



The Educated Moron ✓

@EducatedMoron

Rohit Sharma: Hardik wapas aayega toh playing XI se kise drop karein?

Rahul Dravid: Kabhi apne engine oil ke baare mein itna socha hai?



Tanmay Bhat ✓

@thetanmay

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India ki bowling line up ke bare mein itna sochta hai Rohit - par kya kabhi usne apne engine oil ke bare mein itna socha hai? Mak Lubricant

9:46 pm · 29 Oct 2023 · **127.8K** Views



Vijay Gautam likes this



Karan Rajpal · 2nd

Head of Marketing at EnableX
1w · Edited · 🌐

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Ideas are strange animals.

Who would have thought a PSU brand's engine oil ad would be the one winning the world cup advertising sweepstakes! Well played, **MAK Lubricants** !



37

8 comments · 1 repost



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Repost



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Mangalam Maloo ✓

@blitzkreigm

Rohit Sharma: Hardik wapas aayega toh playing XI se kise drop karein?

Rahul Dravid: Kabhi aapne engine oil ke baare mein itna socha hai?



Rahul Dravid's MAK lubricants campaign: Where Relatability meets Dependability

adgully.com • 2 min read

62

1 comment • 4 reposts



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7,835 impressions

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Gaurav Nayyar • 2nd

Associate Director | Digital Transformation | Vedic A...

Rahul Dravid is brilliant - fantastic select. Kudos to whoever selected him as the face of the campaign

No one switches to check anything else. It's that effective



17:28

📶 4G+ 35%

← Post



Trendulkar @Trendulkar

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If India wins this match, I'll buy only the engine oil that Dravid suggests for a lifetime.

18:42 · 19 Nov 23 · 168K Views

268 Reposts 13 Quotes 6,202 Likes

16 Bookmarks



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Sankott @Iamsankot · 19 Nov 23
Replying to @Trendulkar

Keep faith
Trust our bowlers 🔥
We are winning 🇮🇳



CricXtra @CricXtra_ · 19 Nov 23
Replying to @Trendulkar

I will do the same

x.com/cricxtra_/stat...



CricXtra @CricXtra_ · 19 Nov 23
One more spell is needed from Mohammed Shami for Team India.

#INDvsAUS #INDvsAUSfinal #WorldCup

Post your reply



17:31

📶 4G+ 34%

← Post



Sanjay Jha @JhaSanjay

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If India wins the World Cup, a lot of credit must also go to the reliable Mak Lubricants.

17:55 · 14 Nov 23 · 14.5K Views

19 Reposts 7 Quotes 126 Likes



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Keh Ke Peheno @coolfun... · 14 Nov 23
Replying to @JhaSanjay



4 replies 1 retweet 19 likes 1.6K views



Kartik Bhai @kartiksaysnow · 15 Nov 23
Replying to @JhaSanjay

hate me or love me, but dont ignore me. every publicity is good publicity 🤔🤔

Post your reply





Brand Track: Campaign Evaluation Report



BPCL
World Cup 2023 Campaign

Campaign and Research Details

CAMPAIGN Background

BPCL Campaign was promoted via three video creatives 40 sec each on Disney+Hotstar during World Cup '23.

RESEARCH Objectives

To evaluate impact of the brand's campaign on the following brand metrics:

- Brand Awareness
- Ad Awareness
- Perceived Quality of Brand
- Satisfaction Scale
- Brand Consideration

APPROACH Methodology

Brand Lift Insights methodology with 2 audience sets:

- Control Audience on Hotstar
- Exposed Audience on Hotstar

CREATIVE Videos



- Two clusters of users were created
 - Exposed** cluster who were exposed to the brand campaign
 - Control** cluster who were on Hotstar but not exposed to the campaign
- An identical survey was floated within these 2 clusters to capture key brand mind measures
- The difference in the brand scores between the **exposed** and **control** clusters determine the impact of the campaign on the campaign viewers
- In order to have statistically significant results, all KPIs are measured on a sample of ~3200 across exposed and control



