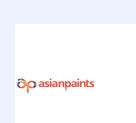


ASIA

Asian Paints Helps India's Small Businesses Thrive by Leveraging InMobi for Commerce



Solution
Identifying Target Audience, Acquiring New Users

About Asian Paints

With over 75 years of innovation in paint, Asian Paints is India's largest and Asia's third-largest paints organization. The company is not only focused on the business of manufacturing, selling, and distributing paints, coatings, but also boasts of products related to home decor, bath fittings, and other home-related services.

The Highlights

14595

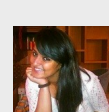
store footfalls generated in just 20 days

2x

Engagement delivered through the mobile-first experience



"InMobi in partnership with Madison India, delivered a mobile-first campaign that helped Asian Paints reach audiences meaningfully, connecting them to local stores. By driving an increase in footfalls, Asian Paints fulfilled the underlying purpose of enabling SMEs across India to thrive."



Kritika Beri
Integrated Marketing Communications Manager, Madison Media

The Brand Objective

Asian Paints intended to spark positivity in a post-lockdown world and encourage consumers to give their homes a fresh look by repainting their walls. This was especially pertinent as consumers now spent more time indoors than ever before and were looking for ways to enliven their surroundings. Additionally, Asian Paints saw an untapped opportunity to help small and medium-scale enterprises (SMEs) grow during tough times. India is home to a burgeoning ecosystem of SMEs and Asian Paints is a strong believer in empowering these organizations to unlock their true potential. But how could the brand design an innovative experience that helped Indians reimagine the interiors of their all-in-one homes, workspaces, and abodes and discover Asian Paints at their nearest neighborhood stores, right from the comforts of their home?

