-sco">https://electric-scooter.guide/guides/electric-sco</a> | tyres for Gusto          | ceat tyres for HONDA Navi              | MRF tyres for HONDA Navi              |
| 18 | <a href="https://in.bestreviews.guide/scooter-tyres">https://in.bestreviews.guide/scooter-tyres</a>                 | tyres for Praise         | ceat tyres for MAHINDRA Gusto          | MRF tyres for MAHINDRA Gusto          |
| 19 | <a href="https://www.tyremarket.com/tyremantra/honda-">https://www.tyremarket.com/tyremantra/honda-</a>             | tyres for SR125          | ceat tyres for Okinawa Scooters Praise | MRF tyres for Okinawa Scooters Praise |
| 20 | <a href="https://www.quora.com/Which-tyre-is-best-for-a">https://www.quora.com/Which-tyre-is-best-for-a</a>         | tyres for SR150          | ceat tyres for PIAGGIO SR125           | MRF tyres for PIAGGIO SR125           |
| 21 | <a href="https://www.amazon.in/Michelin-City-Pro-Tubele">https://www.amazon.in/Michelin-City-Pro-Tubele</a>         | tyres for Access New     | ceat tyres for PIAGGIO SR150           | MRF tyres for PIAGGIO SR150           |
| 22 | <a href="https://www.tjtyres.com/scooty-tyre.html">https://www.tjtyres.com/scooty-tyre.html</a>                     | tyres for Burgman Street | ceat tyres for SUZUKI Access New       | MRF tyres for SUZUKI Access New       |
| 23 |   | tyres for Lets           | ceat tyres for Burgman Street          | MRF tyres for SUZUKI Burgman Street   |
| 24 |   | tyres for Jupiter        | ceat tyres for SUZUKI Lets             | MRF tyres for SUZUKI Lets             |
| 25 |   | tyres for Scooty Pep +   | ceat tyres for SUZUKI Jupiter          | MRF tyres for TVS Jupiter             |
| 26 |   | tyres for Wego           | ceat tyres for TVS Scooty Pep +        | MRF tyres for TVS Scooty Pep +        |
| 27 |   | tyres for Zest           | ceat tyres for TVS Wego                | MRF tyres for TVS Wego                |
| 28 |   | tyres for Alpha          | ceat tyres for TVS Zest                | MRF tyres for TVS Zest                |
| 29 |   | tyres for Fascino        | ceat tyres for YAMAHA Alpha            | MRF tyres for YAMAHA Alpha            |
| 30 |   | tyres for Ray            | ceat tyres for YAMAHA Fascino          | MRF tyres for YAMAHA Fascino          |
| 31 |   | tyres for Destini        | ceat tyres for YAMAHA Ray              | MRF tyres for YAMAHA Ray              |
| 32 |   | tyres for Pleasure       | ceat tyres for HERO Destini            | MRF tyres for HERO Destini            |
| 33 |   | tyres for Activa         | ceat tyres for HERO Pleasure           | MRF tyres for HERO Pleasure           |
| 34 |   | tyres for Dio            | ceat tyres for HONDA Activa            | MRF tyres for HONDA Activa            |
| 35 |   | tyres for Duro           | ceat tyres for HONDA Dio               | MRF tyres for HONDA Dio               |
| 36 |   | tyres for Flyte          | ceat tyres for MAHINDRA Duro           | MRF tyres for MAHINDRA Duro           |
| 37 |   | tyres for Kine           | ceat tyres for MAHINDRA Flyte          | MRF tyres for MAHINDRA Flyte          |
| 38 |   | tyres for Nova           | ceat tyres for MAHINDRA Kine           | MRF tyres for MAHINDRA Kine           |
| 39 |   | tyres for Rodeo          | ceat tyres for MAHINDRA Nova           | MRF tyres for MAHINDRA Nova           |
| 40 |   | tyres for Access         | ceat tyres for MAHINDRA Rodeo          | MRF tyres for MAHINDRA Rodeo          |
| 41 |   |                          | ceat tyres for SUZUKI Access           | MRF tyres for SUZUKI Access           |
| 42 |   |                          |  |                                       |
| 43 |   |                          |  |                                       |