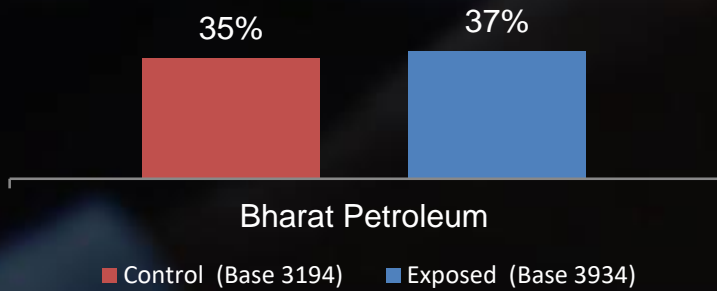
Campaign Performance

Key Results
&
Creatives Evaluation

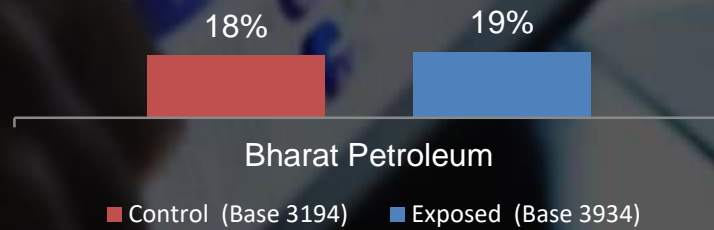
Brand Awareness, Ad Awareness and Other has gone up significantly.

OverAll

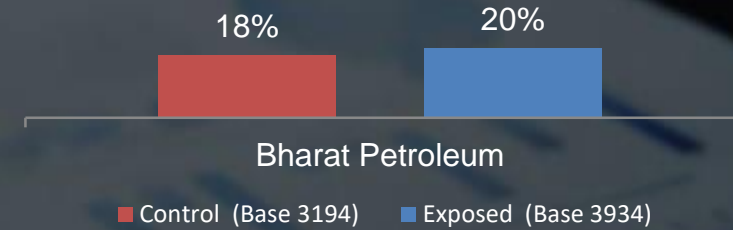
Brand Awareness



Ad Awareness



Perceived Quality of Brand



- 1) Which of the following brands of Petrol Pumps have you heard of? – Brand Awareness
- 2) Which of the following brands of Petrol Pump have you seen advertised online in the last 4 weeks? – Ad Awareness
- 3) Among the following brands, which do you perceive as having better quality? – Perceived Quality of Brand

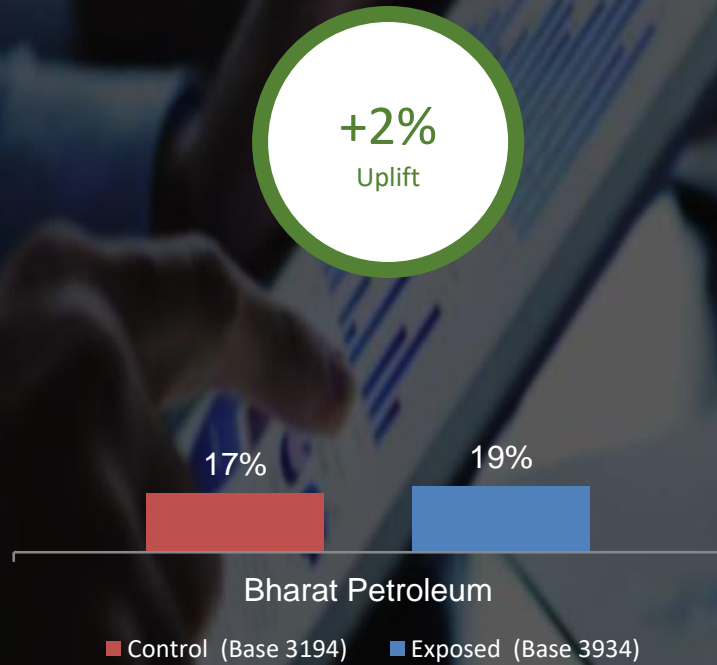
Performance vs Platform Benchmarks 70-100 Percentile 30-70 Percentile 0-30 Percentile

Uplift Not Significant Significant Uplift @95% Significant Uplift @90%

Brand Consideration has gone up significantly.

