

INMOBI

How

Ultra

are you at

the Pour?



Kingfisher Ultra engages beer lovers with gamified mobile ads

Kingfisher Ultra is for the classy, modern, confident, independent and self-assured consumer, one who seeks an 'Ultra' experience out of everything. Launched in 2009, Kingfisher Ultra Lager is the foremost premium beer brand on offer in the country. Kingfisher Ultra is widely available all across India. With the launch of 'Ultra Draught', the tap beer variant of the Kingfisher Ultra, the brand aimed to drive innovation-led engagement with consumers.



HIGHLIGHTS

REACH

5.7 M

Impressions delivered
in 2 weeks

ENGAGEMENT

267K

Unique User Clicks

24.4s

Peak dwell time

19.9K

WhatsApp Shares



CUSTOMER TESTIMONIAL

"Kingfisher and InMobi have come together to deliver innovation at scale. Through this mobile-first campaign, we have been truly able to marry data through InMobi Audiences and creativity through a gamified ad experience, to deliver on marketing outcomes."



Gurpreet Singh

Head of Marketing, United Breweries Ltd.

THE CHALLENGE

Traditionally, Indians have favored “strong beer” brands, leading it to hold over 80% share of India’s beer market. Recently Draught beer, a small portion of the overall mild beer segment, has made significant inroads in the market. Most brewing companies have observed a clear shift with consumers moving away from strong beer in the big cities, where draught is now becoming the preferred choice for out-of-home consumption.

Kingfisher is a leading alcoholic beverage brand from the stable of United Breweries that dominates the the beer market in India. Kingfisher, being the fun brand it is, wanted to replicate the tap beer pouring experience virtually by using mobile as a metaphor for glass, and use this activity to educate users on how to achieve the perfect froth in a beer glass.



THE KINGFISHER MARKETING OBJECTIVE

- Engage users by educating them about achieving the perfect froth with Kingfisher Ultra Draught
- Generate high engagement with the brand and word of mouth through online shares.

THE SOLUTION

The power-packed campaign engaged consumers using the most impactful medium today, i.e. Mobile. This meant engagement at the right time with the intended audience.

To target beer lovers in Bengaluru, India's craft beer capital, InMobi carefully crafted audiences such as Entertainment Enthusiasts, Social Butterflies, Upscale Apartment Residents and Daily Commuters. The InMobi audiences are built from extensive data signals and are constantly updated to create 'always-on' segments.

An immersive rich-media mobile experience was designed to engage these audiences. The gamified Beer Pouring Ad-unit included WhatsApp shareability as a feature in the end card.



HOW DID KINGFISHER ULTRA FROTH ACHIEVE ITS MARKETING OBJECTIVE?



Targeting unique
and 'always-on'
InMobi Audiences
on mobile

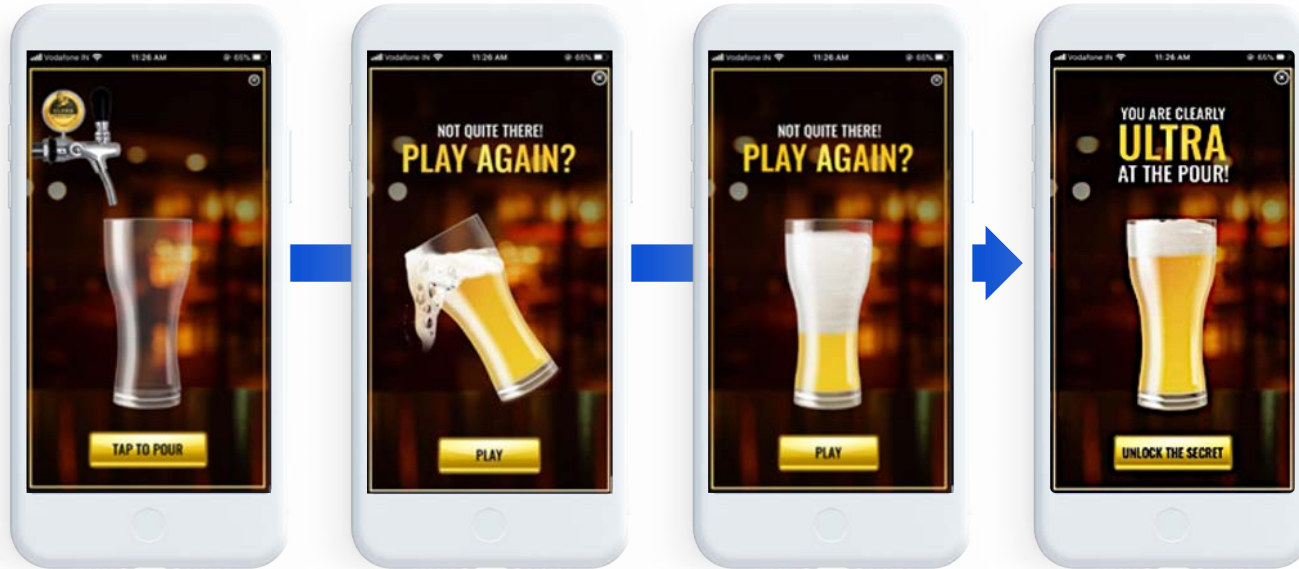


Gamified ad
experience that
inspires action



THE CREATIVE

Gamified ad experience to increase engagement with the brand



Gamified ad unit launches at natural breaks in the user's in-app sessions

Users are drawn into the gamified unit to WIN by pouring beer from the tap with the perfect froth. The ad unit leverages mobile's gyrosopic capabilities to tilt the mug, while a long press on the screen draws beer out of the tap.

Users with the right skills win the contest and unlock the secret to a perfect pour



THE RESULTS

MOBILE AUDIENCES AT SCALE

5.7 M

Impressions delivered in **2 weeks**

PHENOMENAL ENGAGEMENT

267K Unique

User Clicks

24.4s

Peak dwell time

19.9K

WhatsApp Shares

400% Higher

Click-through Rate¹

1. CTR compared to average engagement rate on mobile

Interested in learning more? Reach out to us at
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