



ASIA

## Nerolac Unites Dealers and Digital Audiences with an Online to Offline Solution



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

### About Kansai Nerolac Paints Limited

Delivering colorful homes to millions, Nerolac is India's second-largest paint company. Having started its journey in Mumbai as Gahagan Paints and Varnish, Nerolac's history goes back a glorious 100 years of existence and caters to the taste of all consumers in India.

### The Highlights

**3.69 Mn**

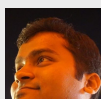
unique users reached

**9,000+**

verified customer registrations

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"Intending to help small businesses thrive, we decided to launch a campaign to connect with digital-first audiences across the country. Interactive Avenues played a pivotal role in formalizing the concept and thanks to InMobi, each step of the campaign was strategized and executed impeccably. From audience segmentation to designing the rich media and mapping footfalls, InMobi helped us set up the campaign with ease, and scaled the mission to success. We look forward to partnering with InMobi again for future initiatives."



**Shrenik Shah**  
Category Head – Media Services, Nerolac Paints

### The Brand Objective

Nerolac's local dealers/distributors have been a part of the brand's ecosystem since inception and are considered no less than family. With increasing digital affinity and Indians being 'always-on' on their mobiles, Nerolac wanted to empower and help local dealers grow their businesses on digital platforms. Therefore, the brand had three challenges to solve: 1. How can it connect the local dealers to the new-age, digital audience from across India? 2. How can Nerolac create an opportunity for growth in a medium that promises discovery and instantaneous action? 3. How can they integrate multiple calls-to-action (such as providing contact details, booking a consultation, and driving footfalls) into a single medium of interaction. To solve these challenges, Nerolac needed a path to help the digital audience in India discover their nearest dealer and reach out to them, either through a phone call or by visiting the nearest store. As a result, the brand decided to launch a promotional campaign during Diwali, when many Indians repaint their homes for a new, refreshed look. The brand decided to promote the campaign "Har din Diwali" (Experience Diwali Every Day) with Nerolac paints on mobile to drive interest among the audiences.



### The Solution

Nerolac partnered with Interactive Avenues and InMobi to create a custom-built rich media solution for mobile to drive discovery and demand. To connect the netizens with Nerolac local dealers, the brand leveraged InMobi Audiences to identify the Diwali celebrating audiences and targeted them with a personalized rich media creative. Capturing Digital Audiences: Nerolac mapped Indians aged between 25 to 44 years from major cities in India. The brand targeted these audiences on top music, news and utility apps, where they are most present. Targeting these audiences, the brand polygon mapped around a whopping 5,000 dealer stores in India to enable and measure store footfalls. Engaging with a multi-action enabled rich media interstitial: InMobi creatively spun the brand goals along the campaign messaging "Har din Diwali" with Nerolac paints. The creatives were designed to make the users feel the beauty and the need to decorate their space with Nerolac paints. The essence of the campaign was replicated on a full-screen rich media interstitial with dynamic creative optimization.



Here's how the brand created an engaging rich media experience in two easy steps:

1. The brand designed a living room with elements of Diwali, such as paint, lights, and rangoli with the message "Har Din Diwali", with the instruction "Drop the items to see the magic". Once they dragged and dropped the elements, a new card appeared with the background showing a beautifully painted and decorated living room with the campaign message for users to paint their homes with Nerolac Paints and experience Diwali every day.
2. The next card showed the details of an exclusive offer to win gold coins that captured user attention and urged them to know more. The number of users who had already won a gold coin was also displayed in real-time. The creative also showed the location of the nearest dealer store on map from the 5,000 outlets mapped for the campaign. These features were added through dynamic creative optimization to personalize the ad experience for each user. This card also captured the highlight of the campaign which was three different calls to action on a single interstitial.

The idea was that different audiences would take different actions upon seeing the ad. While some audiences would want to know more details about the offer, some would want to contact the dealer, while the rest would directly walk into the nearest store.

To fulfill these criteria, Nerolac activated three calls to action –

1. Get Direction – that is integrated with the maps app on the phone to show the nearest location of the dealer through dynamic creative optimization
2. Call Now – that directly calls the Nerolac representative
3. Book Now- that redirects users to a webpage to book a consultation



Creative Experience 1



Creative Experience 2

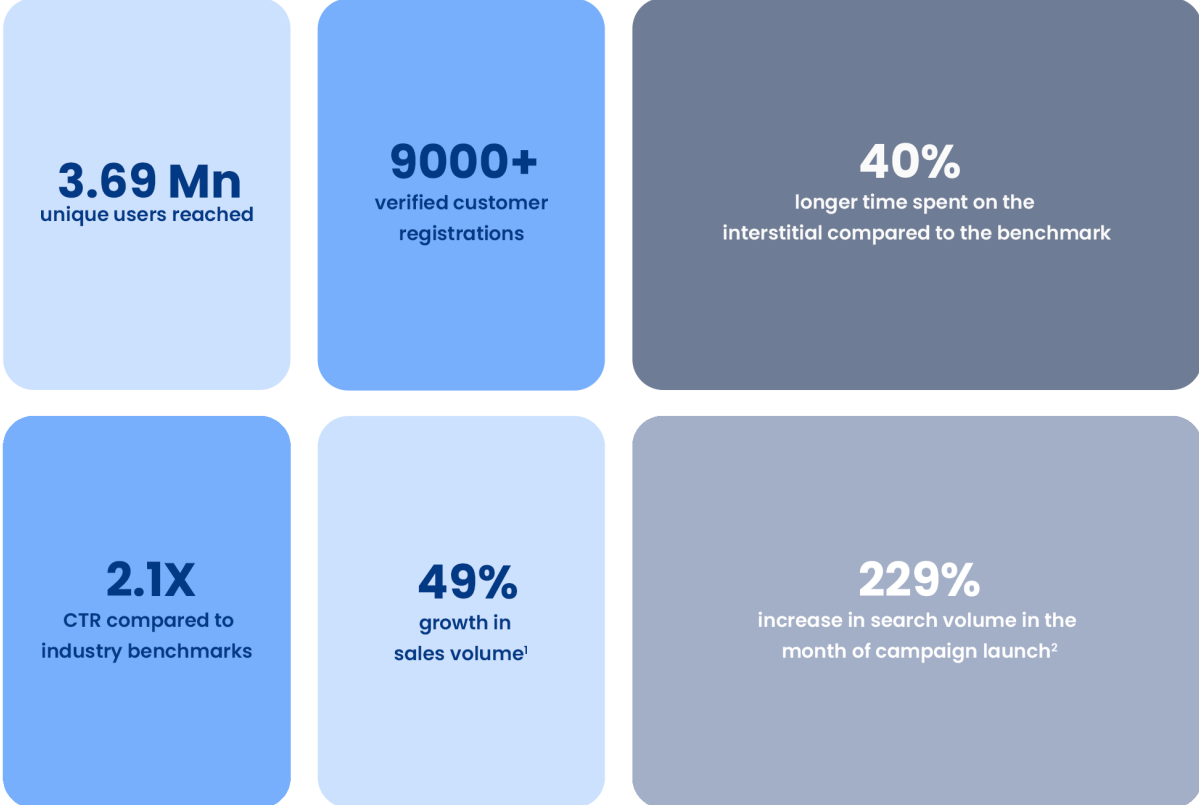


Creative Experience 3



## The Results

Nerolac successfully implemented a campaign that truly bridged the gap between the local dealers and the digital-first audience and delivered amazing results in just 10 days.



<sup>1</sup>Growth in sales volume of super premium products covered in HDD scheme across registered dealers

<sup>2</sup>Compared to the previous month