# YouTube, FB & IG

**Total Reach: 13.8 Million**

**Total Views: 21.4 Million**

**Total Impressions: 57.5 Mn**

**VTR: 37%**



CEAT 2-Wheeler | Change Soon It's Monsoon



**Youtube HSM**

**Views: 13.9 Mn**  
**VTR: 41%**



CEAT 2-Wheeler | Change Soon It's Monsoon



**Youtube Karnataka**

**Views: 2.1 Mn**  
**VTR: 40%**



As monsoons arrive, your familiar roads become unfamiliar. Here is our take on few of those changing roads this ...see more



ceat.com  
Bike tyres - Buy best motorcycle tyres online |... Learn more

2K 11 comments 40 shares  
Like Comment Share

**Meta HSM**

**Views: 4.4 Mn**  
**VTR: 34%**



ceat\_tyresindia Sponsored



Learn more

ceat\_tyresindia As monsoons arrive, your familiar roads become unfamiliar. Here is our take on few of th... more

**Meta Karnataka**

**Views: 0.9 Mn**  
**VTR: 19%**

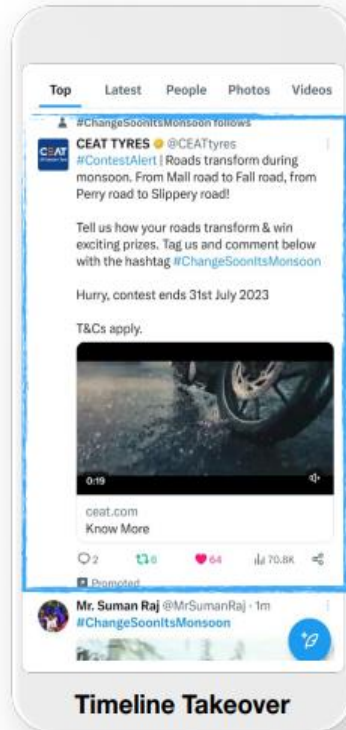
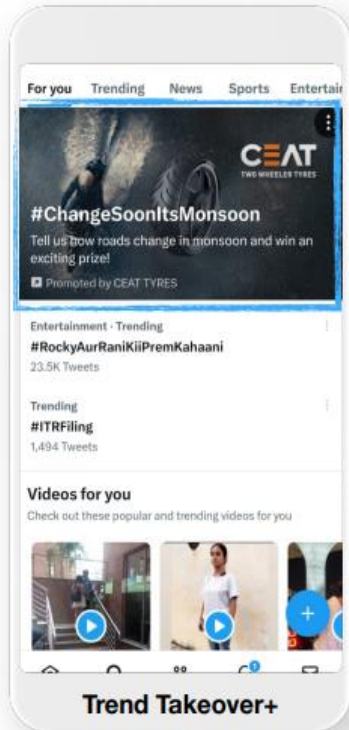
# Twitter Trend Takeover

