



Monsoon Ads

Some Advertising Case Studies

- ▶ Mapmyindia had recently launched a range of GPS navigation devices, called Mapmyindia Navigators.
- ▶ GPS Navigation is still an evolving field in India and so people need to be educated about it.



The screenshot shows the MapmyIndia website interface. At the top right, it says "You are on MapmyIndia's new homepage". The main navigation includes "Directions", "Maps", and "Local". Below this, there are input fields for "From: Block B, Shivalik, New Delhi" and "To: Connaught Place, New Delhi", with an "Add Via" link. A large advertisement for "RoadPilot" is featured, highlighting a "3.5\" TOUCH SCREEN DEVICE WITH INDIA'S BEST MAPS" and "All India Navigation Device" priced at "@ Rs. 7990/- only". It also mentions "Satellite Based Navigation System. No Sim Required. No Monthly Charges". Below the ad is a "Products & Services" section with three tiles: "GPS FOR YOUR CAR" with a "Read More" link, "Mobile Phone GPS" with a "Read More" link and logos for Nokia, HTC, ASUS, and iPhone, and "Search maps & directions Internet | Mobile" with a "FREE" banner.



The Problem

- ▶ Limited budget due to smaller initial market.
- ▶ Extremely targeted marketing and brand awareness required.
- ▶ A medium where early adopters were available was absolutely apt for this promotion.
- ▶ Solution required for a cost effective, targeted, relevant campaign.
- ▶ The TG for the navigators was upwardly mobile people who have cars and who are outgoing in nature.
- ▶ Online video advertising was the perfect fit, as it would have let mapmyindia catch the undivided attention of the upper and upper-middle strata of the society who also are early adopters of the technological innovations.
- ▶ Also, the brand building required in the initial stages of the product life cycle was precisely achievable using this medium.

The Solution

- ▶ Monsoon Ads re-purposed the existing Mapmyindia creative for Television into a high quality Online Video Advertisement. Cost of ad production: Rs. 0.00
- ▶ Monsoon Ads secured inventory on their online network of extremely popular “Bollywood and social networking” focused portals including:



- ▶ Monsoon Ads carefully planned the campaign and spread it in such a way that the communication reaches out to a large no. of unique audience in the target group.

The Result

- ▶ The Mapmyindia campaign was displayed on major relevant Bollywood portals, all integrated with the Monsoon Ad network
- ▶ The campaign “actually” reached the target audience as opposed to “hypothetical” reach from Print & Television – the Advertisers ONLY paid for complete 25second Ads viewed by their target audience
- ▶ The cost to reach a targeted individual in the country who watched the full creative for 25 seconds was about 26 Paise.
- ▶ Detailed online reporting provided to Mapmyindia on daily views, budget, and spend
- ▶ Mapmyindia started getting large no. inquiry calls and their sale rose significantly during and after the campaign period.



123 Greetings
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Win big in the I Hate Luv Storys contest in Mauryaavaas, Go Jyo!

Madly in Love
Happy Birthday
Birthday Wishes
Hug Week

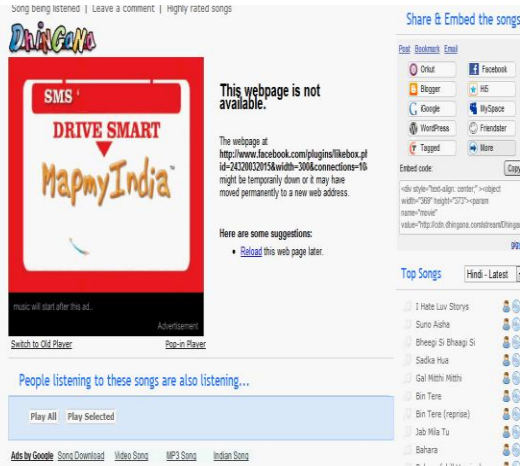
Popular Now

1. Happy Birthday
2. Madly in Love
3. I Love You
4. Hug Week
5. Love: Miss You
6. Everyday Cards: Miss You
7. Thank You For Everyone
8. Everyday Cards: Have...
9. Anniversary: For Her
10. Friendship Special...
11. Everyday Cards: Sorry

Most Popular Cards

Upcoming Events

- Hug Week (Jul 12 - 16)
- July Flowers (July)
- Summer (Jun 21 - Sep 22)
- Monkey Day
- Friendship Festival (Jul 21 - 24)
- Always Live Better Than Yesterday



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DRIVE SMART
MapmyIndia

This webpage is not available.

The webpage at <http://www.facebook.com/plugins/likebox.php?id=2423002915&width=300&connections=10> might be temporarily down or it may have moved permanently to a new web address.

Here are some suggestions:

- Reload this web page later.

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Play All | Play Selected

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