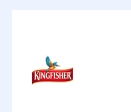


ASIA

Kingfisher Reinvents to Democratize the Iconic KF Calendar for Gen-Z Mobile users



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

About Kingfisher

A familiar name across Indian households, Kingfisher is a beer brand brewed by the iconic United Breweries Group. As the king of good times, Kingfisher brings together India's top models to collaborate with Atul Kasbekar for an annual calendar that has built a cult fan base over the last 19 years. Popularly known as the Kingfisher Calendar, the collection of photographs from exotic locations across the globe is packaged into a limited-edition asset and issued to an elite few in the world.

The Highlights

3.7 Million

unique users reached

2.2x

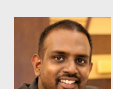
higher engagement delivered*

33000+

premium user installs driven



"Calendars were always meant to be a glance away. The advertising real-estate on the lock-screen wallpapers of upscale mobile users was increasingly becoming the new 'quick glance.' This married quite well into our intention of democratizing the Calendar property for upscale Gen-Z users on mobile. InMobi helped us with appographic and psychographic targeting to identify the next layer of consumers in the pyramid of premium-ness and co-created a stunning interactive unit that engaged and entertained while building impact back to the brand. The highly talented team managing our account at InMobi truly understands the science and art of mobile marketing and I wish them the very best."



Anshul Uday
Head of Digital, UB Group

The Brand Objective

The Kingfisher Calendar is an iconic lifestyle property that has captured the attention of Indian consumers in a manner that has never been replicated. For over the last 18 years, the property has catered to an exclusive, premium and elite consumer base. With the advancement of mobile phones, the world of content has been democratized, which has led to the emergence of several apps leaving behind the typical wall calendar. Kingfisher decided to reinvent its calendar in a meaningful format by moving in lockstep with its consumers. They chose to launch the campaign on the always-on medium of mobile. Marking a fresh start to the new year, the brand launched the digital Kingfisher calendar shot in God's Own Country, Kerala. It was important for the brand to partner with a platform that had access to over 250 million users in India to reach premium consumers and enable personalized digital calendar downloads.



The Solution

The brand partnered with InMobi to popularize its digital calendar among Indian audiences in three simple steps.

Identifying the Target Audiences in India

The brand leveraged InMobi Audiences to identify internet-savvy audiences, upscale residence dwellers, pub visitors, wellness and health enthusiasts based on the demographic, appographic, technographic, and location trails of users. The brand then polygon-mapped apartments, condos and houses, as well as shopping malls to reach these audiences accurately.

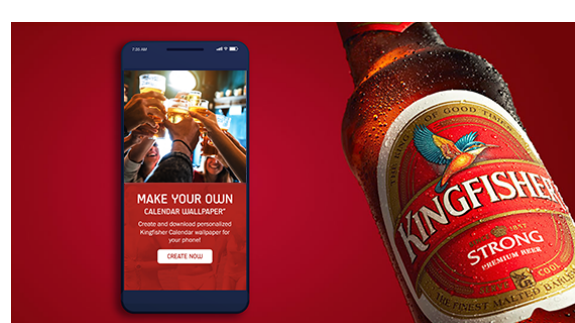


Delivering a Full-screen Interactive Ad Unit

The most pivotal part of the campaign was to engage audiences by providing them with choices to build their very own calendars. Hence, the brand launched a full-screen interactive ad unit that enticed the users to swipe through to view images of their favorite models. Upon swiping, users could tap on any model's photo to set it as the calendar's background image. Furthermore, users could add their name to personalize their calendar, choose the month of the year, click on the Call to Action (CTA) 'Download', store the calendar on their phone, and set it as a wallpaper. The ad unit also came with a 'Share' button, which enabled social sharing via WhatsApp.

Launching Ads on Gaming Apps

Ever since India went into lockdown, gaming apps have seen a tremendous peak in user engagement. Hence, to capture the audiences' eyeballs and generate higher engagement, gaming apps were the perfect platform to launch ads. By delivering ads on the gaming apps, the brand reached a wide audience that in turn showcased high engagement.



Images are for illustration purposes only

The Results

Not only did the Kingfisher Calendar see incredible engagement on the ad unit in just over a month, but the brand also cemented the presence of their mobile-first calendars across India.

Results

3.7 million unique users reached

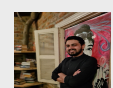
2.2X higher engagement delivered*

33000+ premium user installs driven

*CTR recorded on the ad unit, in comparison with InMobi internal data
**Time users engaged on the two screens of the ad unit



"The king of good times has struck it again with another innovative campaign with us. While identifying the brands' elite audiences was a challenge, the most critical part of the campaign was to deliver the message through a visually appealing, interactive ad unit that not only reaches audiences but also entices them to take action. The simple step of enabling social sharing on the ad unit amplified the overall campaign results for Kingfisher."



Alakshit Tripathi
Industry Head- CPG & Alco Bev, InMobi