Total Impressions : 70,99,146

Total Views: 17,81,751

Total Engagements: 1,19,988

VTR: 25%



# Campaign Overview

| Video     |                                      |           |        |             |             | Ach. Imp.   |     |          |             |             |       |            | Ach. Clicks |             |       |           |        |           |             |             |
|-----------|--------------------------------------|-----------|--------|-------------|-------------|-------------|-----|----------|-------------|-------------|-------|------------|-------------|-------------|-------|-----------|--------|-----------|-------------|-------------|
| Publisher | Targeting                            | Market    | Reach% | Ach. Reach% | Impressions | Ach. Imp.   | Frq | Ach Frq. | Views       | Ach. Views  | VTR % | Ach. VTR % | Clicks      | Ach. Clicks | CTR   | Ach. CTR% | Rate   | Ach. Rate | Net Budget  | Net Spends  |
| Youtube   | MF 25-44 - Inmarket                  | HSM       | 45%    | 52%         | 1,89,71,429 | 2,23,39,588 | 2.0 | 2.1      | 66,40,000   | 90,34,883   | 35%   | 40%        | 47,429      | 1,63,525    | 0.25% | 0.73%     | ₹ 0.25 | ₹ 0.18    | ₹ 16,60,000 | ₹ 16,59,287 |
| Youtube   | MF 25-44 - Custom Affinity           |           | -      | -           | 64,00,000   | 72,70,002   | 2.0 | 1.8      | 22,40,000   | 33,19,113   | 35%   | 46%        | 16,000      | 40,610      | 0.25% | 0.56%     | ₹ 0.25 | ₹ 0.17    | ₹ 5,60,000  | ₹ 5,59,652  |
| Youtube   | MF 25-44 - Custom Intent             |           | -      | -           | 34,28,571   | 24,00,315   | 2.0 | 2.1      | 12,00,000   | 8,35,194    | 35%   | 35%        | 8,571       | 15,644      | 0.25% | 0.65%     | ₹ 0.25 | ₹ 0.36    | ₹ 3,00,000  | ₹ 2,99,854  |
| Youtube   | MF 18-44 - IR Motorcycle Lineup      |           | -      | -           | 3,81,650    | 3,45,379    | 2.0 | 1.2      | 1,33,578    | 15,596      | 35%   | 5%         | 954         | 1,849       | 0.25% | 0.54%     | ₹ 131  | ₹ 136     | ₹ 50,000    | ₹ 46,995    |
| Youtube   | MF 18-44 - Auction Motorcycle Lineup |           | -      | -           | 22,85,714   | 16,13,319   | 2.0 | 1.1      | 8,00,000    | 6,95,494    | 35%   | 43%        | 5,714       | 11,381      | 0.25% | 0.71%     | ₹ 0.25 | ₹ 0.21    | ₹ 2,00,000  | ₹ 1,48,624  |
| Youtube   | MF 25-44 - Inmarket                  | Karnataka | 60%    | 69%         | 31,42,857   | 38,09,389   | 2.0 | 2.1      | 11,00,000   | 14,85,129   | 35%   | 39%        | 7,857       | 23,181      | 0.25% | 0.61%     | ₹ 0.25 | ₹ 0.18    | ₹ 2,75,000  | ₹ 2,72,141  |
| Youtube   | MF 25-44 - Custom Affinity           |           | -      | -           | 8,57,143    | 11,18,100   | 2.0 | 1.8      | 3,00,000    | 4,62,802    | 35%   | 41%        | 2,143       | 5,330       | 0.25% | 0.48%     | ₹ 0.25 | ₹ 0.16    | ₹ 75,000    | ₹ 74,943    |
| Youtube   | MF 25-44 - Custom Intent             |           | -      | -           | 8,57,143    | 5,38,738    | 2.0 | 2.2      | 3,00,000    | 2,24,778    | 35%   | 42%        | 2,143       | 2,690       | 0.25% | 0.50%     | ₹ 0.25 | ₹ 0.31    | ₹ 75,000    | ₹ 69,677    |
| Facebook  | MF 22-45 + Interest - 2W             | HSM       | 18%    | 11%         | 67,50,000   | 61,25,970   | 1.5 | 2.2      | 13,50,000   | 41,68,694   | 20%   | 68%        | 10,125      | 75,603      | 0.15% | 0.17%     | ₹ 0.20 | ₹ 0.06    | ₹ 2,70,000  | ₹ 2,70,000  |
| Instagram | MF 22-45 + Interest - 2W             |           | 10%    | 12%         | 33,33,333   | 69,75,534   | 1.5 | 2.8      | 5,00,000    | 3,12,346    | 15%   | 4%         | 5,000       | 4,578       | 0.15% | 0.07%     | ₹ 0.20 | ₹ 0.32    | ₹ 1,00,000  | ₹ 1,00,000  |
| Facebook  | MF 22-45 + Interest - 2W             | Karnataka | 28%    | 13%         | 16,25,000   | 11,58,086   | 1.5 | 2.3      | 3,25,000    | 7,93,890    | 20%   | 69%        | 2,438       | 15,640      | 0.15% | 0.21%     | ₹ 0.20 | ₹ 0.08    | ₹ 65,000    | ₹ 65,000    |
| Instagram | MF 22-45 + Interest - 2W             |           | 28%    | 33%         | 16,66,667   | 38,46,114   | 1.5 | 3.0      | 2,50,000    | 1,34,045    | 15%   | 3%         | 2,500       | 1,659       | 0.15% | 0.07%     | ₹ 0.20 | ₹ 0.37    | ₹ 50,000    | ₹ 50,000    |
| Total     |                                      |           | 56%    | 60%         | 4,96,99,507 | 5,75,40,534 | 3.6 | 3.8      | 1,45,63,578 | 2,14,81,964 | 29%   | 37%        | 1,05,936    | 3,61,690    | 0.21% | 0.63%     | -      | -         | ₹ 36,80,000 | ₹ 36,16,173 |

