

“The insights from InMobi Pulse are a crucial input to our marketing plans and channel investment”

— Aanchal Chauhan
HEAD, DIGITAL MARKETING AND PR



Background

A refreshingly modern beer brand, imagined in India, Bira 91 aspires to bring flavorful beers to the new world. As one of the fastest growing beers in the world, Bira 91 has built a strong portfolio of essential beers and aims to drive the global shift in beer towards more color and flavor. Established in the summer of 2015 by B9 Beverages and headquartered in New Delhi, Bira 91 has quickly become the rage amongst urban millennials owing to its delicious beers, bold identity and a strong draft network.

Driven by a dynamic and energetic team of over 400 passionate beer lovers, the company now operates two breweries in India, and has offices in nine cities including New York City. Bira 91 is backed by Sequoia Capital India and Sofina of Belgium.

Crafted with the creative urban drinker in mind — someone who likes to have fun and doesn't take life (or beer) too seriously, the brand aims to disrupt the global beer world with 21st century technology and its playful monkey mascot.

The Challenge

Key to Bira 91's growth has been word-of-mouth marketing. In a country where direct advertising of alcohol is banned and the industry is dominated by a handful of players, establishing a presence and building a brand from the ground up requires significant innovation across product, marketing and sales. To continue its rapid pace of growth, Bira 91 needed to find new ways to engage meaningfully with millennial consumers and cement their identity in a highly competitive market.

Traditionally, spirit and liquor companies in India advertise through surrogate marketing. In order to create real touchpoints with their consumer base, Bira 91 decided to invest heavily in a bold, large-scale marketing event [April Fools' Fest]. Bira 91 was committed to understanding the impact of the marketing investment, including customer perception of the campaign and overall brand awareness.

However, in the absence of attendee contact data (i.e., email address) collected via exit interviews, there was no way for traditional market research companies to historically map and identify the users who attended the event to effectively understand feedback and consumer impact. The Bira 91 team needed a way to evaluate customer sentiment and gather feedback to validate the ROI and drive future strategy for the April Fools' Fest event.

Methodology

Utilizing InMobi's advanced location-targeting through Polygons, Bira 91 was able to accurately zero in on the consumers that attended the event. Through InMobi Pulse, they were able to push surveys to attendees and gather information on event experience, customer perception and overall awareness.



Results

- Outcomes revealed that a majority of respondents (more than 80 percent) rated the event highly, with over 70 percent claiming they were likely to re-attend – **data that simply could not have been collected through traditional exit interviews** or other standard attempts to identify attendees post-event.
- The accurate targeting capabilities **reduced spillage and research turnaround time**, and was more than 4x faster than conventional research.
- Results uncovered that **social channels were most successful** in generating awareness with the target audience, and survey insights further highlighted which specific channels yielded the highest conversion rates.
- Advanced programmatic research capabilities **completely eliminated sampling biases**, while also helping reach granular niche segments inaccessible with traditional research. It also identified individual event attributes that resonated with discrete segments, providing pivotal potential opportunities for future events.



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“With the advanced targeting and location features of InMobi Pulse, we were able to accurately gauge consumer sentiment around the event and measure marketing ROI. The insights are a crucial input to our marketing plans and channel investment for the April Fools’ Fest event in 2019.”