



ASIA

## UltraTech Captures the Attention of Home builders with Contextual Gaming Advertising



**Solution**  
Understanding Consumers, Engaging with Customers, Acquiring New Users

### About UltraTech Cement Limited

UltraTech Cement Limited is the cement flagship company of the Aditya Birla Group and one of the largest cement producers in the world. A USD 7.1 billion building solutions powerhouse in India, UltraTech is the largest manufacturer of grey cement, ready-mix concrete (RMC), and white cement. India-based UltraTech Cement has been a pioneer in crafting unique solutions to provide people with a one-stop shop for building their homes.

### The Highlights

# 3.3x

higher CTR

# 7.6%

unique users showed brand interest

# //

"Through this campaign, we were looking to reach pan-India audiences with our message. Given its popularity, mobile games seemed like the right medium. With InMobi, we were able to target our audiences and leverage major moments in a mobile game player's journey by giving a creative spin to a serious message of quality compromise in building homes. All this while ensuring that we maintained our messaging and stance as a brand."



– Team UltraTech

### The Brand Objective

With the pandemic clouding uncertainty over people's lives, many Indian homebuilders began to compromise on the construction quality in exchange for a few short-term reliefs. UltraTech Cement wanted to emphasize the need to build strong homes without compromises. The brand aimed to highlight the importance of investing in quality materials for a one-time investment like building a house. Hence, it needed a unique solution to reach its audiences and engage them with a powerful message. With the popularity of gaming increasing multifold in India in delivering immersive experiences and capturing the mindshare of consumers effectively, the brand intended to meet its target audiences in their 'zone of deep engagement' to reiterate the importance of 'quality' in construction, thereby making their homes a safe place to live in.



### The Solution

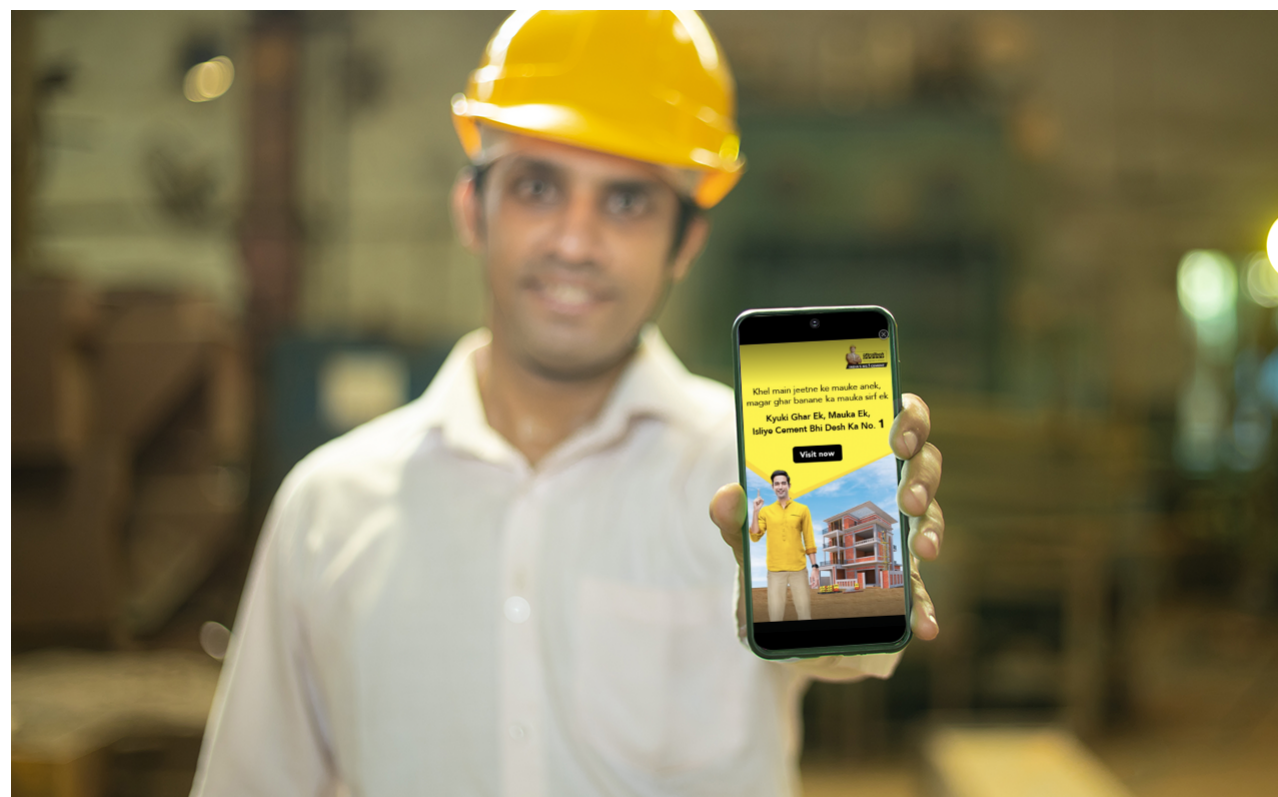
The brand partnered with InMobi and Mindshare to reach its target audience in an intelligent and engaging fashion. The thought-provoking initiative delivered the message smartly and innovatively to the audience, enabling them to make the right decision during the 'big moment' in their lives – when building their home.

#### 1. Reaching Potential pan-India Home Builders

The campaign was designed to reach Indians where they were most attentive – while playing mobile games. Leveraging InMobi's gaming suite, they targeted potential home builders from various backgrounds and cultures across Tier 1 and Tier 2 Indian cities on the most popular gaming apps they use.

#### 2. Engaging Gamers with a Thought-provoking Message

UltraTech cement decided to keep the experience short and effective. They delivered a 2-second GIF reflecting their brand personality. With the peppy yellow color that catches the audience's attention at first glance, the brand struck a chord with mobile gamers through intelligent messaging at the right time. For instance, whenever the game session ended or when the player lost a life, the brand delivered a contextual message on how the consumer had several attempts to win a game but only one chance to build a strong home. Thus, implying the need to choose the best cement for building the house of their dreams. With a click on the CTA 'Visit Now,' the brand facilitated further information on why UltraTech Cement is the engineer's choice to strengthen the purchase intent.



Creative Experience 1



Creative Experience 2



The Results

With impactful messaging at the right moment, Ultratech Cement impacted a vast audience cementing its position as the number one cement in India.



¹ Compared to the industry benchmark  
² Unique users who clicked on the CTA to know more