# Platform-wise Spends & Performance - YouTube

| Summary   |           |               |         |             |             | Ach. Imp.   |     |          |             | Ach. Clicks |       |           |        |             |       |           |        |           |            |            |
|-----------|-----------|---------------|---------|-------------|-------------|-------------|-----|----------|-------------|-------------|-------|-----------|--------|-------------|-------|-----------|--------|-----------|------------|------------|
| Publisher | Market    | Audience Size | Reach % | Ach. Reach% | Impressions | Ach. Imp.   | Frq | Ach Frq. | Views       | Ach. Views  | VTR % | Ach. VTR% | Clicks | Ach. Clicks | CTR   | Ach. CTR% | Rate   | Ach. Rate | Net Budget | Net Spends |
| YouTube   | HSM       | 2,09,00,000   | 53%     | 68%         | 3,14,67,365 | 3,39,68,603 | 2.8 | 2.4      | 1,10,13,578 | 1,39,00,280 | 35%   | 41%       | 78,668 | 2,33,009    | 0.25% | 0.69%     | ₹ 0.25 | ₹ 0.20    | 27,70,000  | 27,14,413  |
| YouTube   | Karnataka | 26,30,000     | 68%     | 69%         | 48,57,143   | 54,66,227   | 2.7 | 3.0      | 17,00,000   | 21,72,709   | 35%   | 40%       | 12,143 | 31,201      | 0.25% | 0.57%     | ₹ 0.25 | ₹ 0.19    | 4,25,000   | 4,16,761   |

## Creative Snapshot



CEAT 2-Wheeler | Change Soon It's Monsoon

CEAT Tyres  
41.3K subscribers

Subscribe

204



Share



## Targeting

HSM  
Karnataka

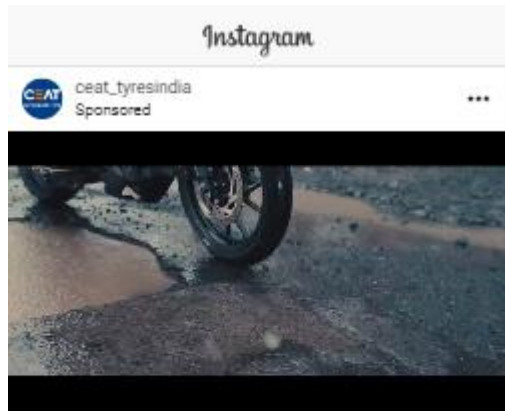
- ✓ Target people on any of the following lists:  
In-market audiences/Autos & Vehicles/Motor Vehicles/Motor Vehicles by Type/Scooters & Mopeds  
In-market audiences/Autos & Vehicles/Motor Vehicles/Motor Vehicles by Type/Motorcycles
- ✓ Target people on any of the following lists:  
CEAT 2-Wheeler | Change Soon It's Monsoon | Kannada 30 sec Video (<https://youtu.be/ZsPkpCRHD2I>) (All users)



