



**Monsoon Ads**

**Some Advertising Case Studies**

# The Case

- ▶ Bridgestone had to re-position its presence in the cluttered tire market-space.
- ▶ The campaign aimed to achieve top-of-the-mind-recall whenever somebody thought of safety and reliability features in tires.



The screenshot shows a web browser window displaying a video player. The browser's address bar shows the URL [videos.mid-day.com/Flash-Mob-at-Mumbai-CST.htm](http://videos.mid-day.com/Flash-Mob-at-Mumbai-CST.htm). The video player interface includes a progress bar at the bottom with a 'Monsoon Ads' logo. The video content shows a tire on a road with the word 'Safe.' below it. The player also displays a 'Flash Mob at Mumbai CST {27/11/11}' title and a 'Nokia Lumia 800' advertisement on the right side.



# The Problem

- ▶ Limited budget due to smaller initial market and advertisers apprehension about digital video advertising.
- ▶ Extremely targeted marketing and brand awareness required.
- ▶ A medium where extremely aware target group was available and ready to be communicated with in a one-to-one manner was absolutely apt for this promotion.
- ▶ Solution required for a cost effective, targeted, relevant campaign.
- ▶ The TG for this campaign was upwardly mobile people who have cars and who are outgoing in nature and who are very particular and choosy when it comes to selecting tires for their vehicles.
- ▶ Online video advertising was a perfect fit for these requirements and objectives.

# 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 Bridgestone campaign was displayed on major relevant News and Entertainment 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 30 second Ads viewed by their target audience.
- ▶ The cost to reach a targeted individual in the country who watched the full creative for 30 seconds was about 20 Paise.
- ▶ Detailed online reporting provided to the advertiser on daily views, budget, and spend
- ▶ Careful planning and placement of ads got this campaign high CTRs and high user-engagement.

