



ASIA

Truecaller Jams Scam Calls During Festive Season with Immersive Mobile Video



Solution
Engaging with Customers, Acquiring New Users

About Truecaller

Founded in 2009, Truecaller, was first created to easily detect caller identity but today, the app helps build trust in communication by empowering users to thwart calls from scammers. With customer centricity as its core value, the brand offers a comprehensive caller ID and spam blocking software that enables safe and efficient mobile communication for over 300 million monthly active app users around the globe.

The Highlights

3.8X

engagement rate recorded

1 in 3

engaged users watched the full video



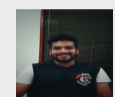
"The festive spirit in India is often perturbed by a spike spam calls that intend to rob users of their valuable time and money. The best way to beat spam calls is by encouraging consumers to take the right action against fraudsters. Through an engaging campaign, the simulated incoming call experiences, coupled with Johnny Lever's comedic timing, helped drive curiosity and engagement among even the busiest of the smartphone consumers, fulfilling our mission of driving entertainment-based awareness."



Tara Kumar
Brand Manager, Truecaller



"In association with InMobi, the brand decided to educate consumers on tele frauds while delivering the ever-busy audiences an attention-grabbing experience. What better way to decipher the message than simulating the experience of an incoming call? The creative excellence powered by an intelligent execution ensured that the target audience is not only educated but also entertained. There stands no better example than this"



Samand Warrior
CEO, Wirtuality Media Pvt Ltd

The Brand Objective

Scam calls are at an all-time high in India especially during the festive season as scammers attempt to hoodwink users into falling for their schemes, robbing many of their wallets and peace of mind. Truecaller plays a pivotal role in helping users identify, block and report such scam calls, saving them from tele frauds. The brand launched #JamTheScam, a marketing initiative featuring the sibling vigilante duo - Jesse and Jamie Lever, in 2020. The Levers turned the tables by calling scammers and wasting their time, taking the comical route to spread awareness on serious concerns like tele scams.



The brand then launched #JamTheScamReturns with Johnny Lever, the legendary comedian, who joined the fun with his kids in jamming scammers, later in 2021. The brand aimed to spread the word on its new #JamTheScamReturns series among Indian smartphone users through meaningful marketing. Truecaller decided to launch an innovative mobile campaign that captured the eyeballs of audiences and effectively engaged them while raising awareness against the menace of spam calls during the festive season.

The Solution

To execute a powerful campaign, Truecaller partnered with Wirtuality Media Pvt Ltd and InMobi. By leveraging InMobi's precision targeting and state-of-the-art creative suite the brand delivered an educative message through a comical sequence.



Reaching the Right Audience

Leveraging InMobi Audiences, the brand aimed to reach out to the busiest users in India who were most hassled by spam calls, and identified business professionals, upscale residents, corporate decision-makers, and frequent flyers as the target audiences. By leveraging accurate location intelligence, the brand polygon-mapped key areas of interest of these niche audiences and successfully synced user behavior in the virtual and real worlds.



Creating Spam Awareness with a Simulated Incoming Call Experience

Truecaller designed a full-screen interstitial, simulating the experience of receiving an incoming call on the screens of ad viewers. Leveraging advanced visuals, the brand designed this innovative experience with instant buttons to answer or decline the incoming call.

Declining the call

The users who perceived the simulated phone call as an unwanted call, or spam, declined the call. Upon declining, a short 20-second Jam the Scam Returns video appears on their mobile screens, depicting the pivotal role Truecaller plays in identifying spam/ scam calls.

Answering the call

The users who chose to answer the simulated phone call were shown a full-screen, interstitial video educating them about spam calls and how Truecaller can help detect them and take appropriate action of blocking or reporting the call. The video drew attention to the fact that over 8.5 billion scam calls ruined the festive spirit for residents across the country, and with Truecaller, one can expertly avoid the scam this year.

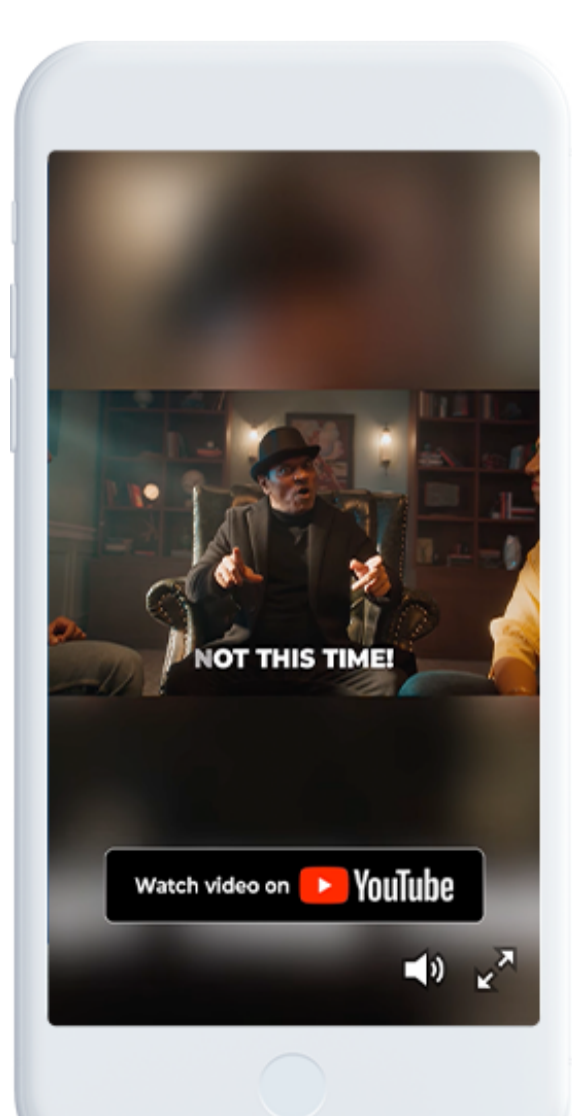


Popularizing #JamTheScamReturns

Upon watching the 20-second video, users could click on the CTA 'Watch video on YouTube' to watch the full-length videos of the #JamTheScamReturns series, where they could get their dose of Johnny Lever's entertaining performance while learning how Truecaller can indeed deliver spam-safe experiences.



Creative Experience 1



Creative Experience 2

The Results

The engaging mobile experience effectively spread the word on spam calling, raised awareness on taking appropriate action with Truecaller, and popularized #JamtheScamReturns on mobile.

3.6 million
unique users reached
in just 1 week

3.8X
engagement recorded¹

4.3X
engagement rate, the
highest rate seen in
city of Hyderabad

1 in 3X
engaged users
watched the full video of
#JamTheScamReturns²

¹ Compared to average industry CTR benchmarks
² Ad viewers who answered the simulated incoming call watched full video