# Platform-wise Spends & Performance - Meta

| Summary   |           |               |        | Ach. Imp.   |             |             |     |          | Ach. Clicks |            |       |           |        |             |       |           |        |           |            |            |
|-----------|-----------|---------------|--------|-------------|-------------|-------------|-----|----------|-------------|------------|-------|-----------|--------|-------------|-------|-----------|--------|-----------|------------|------------|
| Publisher | Market    | Audience Size | Reach% | Ach. Reach% | Impressions | Ach. Imp.   | Frq | Ach Frq. | Views       | Ach. Views | VTR % | Ach. VTR% | Clicks | Ach. Clicks | CTR   | Ach. CTR% | Rate   | Ach. Rate | Net Budget | Net Spends |
| Meta      | HSM       | 3,00,00,000   | 17%    | 13%         | 1,00,83,333 | 1,31,01,504 | 2.0 | 3.3      | 18,50,000   | 44,81,040  | 18%   | 34%       | 15,125 | 80,181      | 0.15% | 0.61%     | ₹ 0.20 | ₹ 0.08    | 3,70,000   | 3,70,000   |
| Meta      | Karnataka | 52,00,000     | 27%    | 26%         | 32,91,667   | 50,04,200   | 2.4 | 3.8      | 5,75,000    | 9,27,935   | 17%   | 19%       | 4,938  | 17,299      | 0.15% | 0.35%     | ₹ 0.20 | ₹ 0.12    | 1,15,000   | 1,15,000   |

## Creative Snapshots



**CEAT Tyres** Sponsored

As monsoons arrive, your familiar roads become unfamiliar. Here is our take on few of those changing roads this ...see more

ceat.com  
**Bike tyres - Buy best motorcycle tyres online |...** [Learn more](#)

2K likes, 11 comments, 39 shares

Like Comment Share

## Targeting

### 2W - Monsoon July'23 - HSM

#### Location:

India: Chandigarh; Delhi; Haryana; Himachal Pradesh; Jammu and Kashmir; Rajasthan; Bihar; Madhya Pradesh; Uttar Pradesh; Chhattisgarh; Jharkhand; Uttarakhand

#### Age:

22-45

#### People who match:

Interests: Yamaha Motor Company, TVS Scooty, Suzuki Burgman, Motorcycles, Honda Activa, Scooters, Hero MotoCorp, Pplaggio or Mahindra Two Wheelers

Create new audience **Use saved audience**

### 2W - Monsoon July'23 - Karnataka

#### Location:

India: Karnataka

#### Age:

22-45

#### People who match:

Interests: Yamaha Motor Company, TVS Scooty, Suzuki Burgman, Motorcycles, Honda Activa, Scooters, Hero MotoCorp, Pplaggio or Mahindra Two Wheelers

# #ChangeSoonItsMonsoon Contest



CEAT RPG

## Participate in #ChangeSoonItsMonsoon Contest

10 lucky winners get 30% off on CEAT 2W tyres!  
5 Best entries win a CEAT Mini-Bat signed by Harmanpreet Kaur

