

BRAND EQUITY .com



DigiPlus
Fest '25

MOBILE MARKETING AWARDS

USE OF IN-APP ADVERTISING

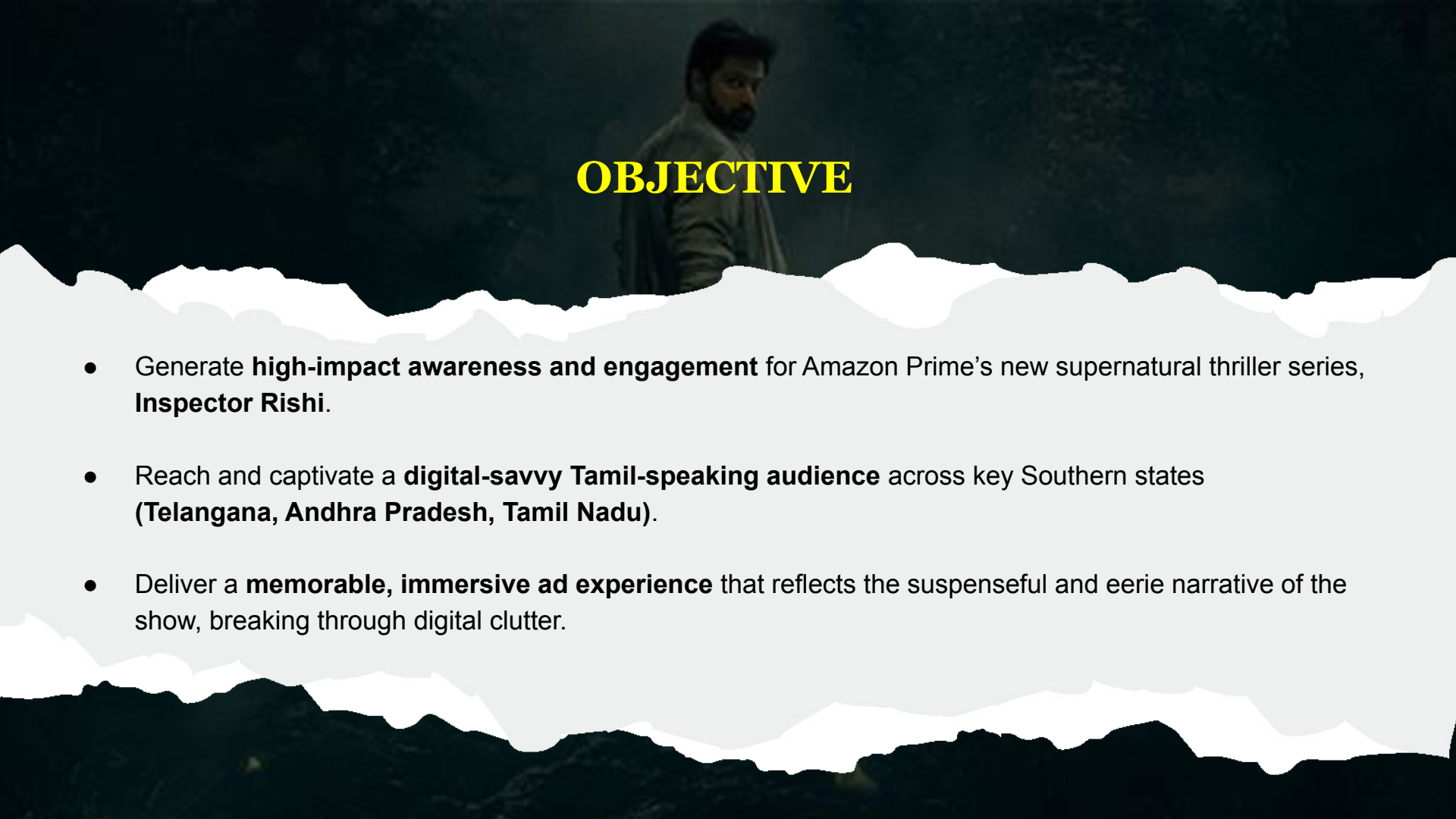


CAMPAIGN OVERVIEW

Amazon Prime launched its thrilling new series, **Inspector Rishi**, aiming to captivate their southern audiences with a fresh, immersive storytelling experience. **To create impactful awareness in a crowded digital space**, it partnered with **Public App** ; known for its **innovative, interactive advertising and multilingual reach**—as the ideal platform to spotlight the show's supernatural and suspenseful themes.



