AIR: Courting a Legend

Wrap Doc

The campaign approach was to create awareness among Basketball and Nike fans in top 10 metro cities.

Audience & Targeting –

i) <u>Demographics</u>: Core TG for the campaign was lined up around 18-44 Male as per the brief.

ii) <u>Markets:</u> We targeted top 10 metro cities- Mumbai, Delhi NCR, Hyderabad, Ahmedabad, Bengaluru, Kolkata, Kochi, Pune, Jaipur, and Chennai.

iii) <u>Core Affinities:</u>

- Given the nature of the content, and the genre, we wanted to target Basketball fans, Sneaker lovers and Oscar award films and thus a custom affinity approach was followed. On the meta front, only Instagram platform was activated.
- Cohort-1: Custom affinity approach is being used on google targeting audience interested in star cast of the movie along with Nike Air Jordan. While on meta, we are targeting users interested in Air Jordan, Air Max, Sneaker Freaker, Michael Jordan, Nike along with High and Mid value users or engaged shoppers.
- Cohort-2: Custom affinity of Oscar nominated movies of 2023 along with Basketball affinity is being used on google and on meta, we targeted audiences interested in Academy awards, British Academy awards and Golden Globe awards.

Planned KPI –

- Initially the campaign was aimed to reach 20.4mn users at a frequency of 12.9 but over the period, the plan was revised to reach 30mn users at a frequency of 7.4.
- Overall, 1.2 crore budget was assigned to biddable campaigns.
- RTB was not considered in RNF computation.
- Planned CPM was INR 56

Campaign Insights –

- Overall, the campaign has delivered 29.6mn reach at a frequency of 7.1.
- CPM delivered is INR 58
- Toluna awareness tracker shows constant rise in PV attribution. Before the start of the Anticipation phase, PV attribution was 56% which increased to 62.5% in anticipation and 66.6% in launch phase. During the last 3 days of the launch, where spends were high on Instagram, PV attribution was 67%.
- During the anticipation phase, Youtube, Instagram, RTB, and impact campaigns were activated.
- During the launch phase, apart from running the campaign on regular platforms, we promoted the campaign through Youtube CPM CTV Masthead, GDN, Video Discovery Ads, Youtube VVC and LinkedIn.
- VVC campaign was tested for the first time on English title. It delivered VTR- 17.7% and CPV of INR 0.44. Performance of VVC campaign was better in Dahaad campaign where it delivered 25.8% VTR and CPV – INR 0.33
- Linkedin paid campaign was active for 4 days with a budget of 2.8 lacs where it delivered at a CPM of INR 302 and CTR of 0.73%

Audience Insights –

i) <u>Geographics</u>:

- As per media metrics, Delhi is the best performing city. However, as per Toluna tracker, Kochi and Kolkata shows better awareness and PV attribution.

ii) Demographics:

- Among all the age groups, 25-34 shows higher awareness and PV attribution. The same has been observed in media side, where VTR of YouTube and Instagram are higher for 25-34 age group.
- However, during the last 3 days of the campaign, when only static campaigns were live, we have seen higher CTR delivered by 35-44 age group.

Age	Awareness	PV Attribution	YT VTR	IG VTR	IG CTR Last 3 days
18-24	26.70%	43.90%	41.06%	9.82%	0.12%
25-34	37.40%	52.70%	42.35%	14.62%	0.16%
35-44	29.40%	38.60%	38.85%	13.98%	0.22%

Creative Insights –

- During anticipation phase, the Don't say asset performed better than Crazy Spot on both YT and IG Reels while on IG feed, Crazy spot asset performed better.
- During the launch phase, review assets performed better than Future and Matt assets.
- On RTB, during launch, innovation and review creatives were live. Review creatives performed better by delivering CTR of 3.27% than innovation creative which delivered CTR of 1.03%
- The CTA testing campaign was also active during the launch phase, where JPN and FT communications were to be tested. JPN assets delivered CTR of 2.89% while FT delivered at 2.06%

Display Campaign Insights –

- Before two days of the launch phase, impact campaigns were activated on multiple news platforms – News18, Indian Express, Hindustan Times and ABP English.
- While Indian Express, Hindustan Times and News18 delivered 5x of the planned CTR, ABP News delivered 1.5x of the planned CTR.
- During launch day, Inshorts motion story was taken live which delivered CTR of 1.54% (3x of the planned). On Black Adam same unit delivered 1.19%
- Targeted ROS campaigns were activated on MMT, Goibibo, Sonyliv and Paytm during the launch campaign. CTR delivered were in line with the plan.
- GDN delivered 6.8 lacs clicks at a CPC of INR 1.28 with a CTR of 0.8%. In comparison to past performance on Hindi titles, AIR performance is low. This might be because the GDN campaign was live with high budget for one day only.