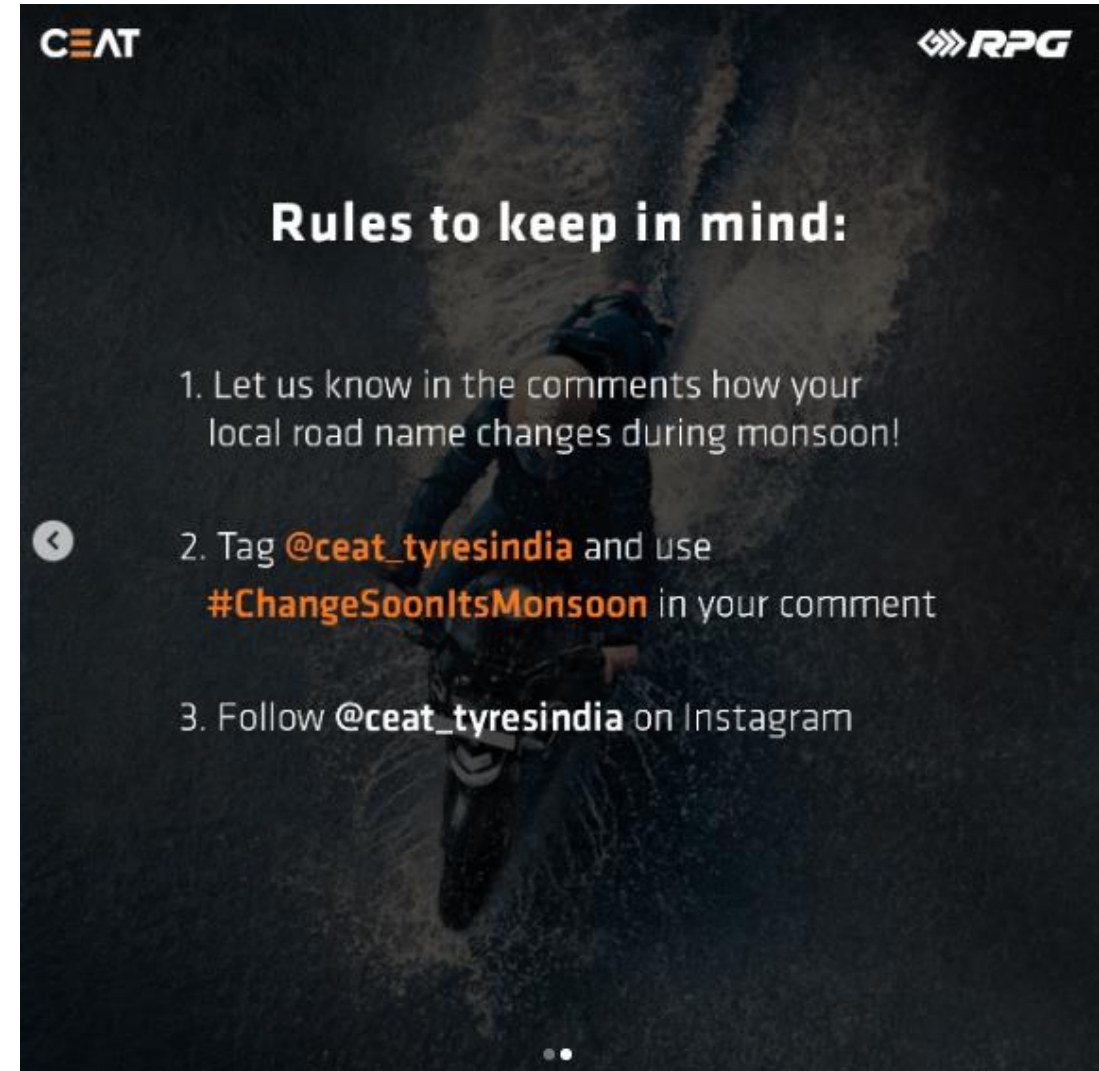
MALL ROAD

FALL ROAD

How does the name of your local road change during monsoon?  
Let us know in the comments section

T&C Apply\*

This advertisement features a dark background with a person riding a motorcycle. Two blue arrow-shaped buttons labeled 'MALL ROAD' and 'FALL ROAD' are positioned on either side of the rider. The text is white and orange, with the CEAT and RPG logos in the top corners.



CEAT RPG

## Rules to keep in mind:

1. Let us know in the comments how your local road name changes during monsoon!
2. Tag **@ceat\_tyresindia** and use **#ChangeSoonItsMonsoon** in your comment
3. Follow **@ceat\_tyresindia** on Instagram

This advertisement features a dark background with a person riding a motorcycle. The text is white, with the CEAT and RPG logos in the top corners. A list of three rules is presented in a numbered format.

1:00

CEAT Tyres


Posts About Videos More

3. Follow @ceat tyresindia on Facebook.

The Contest ends on 31st July, 12 a.m.

Terms & conditions apply - <https://bit.ly/3QfSEck>

#ChangeSoonItsMonsoon #CEAT #CEATTyres #CEATContest #Contest #ContestIndia #contestgiveaway #contesttime #contestgram #giveaway #giveawaycontest



Rules to keep in mind:

- Let us know in DM (comment) how your local road name changes during monsoon
- Tag @ceat tyresindia and use #ChangeSoonItsMonsoon in your comment
- Like @ceat tyresindia on Facebook

WhatsApp Contact CEAT Tyres

Boost this post to reach up to 2021 more people daily if you spend ₹417.

