



ASIA

Aashirvaad Leverages Mobile Video & Location Targeting to Drive Brand Awareness



Industry
Food

Solution
Identifying Target Audience, Engaging with Customers, Acquiring New Users

About Aashirvaad Atta

In May 2002, ITC entered into the branded atta segment with the name 'Aashirvaad' and, in just a short period, became the #1 branded packaged atta consumed in India. With a network of 6500 choupals to source wheat from, Aashirvaad Atta delivers the finest quality wheat and is known to maintain high standards of food safety. Delivered straight from the farmers to all over India, Aashirvaad Atta is no longer just a brand but a synonym for wheat consumed in every Indian household.

The Highlights

3x

higher video completion rate

3x

engagement on remarketing ads



"Aashirvaad Select is a premium atta range created to keep the rotis softer for longer. To take this message to lunch packers in India, we opted for a mobile-first strategy. InMobi helped us with a breakthrough video-based concept. The mobile video campaign not only identified the core audiences accurately, but polygon mapped them at their places of interest to deliver an immersive ad experience. InMobi's retargeting capabilities further bolstered the engagement by enabling dormant users to visit the website. Overall, we are delighted with the results."



Raghavan KV
Brand Manager, ITC Limited

The Brand Objective

Sourced from the Sehore region of Madhya Pradesh, where the golden fields are sun-kissed to perfection and showered by the right amount of rain, each grain of Sharbati wheat has a golden sheen and is heavier in feel. Aashirvaad hand-picks the Sharbati wheat to create a premium quality atta variant called 'Aashirvaad Select.' Hence, the rotis made from Aashirvaad Select Atta have a fragrant aroma and stay softer for longer. The 'Select' range of Aashirvaad is perfect for office goers who pack their food in the morning and consume it for lunch later in the day. Hence, Aashirvaad aimed to create awareness about the 'Select' variant of atta through mobile advertising. Their primary objective was to find the officegoers through advanced location targeting, identify their places of interest and target them with the right communication to drive awareness and consideration. Hence, Aashirvaad needed a partner to decode the real-life instances of the consumer with location data across multiple cities in India.



The Solution

Aashirvaad partnered with InMobi to leverage their advanced location targeting capabilities that map over 1 million polygons all over India. Parallely, the brand created high-impact audiences who are most likely to be interested in the brand.

Building High-impact Custom Audiences & Polygon Maps

As the first step, the brand identified food enthusiasts, internet-savvy audiences, business park employees, and office goers aged between 25 to 44 years on InMobi Audiences, based on the advanced appographic-, technographic-, demographic-, and location traits. The brand then polygon mapped their areas of interest such as apartments and condos, business parks, and prime office locations, and targeted them to drive higher brand consideration.

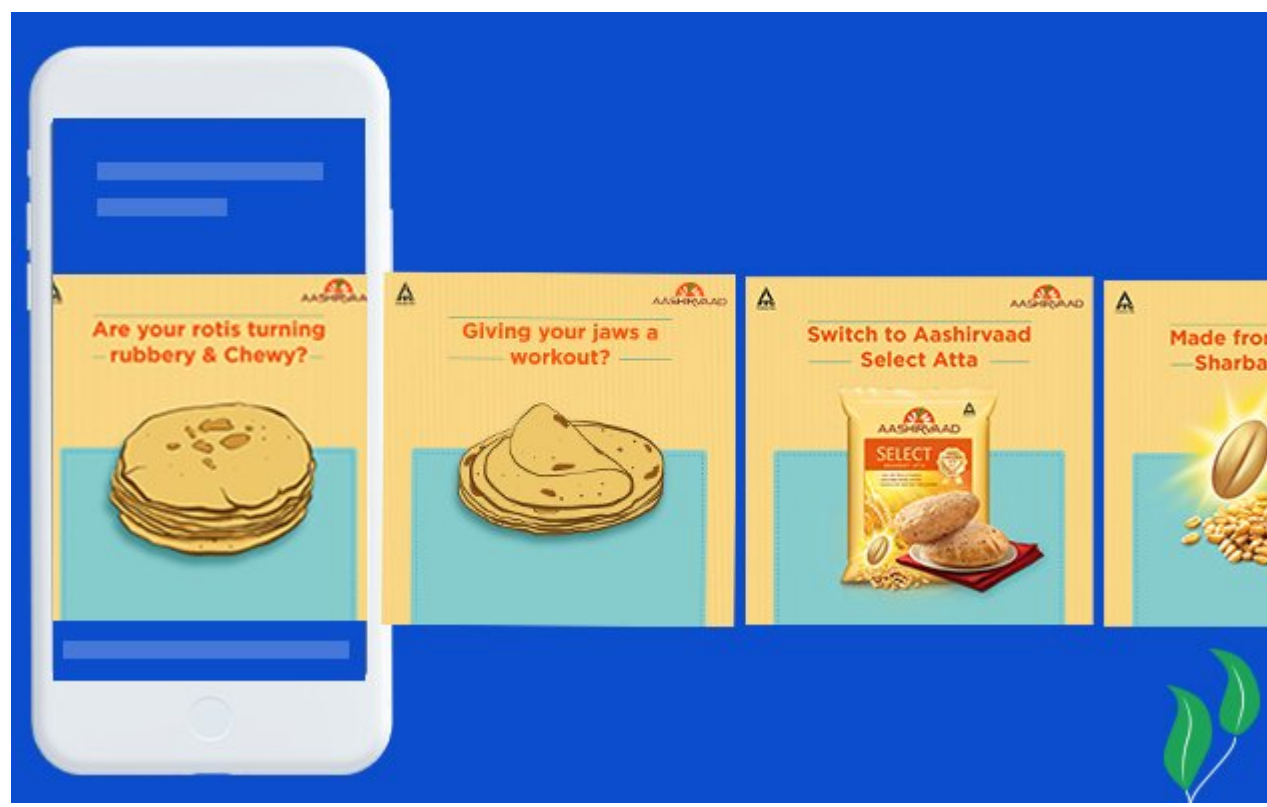
Creating Immersive Ad Experiences with Mobile Video

With mobile video ads delivering 3x engagement³ over other ad formats, the brand chose to create immersive mobile experiences for the users with a 7-second short video. The video featured the common problems that lunch packers face with their rotis turning rubbery and chewy after a few hours. The video showcased the perfect solution of making rotis with the 'Aashirvaad Select' atta that keeps the rotis softer for longer. The CTA on the video 'Buy Now' enabled the viewers to directly purchase the atta from the brand's website.



Re-engaging Dormant Users with Retargeting

The brand drove consideration by retargeting the unengaged video ad viewers with a fullscreen carousel ad. The CTA on the ad 'Order Now' nudged them to switch to Aashirvaad Select Atta. Additionally, by delivering the fullscreen ad to high-intent users, the brand could redirect more users to the website in just two weeks.



Optimizing the Campaign for Higher Impact

What worked for the brand were the campaign optimizations done to refine the reach and engagement on the ad.

Supply Optimization: While delivering the ads in popular gaming apps resulted in the highest video completion rate, delivering them on entertainment and other apps ensured a wider reach.

Time Targeting: The campaign was optimized to reach the audience when they are most receptive during the weekends for higher visibility.



Aashirvaad Select Atta

The Results

The advanced location targeting capabilities, immersive video and rich media creative, and intelligent campaign optimizations ensured that the campaign delivered record engagement rates while driving brand awareness among the target audiences.

