VDO.AI x HYUNDAI

When India Played, Hyundai Played Along

The moment a match-event happened, Hyundai's ad changed. In real time. On the biggest screen in the room.

India's First AI-Powered Live Contextual CTV Ad



VDO.AI x HYUNDAI

THE PROBLEM

Cricket Lives in Moments . So Should Advertising.

01 THE ATTENTION GAP

Live match emotions run high.

A standard scheduled ad in that moment is just noise between wickets.

02 ONE AD DOESN'T FIT ALL MOMENTS

A four, a six, a wicket, a century, each a different emotion.

Yet brands have always responded with the same creative.

03 FRAGMENTED DELIVERY

Fans move across OTT and FAST platforms mid-match.

Contextual brand presence across all of them was impossible.



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THE INSIGHT

“The right moment makes all the difference”

Cricket isn’t one continuous moment, it’s a series of emotional spikes. Fans react differently to a four, a wicket, or a century, with each moment sparking a unique response.

VDO.AI and Hyundai saw what no brand had acted on before: that each of these moments deserved its **own message,** served automatically at the exact second it happened.

OBJECTIVE

- Deploy India's first AI-Powered Live Contextual CTV Ad
- Serve contextually matched creatives across distinct match events in real time across OTT and FAST environments.

TARGET AUDIENCE

- 25-55 yrs
- Males only

CAMPAIGN WINDOW

7th Feb 2026

-

8th Mar 2026

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THE EXECUTION

AI - Powered Live Contextual CTV Ad

Real-Time Creatives Triggered by Real Match Moments

Real-time match data integration



Placed AI-powered live contextual creatives



Showed up across various CTV platforms when the moment hit

Live match milestone trigger

RESULTS

7.69MN+

Impressions Delivered

93%

Video Completion Rate

100%

Contextually Aligned

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DEMO SLIDE

AI - Powered Live Contextual CTV Ad

How it looked
Creative Link



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CAMPAIGN RESULTS

When the Moment Hits, Engagement Follows.

7.69MN+
Total Impressions

93%
Completion Rate

Moments Drive Volume

Each match event drove its own delivery wave. Fours (2.31M) and wickets (1.68M) led, but all triggers showed fans respond to contextual moments.

Surround Strategy Worked

No matter which of the nine platforms a cricket fan was on, Hyundai was already there with the right message ready to fire.



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The Team Who Brought The Idea To Life .

TEAM HYUNDAI



DEEPESH DADHEECH

Head- Brand & Media Strategy,
Hyundai



RUPALI SOOD BERRY

AGM - Media Strategy,
Hyundai



BHAWESH BHATTA

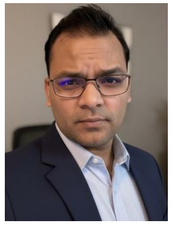
Digital Media Manager,
Hyundai

TEAM INNOCEAN



ANUBHAV MALHOTRA

Vice President &
Business Head,
Innocean



ANUPAM SONKER

AVP- Digital Services & Head-
Digital Buying & Trading
Innocean



NAMAN TANDON

Media Director
Innocean



SHAKTI SAURAV

Account Manager-
Programmatic
Innocean

TEAM VDO.AI



ARJIT SACHDEVA

Co-Founder
VDO.AI



AKSHAY CHATURVEDI

Chief Business Officer
VDO.AI



DEEPAK SINGH

Vice President - Ad Sales
VDO.AI

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THE MEDIA ECOSYSTEM

Placed Where Cricket Fever Was High

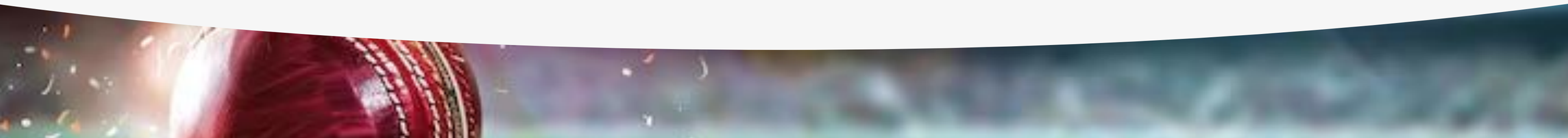
JioHotstar · ZEE5 · Jio tv+ · LG Channels · xiaomi TV+ · SAMSUNG TV Plus · TCL · Xstream Play · ETV WIN

Hyundai's creatives appeared across India's most-watched CTV / OTT platforms the moment a match event fired, reaching fans at peak emotional engagement.

Whether a fan was watching on JioHotstar or Zee5, the right Hyundai creative was already queued for the next four, six, wicket or century.

PLACEMENT STRATEGY

Premium environments
High-attention, content-led contexts
Surround OTT & FAST channel delivery



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Redefining What CTV Can Do .

REACH OUT FOR ANY QUESTIONS

EMAIL	seeza@vdo.ai
WEBSITE	www.vdo.ai
PHONE	+91-9310908388