10K 79 comments • 32 shares

Like Comment Share

12:32

Comments

suraj\_krishna5200 7w  
Govandi Road Becomes Fisal gundi Road 🤔 #ChangeSoonItsMonsoon #CEAT Tyres @crazyvishal32 @naturalathletenitin @\_bhoomika\_300 @darshj95 @jassi\_\_saggu @kingoffitnessandfun @sakshi.gupta .980315 🍕❤️

nambardaar.5911 7w  
'My road name \_Bhopa road & monsoon name \_behta road @ceat\_tyresindia #changesoonitsmonsoon

arpitraychand 7w  
Oily Road #ChangeSoonItsMoonsoon @ceat\_tyresindia tagging friend @arposansi20 @raichand2017 @akhileshthakur02

insane.prasen 7w  
'JK Sawant Road' turns to 'Just Kidding Sawan Road' @ceat\_tyresindia #changesoonitsmonsoon

Comment as ceat\_tyresindia...

1:01

Apurv Agarwal and 9.9K others

Mallika Koley  
CEAT Tyres  
Ans - Carter road becomes Crater road.  
Ghodbunder Road becomes GoAndar Road.  
We better replace the wheels as the knobbies that have become slicks won't help here.  
... See more

PRadhika Prat Panchal  
My Road Name : Shahjhan road jahan road

#ContestAlert #ChangeSoonItsMonsoon #CEAT #CEATTyres #CEATContest #Contest #ContestIndia #contestgiveaway #contesttime #contestgram #giveaway #giveawaycontest

Srikanta Dhara  
CEAT Tyres

Comment as Disha Shetty

12:32

Posts

ceat\_tyresindia

Participate in #ChangeSoonItsMonsoon Contest

10 lucky winners get 30% off on CEAT 2W tyres! 5 Best entries win a CEAT Mini-Bat signed by Harmanpreet Kaur

Comments

theartsoul\_ 7w  
My Local Road Name :- Avadh Tiruth Road #ContestAlert #ContestSoonItsMonsoon @ceat\_tyresindia

ikhan.farhaam 7w  
Local road name: Broadway (Chennai) changes during monsoon to Floodway. #ChangeSoonItsMonsoon @ceat\_tyresindia

rajnikant977 7w  
My local road name - Naroda Road Change Name = Nadtar Road #ChanneSoonItsMonsoon #CFATTyres

Comment as ceat\_tyresindia...

Comments

adventurous\_biker\_ 6w  
Pench Road >> Drench Road @ceat\_tyresindia #ChangeSoonItsMonsoon

mrauto53 7w  
Link Road >> Sink Road @ceat\_tyresindia #ChangeSoonItsMonsoon

busamitra 7w  
Bedag Road >> Deluge Road @ceat\_tyresindia #ChangeSoonItsMonsoon

Comment as ceat\_tyresindia...