Integration –

- **SPOTIFY –** For the Pre and Post launch of AIR: Courting A Legend, we partnered with Spotify where we ran multiple ads in different formats-
  - o Audio ads with companion banners leading to the Prime Video Page
  - o Video ads with a trailer cutdown leading to the Prime Video Page
  - o Audio ads urging users to listen to one of the most popular playlists curated by Spotify- 'Beast Mode'.

  For all the audio ads we used dialogues from the trailer intermingled with a custom voiceover to generate intrigue and drive urgency to watch the movie.

  Pre-launch Performance –
  - o Audio ads delivered 2.3mn impressions with ~0.4 CTR against planned 2.2mn
  - o Video Ads delivered 1.79mn impressions with ~1.1% CTR against planned 1.77mn
  - o The impressions have over delivered by 182% than the committed impressions.

  Launch Performance –
  - o Video headliner on the day of launch, has delivered 6.5mn impressions against planned 4.2mn with a whopping 1.67% CTR in just 24 hours.

  Post-launch Performance –
  - o Audio ads delivered 4.4mn impressions with ~0.46 CTR against planned 4.4mn
  - o Video Ads delivered 3,563,896 impressions with ~1.73% CTR against planned 3.5mn

- Sponsored Playlist - The logo on the beast mode playlist has garnered 142K impressions with 600 Clicks & Inside the Playlist media has over-delivered 215K impressions and an engagement rate of 0.3%. Mobile Overlay has got the best engagement rate.

Overall Insight –

- Users who engaged the most are Healthy Living/Health & Wellness, followed by Socialites/Partiers & Fitness Enthusiasts
- Gender: We saw slightly higher click rates come from our Male audience (1.24% vs 0.97% for Females)
- Age: 49% of the campaign's impressions were delivered to the 18 - 24 age group (CTR of 1.08%) but the highest engagement came from the 13 - 17 age group with 1.43% CTR
- Day of Week: We saw higher engagement on Sat & Fri with CTRs of 1.68% & 1.11% respectively.
- Genres: Most impressions were delivered in the Pop, Traditional & Hip Hop / Rap genres

- **CRED –** For the pre and post launch of AIR: Courting a Legend, we partnered with CRED and created a swanky gamified experience. We built excitement around the game by using eye-catching visuals on the entry banner, subsequently engaging the user by giving them a chance to win the AIR Legend's Kit. We opened details about the movie as the user first had to answer a set of multiple-choice questions about the movie. If they got most of them right, they qualified to the next stage where they got a chance to play CRED's Jackpot game. A few lucky users who received the correct combination (three 7s) in the jackpot received AIR gift hampers which included some super cool apparel- an AIR branded Basketball, Jersey, and Sports cap!
  Performance –
  - Total Impressions delivered: 37.34Mn Vs 30 Mn Planned
  - Reach of 4M unique users
  - Average CTR on Rewards Page: 5.06% (Avg) Vs 3.5% - 4% (Avg benchmark)
  - Average CTR on Xplore/Home Page: 4.56 % (Avg) Vs 2.5% - 3% (Avg benchmark)
  - 662K Quizzes played, 300K unique users engaged and 49% quiz win rate.
  - It was the 2nd time for a brand APV to integrate a video on the explore page and the Pin-up banner within the Rewards section on CRED.

- **Linkedin Influencer –** With a series of influencers on LinkedIn, we commenced an activity post movie launch where they took a deep dive into the film, elaborating on the layered, strategical aspects of the film that one can learn from. We partnered with 8 influencers from a variety of fields, including marketing, brand experts, etc. We have received 5lac impressions (against the benchmark of 7lac) 6K engagements overall, and 104 total reposts (against the benchmark of 50) as a result of this campaign.