Link https://drive.google.com/file/d/1JKeMU01Sf8qtuH5jj4uEtapNZT_hs9QC/view?usp=drive_link

A man with a beard, wearing a light-colored jacket, is shown from the chest up, looking slightly to the right. He is positioned in the upper center of the frame against a dark, textured background. The overall aesthetic is dark and moody, consistent with a thriller series.

OBJECTIVE

- Generate **high-impact awareness and engagement** for Amazon Prime's new supernatural thriller series, **Inspector Rishi**.
- Reach and captivate a **digital-savvy Tamil-speaking audience** across key Southern states (Telangana, Andhra Pradesh, Tamil Nadu).
- Deliver a **memorable, immersive ad experience** that reflects the suspenseful and eerie narrative of the show, breaking through digital clutter.

INNOVATIVE DIGITAL IDEATION

1.

Leverage Public App's expertise in innovative, interactive advertising and its strong regional user base.

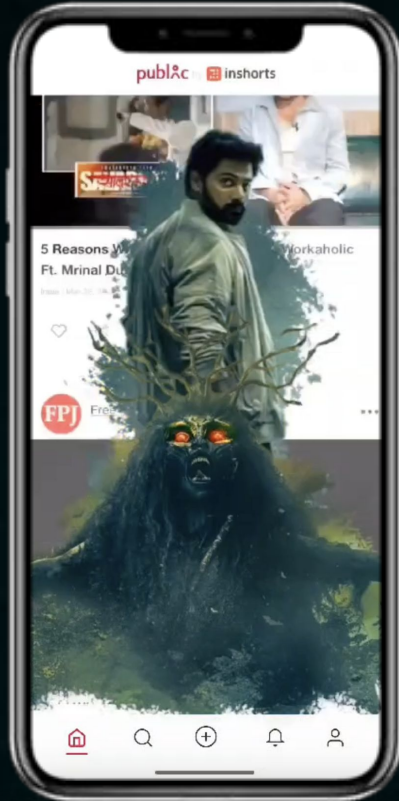
2.

Conceptualize a disruptive campaign that blurs the line between content and experience, inspired directly by the supernatural elements of Inspector Rishi.



INNOVATIVE DIGITAL

Dual-format approach

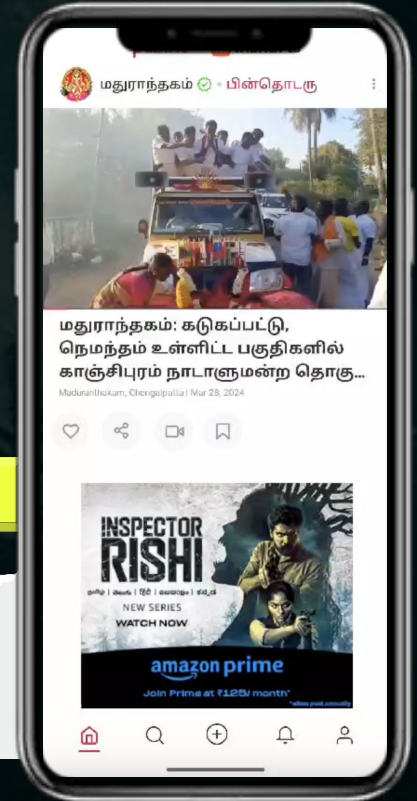


Native In-Feed Activation

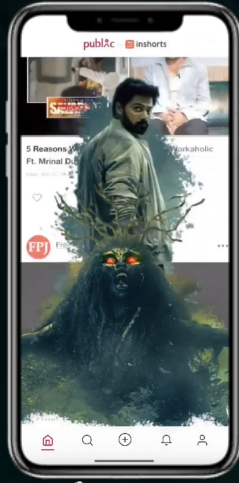
An immersive “glitch” effect where users felt their phones were overtaken by a forest spirit, mirroring a core show theme.

Native In-Feed Activation

A visually striking **half-page banner**, shown multiple times **post-innovation**, to **reinforce brand recall** and keep the series top-of-mind.

