

Manyavar Leverages Mobile To Deliver A Connected Brand Experience To Consumers



Manyavar began its journey in 1999 with the vision of revamping men's ethnic wear as a signature statement and has thrived as a full swing retail operation since 2008. The brand is synonymous with wedding wear; a one-stop-store, draping the world with joy and elegance in India.

Highlights

Delivering a **Connected Experience**

2 million

Unique users reached in
Delhi and Kolkata

2X

Higher engagement³

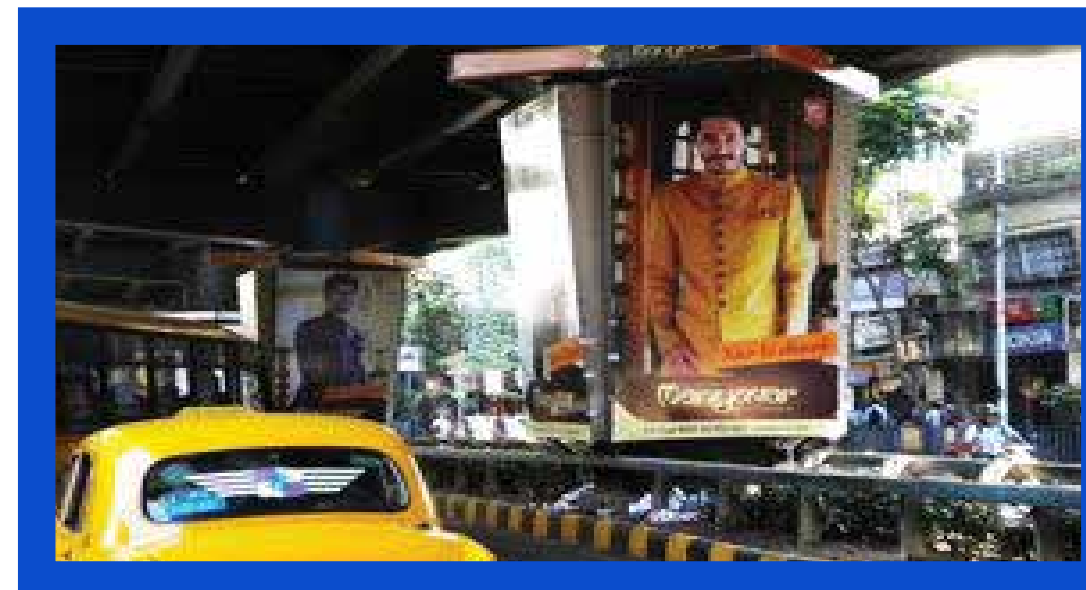
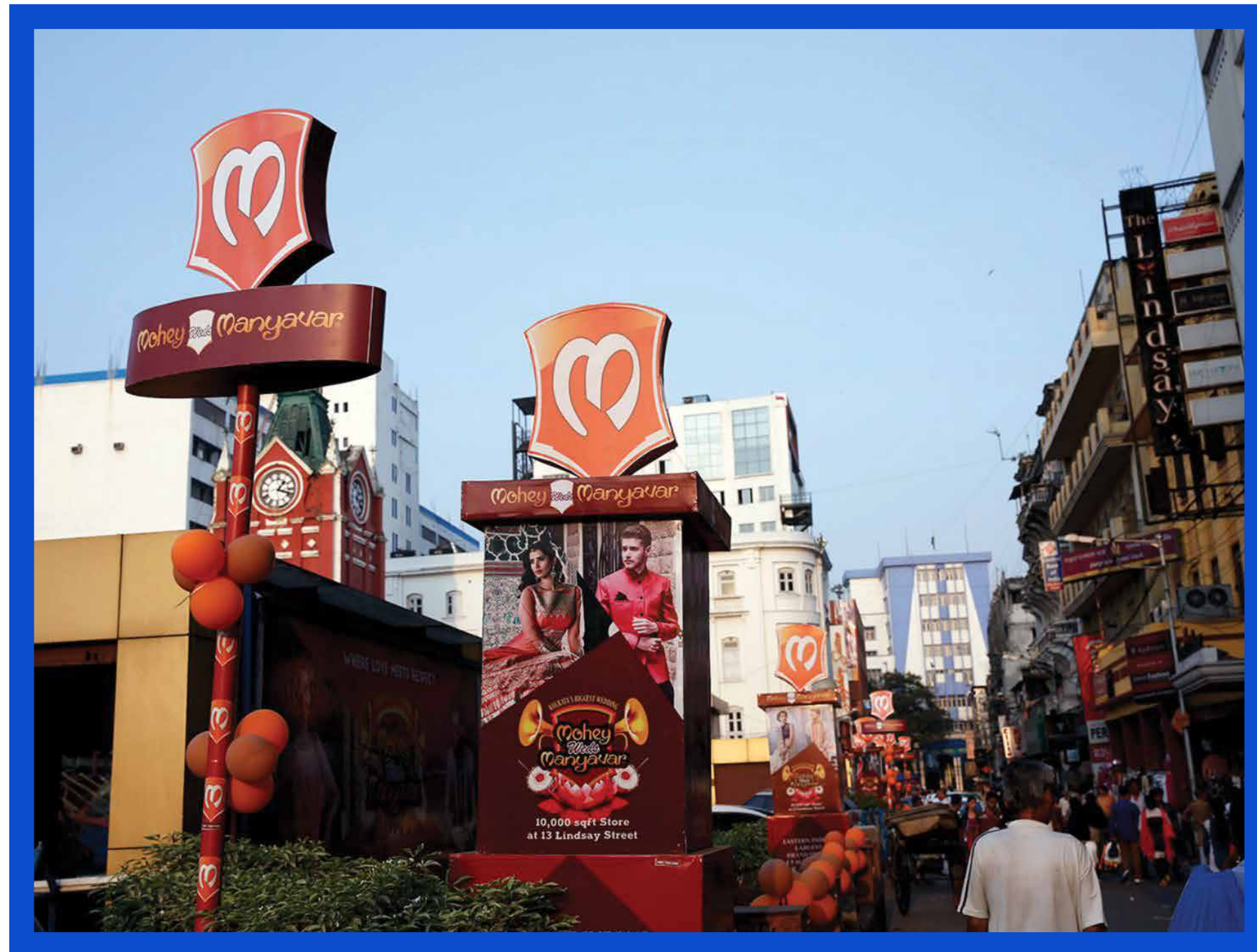
5-10%