- **IPL –** We booked 6 spots on Delhi Capital vs Punjab Kings and Chennai Super Kings vs Kolkata Knight Riders with a cost per spot of 4.68 lacs. Impressions delivered are 53.8mn against planned 4mn.

Annexure

KPI-

Cohort	Cohort-1	Cohort-2	Total
Markets	Top 10 Cities	Top 10 Cities	
Demo	18-44 M	18-44 M/F	
Google Targeting	Custom Affinity: Jason Bateman, Matt Damon, Ben Affleck, Michael Jordan, Nike Air Jordan, Marlon Wayans	Custom Affinity: Oscar Award Nomination - 2023 + Affinity: Basketball Fans	-
Meta targeting	"Interest: Air Jordan, Nike Air Max, Sneaker Freaker, Michael Jordan, Nike, Ind (footwear), Sneaker Collection, Basketball (Sport), Nike Airforce 1, Sneakers (footwear) OR Engaged Shoppers"	Interest: Academy Awards, British Academy Film Awards, Golden Globe Awards	
Google Size	18,426,200	2,576,000	21,002,200
Meta Size	24,300,000	2,400,000	26,700,000
Universe	29,908,340	3,483,200	33,391,540
Reach %	90%	90%	90%
Reach	26,917,506	3,134,880	30,052,386
Frequency	7.3	8.9	7.5
CPM (INR)	55	58	55
Impressions	196,655,971	27,865,442	224,521,412
Budget (INR)	10,816,078	1,616,196	12,432,274
Budget%	87%	13%	100%
Display + YT Masthead + GDN + Linkedin			7,131,145
Integration			6,025,000
IPL			3,000,000
RTB			1,974,401
Agency Comm			925,847
DCM Cost			1,040,000
Creative Cost			971,856
Grand Total			33,500,523

Phasing –

Phasing	Start Date	End Date	Phase Reach	Cum Reach	Cum Freq	Phase Imp	Cum Imp	Phase CPM (Biddable)	Biddable Budget	Non-Biddable Budget	Total Budget
Anticipation	2nd May	11th May	15,026,599	15,026,599	8.61	129,447,801	129,447,801	41	5,324,013	3,613,549	8,937,562
Launch	12th May	21st May	15,006,034	30,032,633	7.40	92,833,315	222,281,116	77	7,108,261	5,491,997	12,600,258
Overall			30,032,633		7.40	-	222,281,116	56	12,432,274	9,105,546	21,537,820

Demographic –

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Geographic –

Cities	Pre-Anticipation		Anticipation				Launch			
	Awareness	PV Attribution	Awareness	PV Attribution	YT VTR	Social VTR	Awareness	PV Attribution	YT VTR	Social VTR
Mumbai	30.85%	46.85%	23.40%	61.80%	45.04%	13.40%	43.50%	52.50%	42.18%	42.18%
Delhi	33.71%	25.14%	46.50%	50.30%	45.70%	14.70%	44.60%	72.20%	43.49%	43.49%
Kolkata	54.57%	54.85%	53.10%	76.00%	40.13%	13.20%	56.70%	65.30%	37.07%	37.07%
Ahmedabad	20.85%	88.14%	35.30%	55.80%	36.77%	12.30%	29.40%	55.10%	32.94%	32.94%
Pune	43.00%	26.14%	36.50%	73.80%	42.55%		46.50%	58.30%	37.55%	37.55%
Hyderabad	27.71%	47.00%	21.90%	47.60%	41.87%	13.90%	39.50%	69.60%	37.50%	37.50%
Bangalore	36.85%	66.00%	38.20%	59.20%	45.05%	15.20%	47.50%	65.20%	38.35%	38.35%
Chennai	49.57%	64.42%	41.70%	58.60%	45.39%	13.40%	37.70%	82.90%	38.92%	38.92%
Jaipur	-	-	-	-	40.20%	11.40%	-	-	36.77%	36.77%
Kochi	45.42%	78.14%	38.40%	81.50%	36.03%	12.40%	53.30%	86.10%	32.04%	32.04%