# Contest participation screenshots

# Social media platform banner change at the start of the campaign



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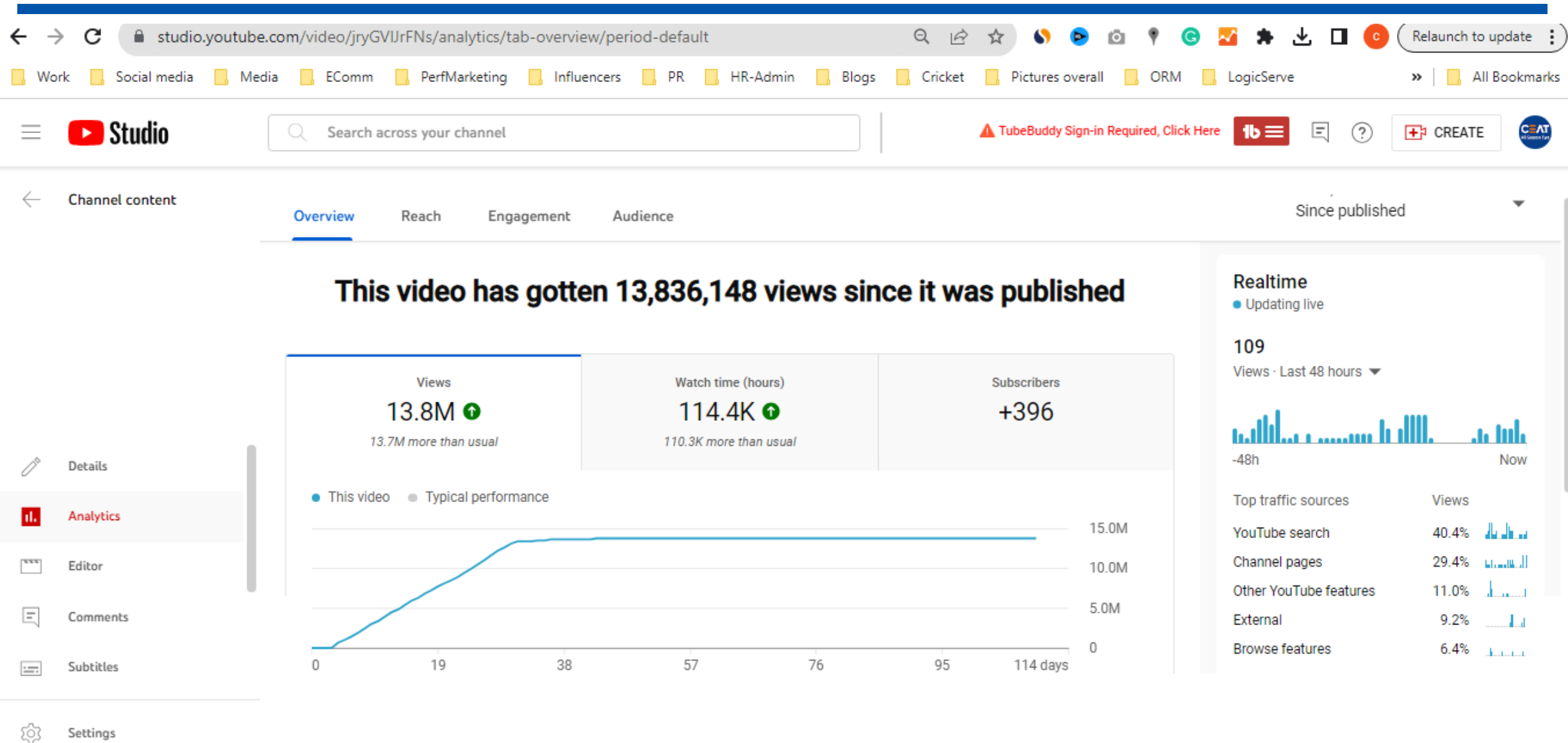
As monsoons arrive, your familiar roads become unfamiliar. Here is our take on few of those changing roads this monsoon.

Explore our vast selection of 2W tyres on:  
<https://www.ceat.com/bike-tyres.html/>

#ChangeSoonItsMonsoon #CEAT #CEATTyres ...

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# YouTube screenshot



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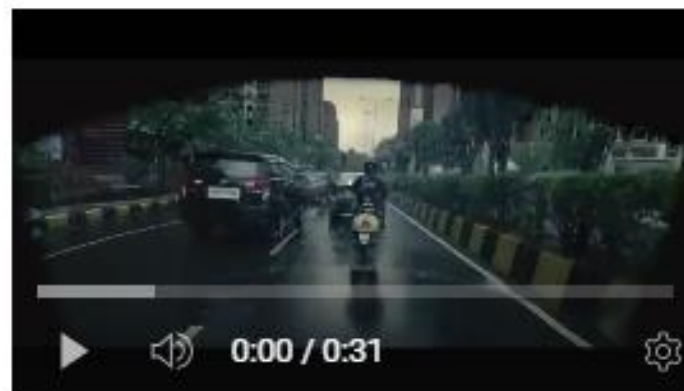
## Key moments for audience retention

Average view duration

0:29

Average percentage viewed

99.2%



This video Typical retention not available

Chart guide

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