OverAll

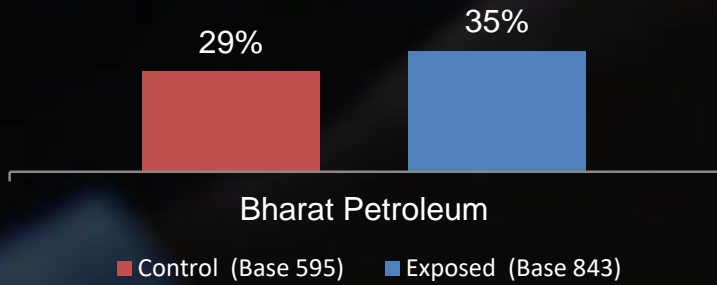
Brand Consideration



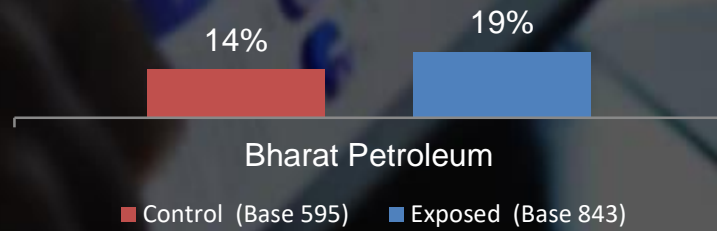
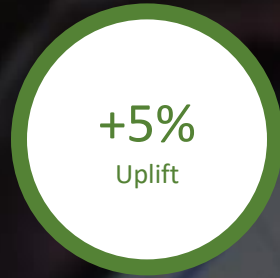
5) Which of the following brands of Petrol would you consider buying? – Brand Consideration

Significant uplift observed across all the metrics.

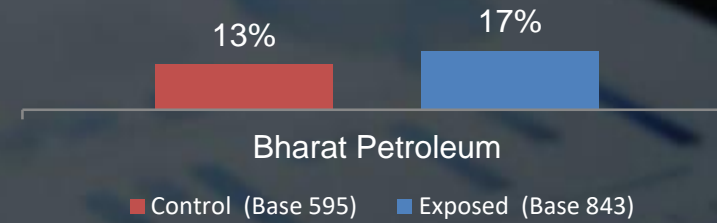
Brand Awareness



Ad Awareness



Perceived Quality of Brand

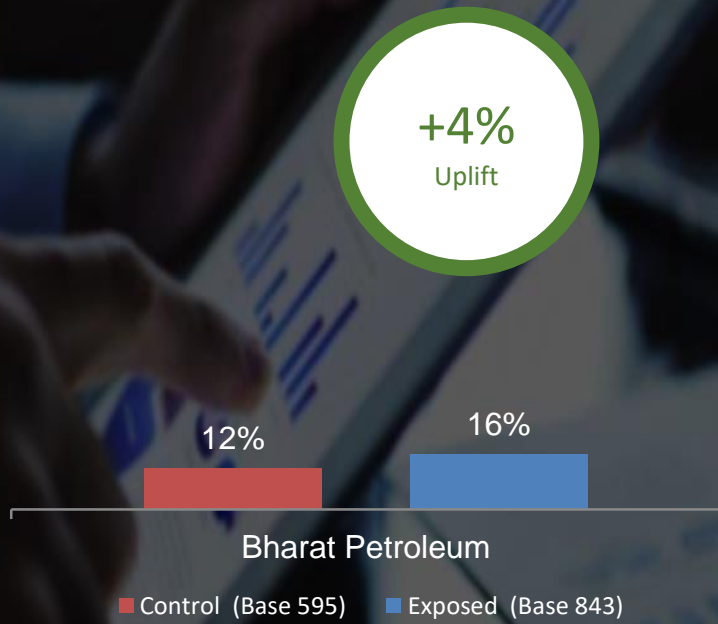


- 1) Which of the following brands of Petrol Pumps have you heard of? – Brand Awareness
- 2) Which of the following brands of Petrol Pump have you seen advertised online in the last 4 weeks? – Ad Awareness
- 3) Among the following brands, which do you perceive as having better quality? – Perceived Quality of Brand

Brand Consideration has gone up significantly.

North India

Brand Consideration



4) Which of the following brands of Petrol would you consider buying? – Brand Consideration

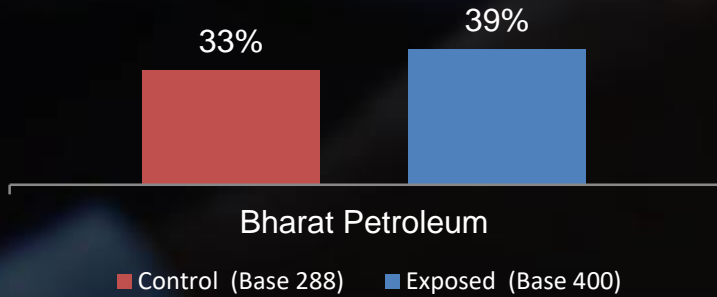
Significant uplift observed in Brand Awareness and Perceived Quality of Brand among 35-44 years.



