

# American Tourister Packs a Punch in One Shot With an Immersive One-click IPL Campaign on Glance

Submission by  
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# Key Highlights



**2.72 million  
Indians reached**



**1.34x higher  
engagement rate  
achieved<sup>1</sup>**



**41.25% higher  
click-through rate  
observed<sup>2</sup>**

1. Compared to the platform benchmark. This includes engagement with the live score creative and exploration of color variants.
2. This is in comparison to the platform benchmark.

# The Objective



- The **Indian Premier League (IPL)** is a major cricket tournament in India that captivates the entire nation, attracting both cricket enthusiasts and the general public.
- Brands seize the opportunity to reach a vast audience during this time, aiming to grab attention and drive engagement.
- American Tourister's goal was to boost brand awareness in a unique way during the IPL frenzy. To stand out, they adopted **innovative thinking**, which is at the core of their product range, and **stepped beyond conventional approaches**.
- The brand partnered with InMobi, Glance, and BigTrunk Communications to maximize visibility and awareness among diverse Indian audiences on their smartphone.

## About the Brand

For over eight decades, American Tourister has been a trusted luggage brand. What has kept it going all these years is its ever-evolving approach, fun sensibility, and constant commitment to quality and innovative design.

# The Strategy



- To meet its objective of capturing user attention during IPL 2023, American Tourister targeted both **male and female audiences above 18 years of age across key Indian states and cities** with insights from InMobi.
- American Tourister chose to reach them natively on the lock screen by interacting with them through information they sought the most – live scores of cricket matches.
- The **live score API integration on the Glance smart lock screen** enabled the brand to deliver live cricket scores during key moments in the game, along with an engaging exploration of their products – all without the need to unlock the phone.
- In an out-of-the-box and strategic move, the brand brought an **interactive element** to the mobile campaign and **elevated user experience** by letting them explore their bags in all color variants while they checked the live score.
- With Glance, American Tourister was able to engage mobile-first Indians with minimum distractions and maximum impact. The single-tap experience helped the brand connect with target consumers instantly, ensuring it stayed on top of their minds.

# The Execution



- **Game-changer #1: Live Score Convenience**
- American Tourister made a smart move by providing IPL fans with live scores through Glance, the first-of-its-kind lock screen content platform. The brand blended their messaging seamlessly and natively with the content, making it easily accessible with just one click on their phones. By integrating a live score API, the brand ensured that cricket enthusiasts could stay updated during key moments, keeping American Tourister in the audience's minds.
- **Game-changer #2: Interactive Experience**
- To enhance the viewer's experience, American Tourister combined the live score display with an opportunity to explore its latest bag collection in various colors. **This interactive approach engaged viewers and sparked interest in the brand's offerings.**
- **Game-changer #3: Clever Delivery**
- The brand executed a perfect delivery strategy. Featuring its ambassador, cricketer Virat Kohli, the communication seamlessly connected with the IPL. The message appeared in two steps: a full-screen takeover on the smart lock screen with the line, "Live score: See who's #Breaking Boundaries," followed by an interactive experience showcasing live scores and the bags designed for those "Born to cross boundaries." The call to action, "Go Explore," directed viewers to the brand's website, completing a delightful journey combining cricket and travel themes.

# The Results



## 1. Awareness Among a Vast and Diverse Audience:

1. Successfully reached and engaged both male and female audiences above the age of 18 across several Indian regions.
2. Recorded a remarkable **2.7 Mn Reach** and **11.12 Mn Impressions**. Males and females constituted ~68% and ~32% of impression share respectively.
3. Top performing states in terms of CTRs comprised **Maharashtra and Kerala** with **1.3%**. Top performing cities included **Mumbai and Hyderabad** with **1.27% and 1.35% CTRs** respectively.

## 2. Engagement and Interaction:

1. Achieved a **1.34x higher engagement rate** as compared to the platform benchmark.
2. Observed a staggering **41.25% higher click-through rate** compared to the platform benchmark.
3. Clocked a **4.53% interaction rate** and a **40.24% average engagement rate** on Glance.

# Supporting Creatives

- **Case Study:** [American Tourister Packs a Punch in One Shot With an Immersive One-click IPL Campaign](#)
- **Key Messaging creatives:**
  - Ad Flow 1:  
[https://go.inmobi.net/hubfs/IND\\_2024\\_IDMA%20Awards/American%20Tourister/1681802066299.jpg](https://go.inmobi.net/hubfs/IND_2024_IDMA%20Awards/American%20Tourister/1681802066299.jpg)
  - Ad Flow 1 Peak Screen:  
[https://go.inmobi.net/hubfs/IND\\_2024\\_IDMA%20Awards/American%20Tourister/1681802066291.jpg](https://go.inmobi.net/hubfs/IND_2024_IDMA%20Awards/American%20Tourister/1681802066291.jpg)
  - Ad Flow 2:  
[https://go.inmobi.net/hubfs/IND\\_2024\\_IDMA%20Awards/American%20Tourister/Screenshot\\_2023-04-18-20-25-51-354\\_lockscreen.jpg](https://go.inmobi.net/hubfs/IND_2024_IDMA%20Awards/American%20Tourister/Screenshot_2023-04-18-20-25-51-354_lockscreen.jpg)
  - Ad Flow 3:  
[https://go.inmobi.net/hubfs/IND\\_2024\\_IDMA%20Awards/American%20Tourister/1681802066265.jpg](https://go.inmobi.net/hubfs/IND_2024_IDMA%20Awards/American%20Tourister/1681802066265.jpg)