ASIA

upGrad Scores During the IPL With a Fun Brand Awareness Campaign on Glance

upGrad

Solution
Engaging with Customers, Acquiring New Users

About upGrad

upGrad is South Asia's largest higher edtech company. With the latest technology, pedagogy, industry partners and world-class faculty, the brand creates immersive online learning experiences for learners globally.

The Highlights

16 Mn	**30 Mn+**	**85%**
users reach	views	unique clicks

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Although we are in the education space, we have been working constantly to understand our consumers and create clutter-breaking content that is not just impactful but is also breaking stereotypes associated with the word 'education'. Aligned with our vision of becoming the LifeLongLearning partner for millions, here our goal was to talk about Data Science in a way that felt easy and fun. The messaging required a seamless, simple, and relatable approach especially because people wouldn't want to hear about upskilling or Data Science courses during IPL. The approach that Glance offered helped us get into a light-hearted conversation around cricket, office jokes, and Data Science. The lock screen of millions was an apt platform to launch an incredible piece of content like this.
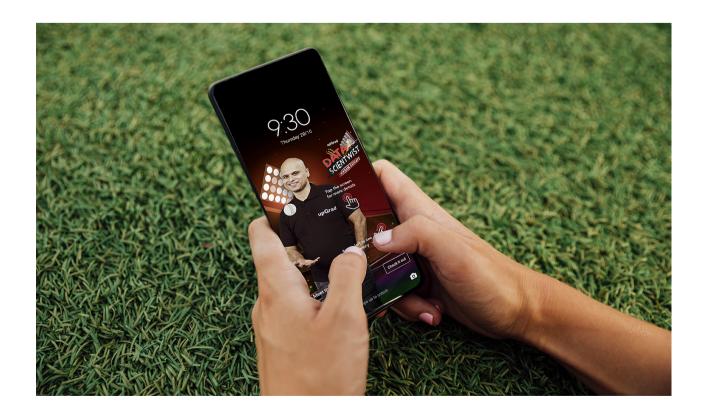
upGrad

Team upGrad

The Brand Objective

With an urgency to reach millions of cricket fans, upGrad identified the use of data science in cricket. Positioning themselves as a leader in specialisation courses, the campaign from upGrad tied up the relevance of data science to modern-day cricket. To retain brand tonality and leverage influencer marketing Vikram Sathaye, a renowned cricket presenter, analyst and stand-up comedian, took up the role of "Data Scientwist" to endorse the campaign. upGrad managed to capture significant interest with Glance audiences—including those consuming cricket content as well as those looking for entertainment. With Glance, the edtech company moved away from traditional advertising formats by fostering community engagement on millions of lock screens.

The Solution

upGrad campaigned across 16 cities using Glance, to inspire interest among target audiences mapped on three levels – Cricket enthusiasts, viewers engaged with content from edtech apps, and users with appographic ownership. The campaign was driven by time-targeted content dissemination in sync with ongoing cricket match schedules. Stat-based infographics were created based on every script to highlight the data science relation to upGrad's offerings. The brand's tonality of quirky corporate humour was at the core of cricket content, driven further by Vikram Sathaye's influence. 64 original video content pieces were created, tailored to the response and engagement of users. A range of exclusive 20-30 sec scripts was built on data points pertaining to respective matches, adhering to the festive cheer of the sporting season. The content was featured to the audience from 12pm to 10pm, which is just before or during the matches, thus increasing the relevance of the content. For all the creatives, the focus was engagement with cricket enthusiasts from cheerful humour and clever match breakdowns, gathering a higher brand recall for upGrad.

The Results

The campaign created a huge buzz amongst millions of Glance users during its run time, reaching over 16+ million users, with over 30+ million views. 75% of the exposure was from tier-1 cities like Delhi, Pune, Bangalore and Mumbai, where audiences showed more than 51% engagement in these regions. 85% of the clicks were unique clicks implying it was clean, non-bot traffic, and a whopping 90% of clicks came from tier-1 cities like the ones mentioned above. Videos during the key matches recorded maximum attention as audience anticipation was well-timed with the humour in videos. Minimal, eye-grabbing creatives gave the brand a chance to stand out in the clutter and drive real-time engagement with potential customers. Vikram Sathaye's social influence alone touched 91,000+ users, gathering 88,000+ views in total.

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