35-44 years

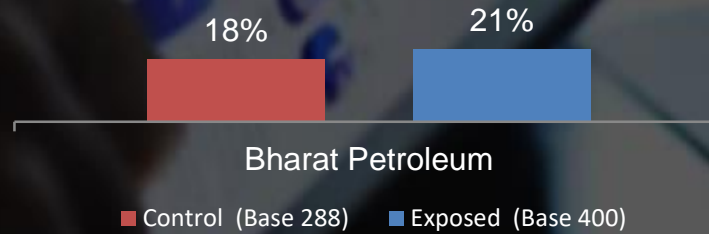
Brand Awareness

+6%
Uplift



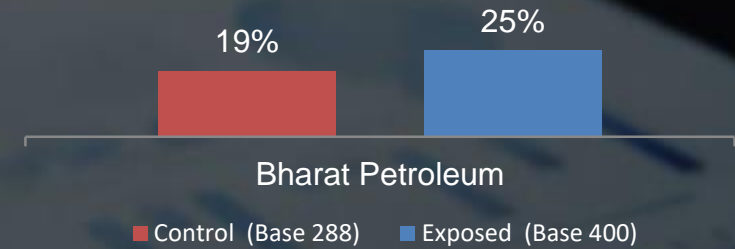
Ad Awareness

+3%
Uplift



Perceived Quality of Brand

+6%
Uplift

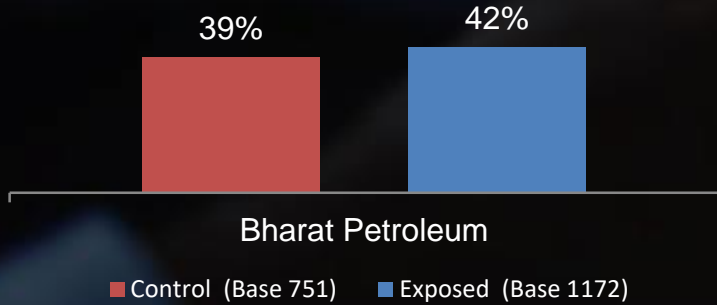


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- 3) Among the following brands, which do you perceive as having better quality? – Perceived Quality of Brand

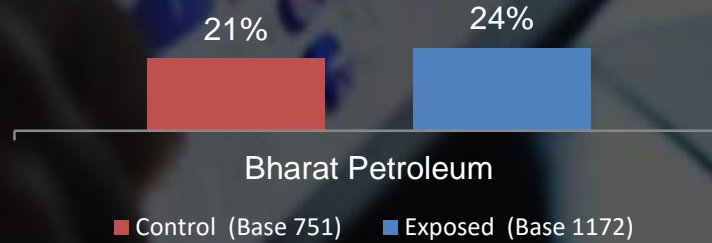
Significant uplift observed in Brand Awareness and Ad Awareness among 25-34 years.

25-34 years

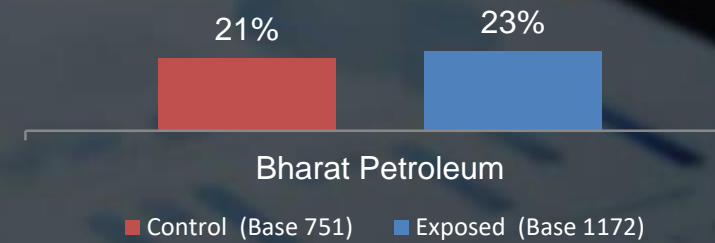
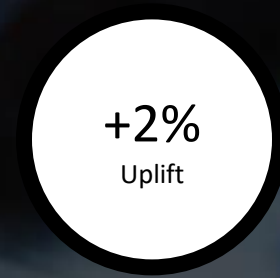
Brand Awareness



Ad Awareness



Perceived Quality of Brand



- 1) Which of the following brands of Petrol Pumps have you heard of? – Brand Awareness
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- 3) Among the following brands, which do you perceive as having better quality? – Perceived Quality of Brand

A quick look at the video creatives

Here is a qualitative assessment of the creatives



Simple, Clear and Direct Messaging

Yes

Clear role of the brand in the story

Yes

Human Presence

Yes

Dialogues

Yes

01

BPCL campaign on Disney+Hotstar yielded significant uplifts on Brand Awareness, Ad Awareness, Perceived Quality of Brand, Brand Consideration, & Satisfaction Scale. The campaign resonated well across India.

02

According to Kantar's creative best practices, the BPCL creative checked 3 of 4 points that are essential for running a successful campaign. However, a clear role of the brand in the creative would be highly beneficial towards better uplifts for the brand.



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