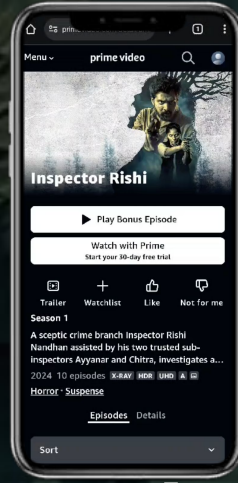


USER JOURNEY



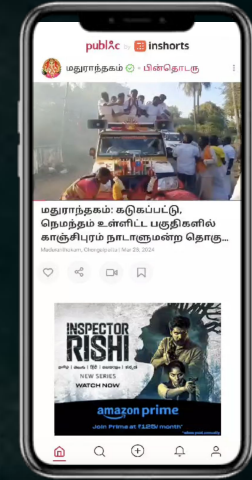
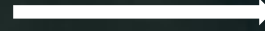
1

Users scrolling through the Public App experienced an immersive "glitch" effect that made it feel as if their screens were overtaken by a spirit mirroring the theme of the show



2

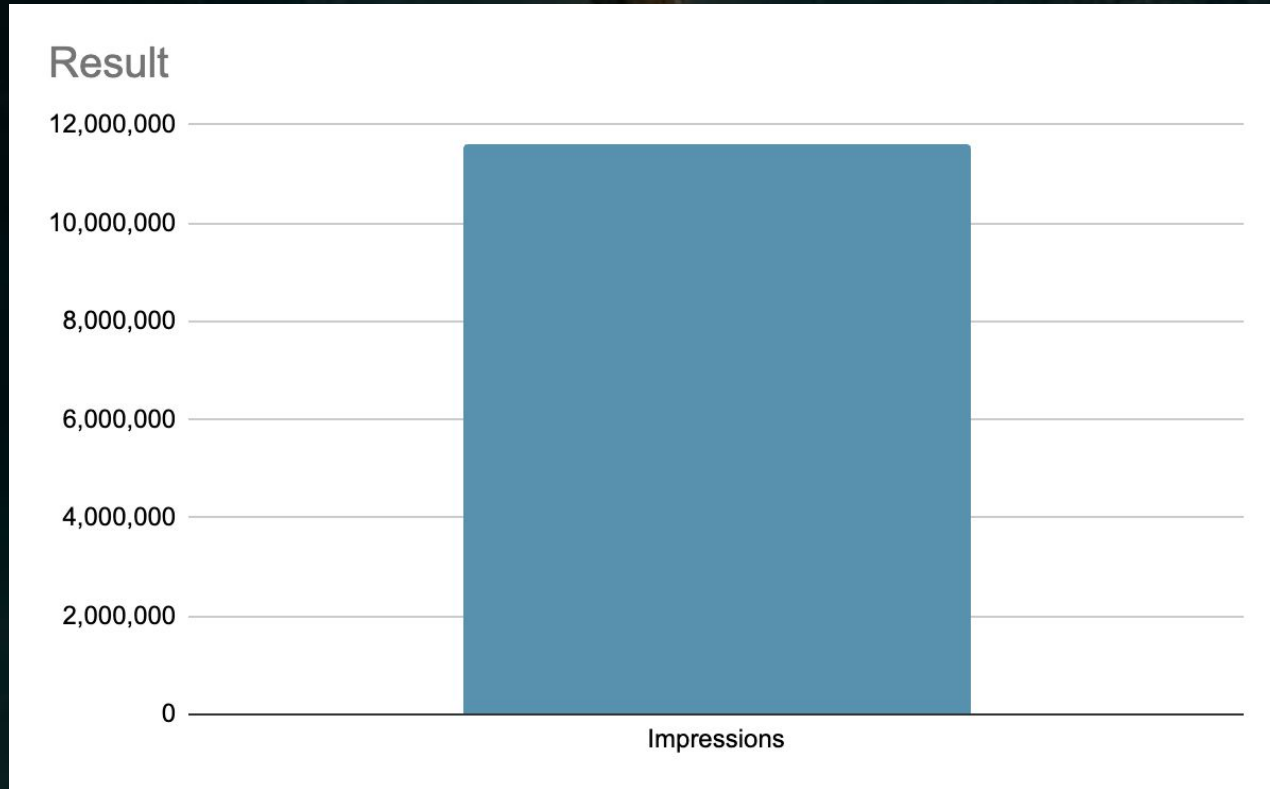
Immediately after, a relevant call-to-action (CTA) appeared, directly linking users to the Amazon Prime page for Inspector Rishi, seamlessly guiding them to watch the show at the peak of their curiosity



3

Throughout their browsing, users also saw half-page banners for Inspector Rishi embedded in their feed, reinforcing recall of the show's premiere

RESULT



The campaign generated approximately **11.6 million impressions**, ensuring broad reach and strong brand positioning.