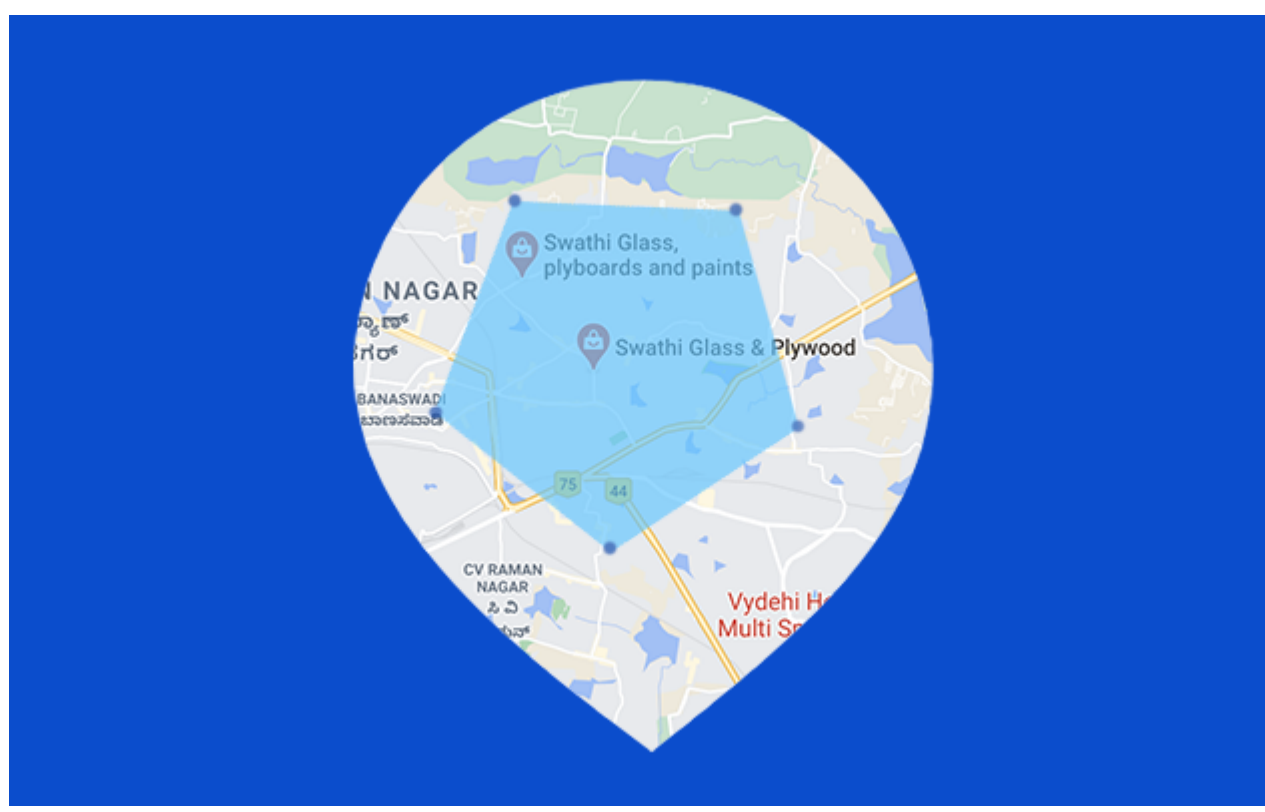


The Solution

To promote this initiative Asian Paints leveraged the InMobi for Commerce solution to design an engaging and impactful experience. InMobi crafted a rich media full-screen interactive ad unit with a message focused on why consumers should paint their walls with the luxurious products offered by Royale which comes with a Teflon surface protector. The interactive ad delivered the core message using the most engaging format: mobile video.

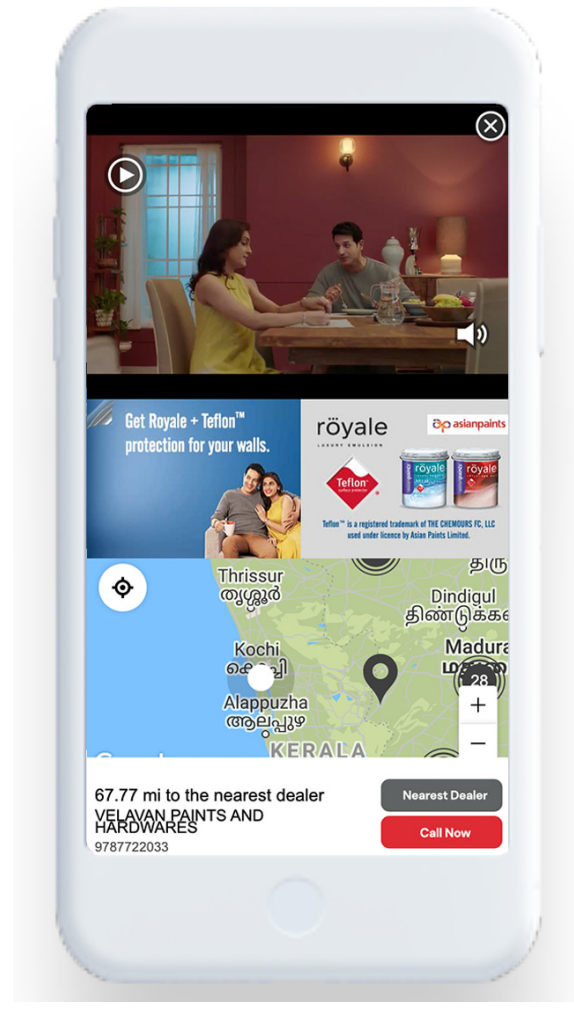
Identifying Premium Audiences

The brand leveraged **InMobi Audiences**, to reach out to niche audiences who would be most interested in the product. They achieved this by reaching out to those who owned smartphones priced above INR 20,000 across India. To connect potential customers with neighborhood dealers, the brand deployed custom location polygons that spanned a network of over 800 Asian Paints Colour World Stores across India. These polygons enabled the tracking of footfall and attribution of the footfall to the mobile ads.



Perfection with a Trifecta

The key focus of the campaign was to create an engaging ad that would drive users to take action and as a result, connect them with SMEs. To meet this purpose, the immersive full-screen ad unit showcased a video ad in the first section of the screen, while the second section of the screen was integrated with a map to help users find dealers within the vicinity of 2 km; the store finder was enabled upon a tap on the ad. The last section of the ad had two CTAs; 1. Nearest Dealer, which displays the distance between the user's current location and the nearest dealer store, and 2. Call Now, which would connect the consumer with the nearest dealer through a phone call.



Mobile Ad Creative

The Results

With the right targeting capabilities driven through the InMobi Audiences platform and an immersive ad unit, Asian Paints engaged audiences successfully and helped them re-paint their homes while also helping the local businesses grow by driving footfalls into their stores.

The Results

800 Stores geo-fenced

14595 store footfalls driven in just 20 days

2x Engagement delivered through the mobile-first experience*

*Engagement compared to eMarketer CTR benchmarks