Increase in footfall across
Manyavar stores

³ Compared to average engagement on static mobile ads

Challenge

Manyavar, as a retail brand, has long invested in Out-of-Home (OOH) for hyperlocal advertising to retail shoppers in select locations such as high streets and major roadway junctions. However, the brand communications were not interactive, dynamic (real-time) or customised for its target audience. Furthermore, it was highly difficult for the brand to measure impact on key metrics such as in-store footfall.



Objective

Manyavar intended to drive footfall to its stores in Delhi and Kolkata through a connected and consistent brand communication across media channels. The brand looked to:



Increasing the effectiveness of its hyperlocal (offline) campaigns by integrating offline (OOH) and online (mobile) communications and own mindshare of retail shoppers in Delhi and Kolkata



Increase brand recall among consumers already exposed to OOH ads



And, leverage mobile signals to measure uplift in in-store footfall

Solution

Manyavar partnered with InMobi and Xaxis to drive a unique and innovative “cross-media” advertising strategy. The “cross-media” solution used key mobile signals, especially location, as levers to precisely segment and target users, increase brand recall and to measure the overall impact.

The campaign solution comprised of **3 parts**

① Dynamic segmentation and precise targeting

Identify unique audiences

Audiences such as Fashion or Shopping Enthusiasts, Mall Visitors and Upscale Apartment Dwellers were created based on various in-app signals such as location, app ownership and ad interaction data. These included highly engaged gaming, entertainment and news app users.

Build dynamic cohorts

The brand leveraged location signals to build and manage user cohorts comprising of the relevant target audience in real-time. For example,

- Users in the vicinity of Manyavar OOH ad boards
- Users who were earlier exposed to a Manyavar OOH ad
- And, users who are in the vicinity of Manyavar stores

② Retargeting

The brand re-targeted the dynamic cohorts to increase the brand recall. The in-app advertising environment ensured a completely brand-safe environment for Manyavar to reach its intended audience.

③ Impact measurement through footfall attribution

The campaign measured the difference in store visits of an exposed group (smartphone users who saw both the OOH and mobile ads) and a control group (smartphone users who viewed either the OOH or mobile ad only) to establish the uplift on in-store footfall due to the connected experience.



Results

The connected (cross-media advertising) experience, built by leveraging mobile, had a far greater impact on the awareness and intent of retail consumers than standalone offline advertising. Through the connected experience, Manyavar:

Reached over 2 million unique users in a span of two months

Delivered 2X higher engagement than a mobile-only campaign

Drove 5-10% increase in footfall across stores in Delhi and Kolkata

