

inMOBI™

InMobi & WYNK Music work with Diageo to build awareness around #No1YaariJam campaign on mobile

DIAGEO



Objective

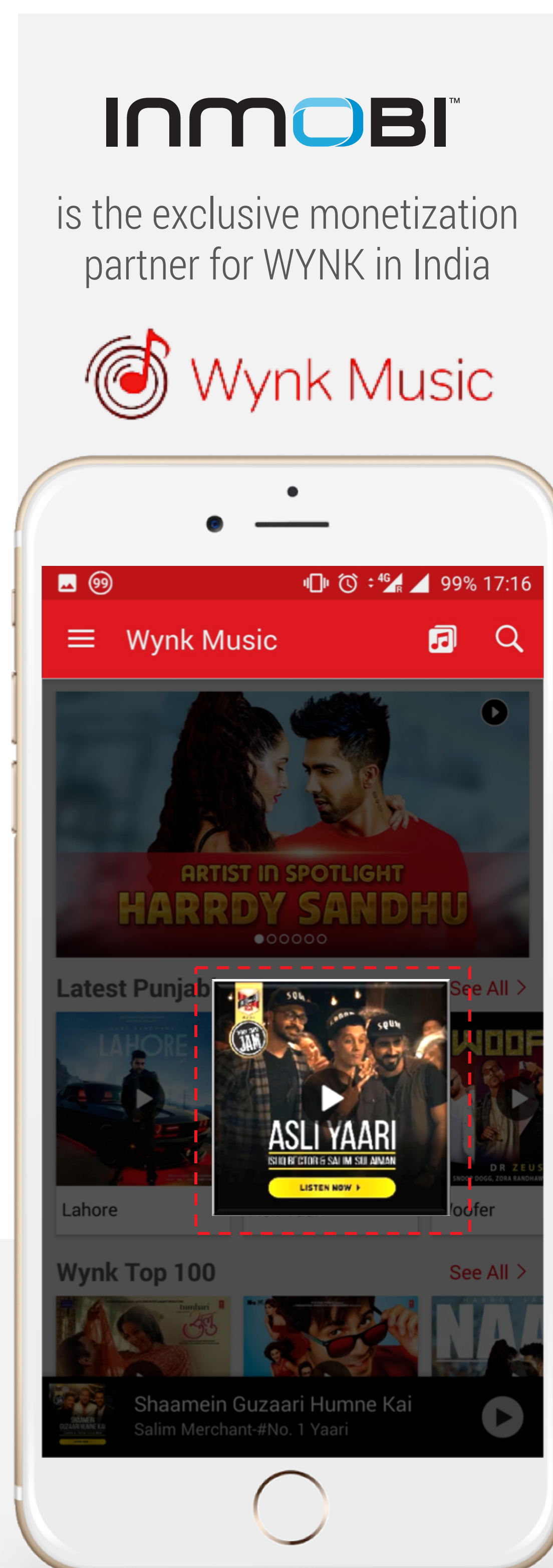
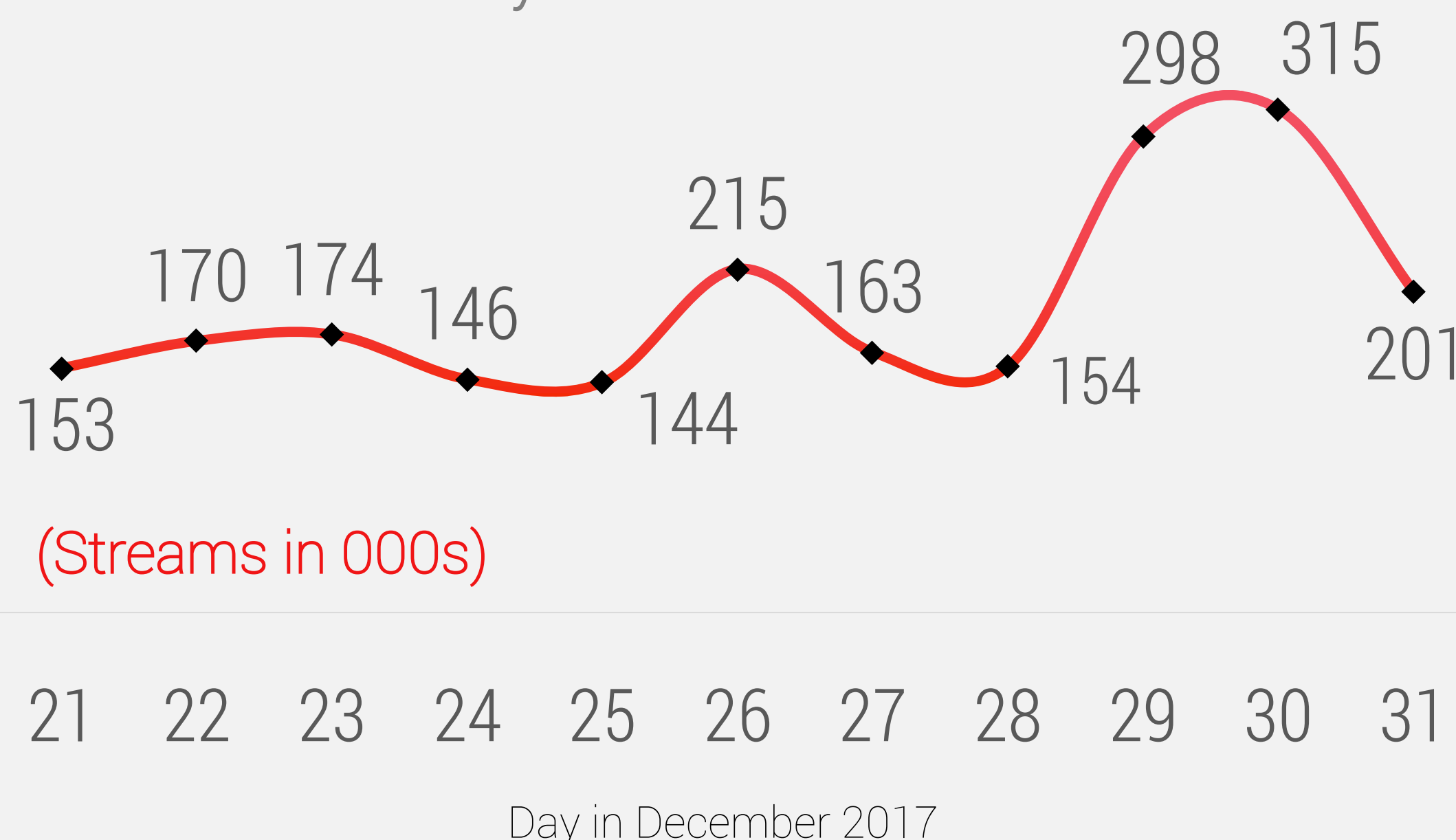
McDowell's is a Diageo India brand that was looking to reach out & engage its target audience by leveraging a music album created in association with one of India's leading musician duo

A Unique Solution

InMobi worked with Wynk Music to create a organic presence for #No1YaariJam on the App reaching out to India's music enthusiasts

PRESENCE ►
ON WYNK HOME

The McDowell's playlist on Wynk Music raised an immense amount of interest driving over 2.1 million streams in 10 days



2.1 MILLION
STREAMS

IN 10 DAYS

302 K
SONG DOWNLOADS

ACROSS THE CAMPAIGN

Streams

6%
Kannada

71%
Hindi

18%
Punjabi

3%
Rajasthani

Completions

30%
Kannada

32%
Hindi

33%
Punjabi

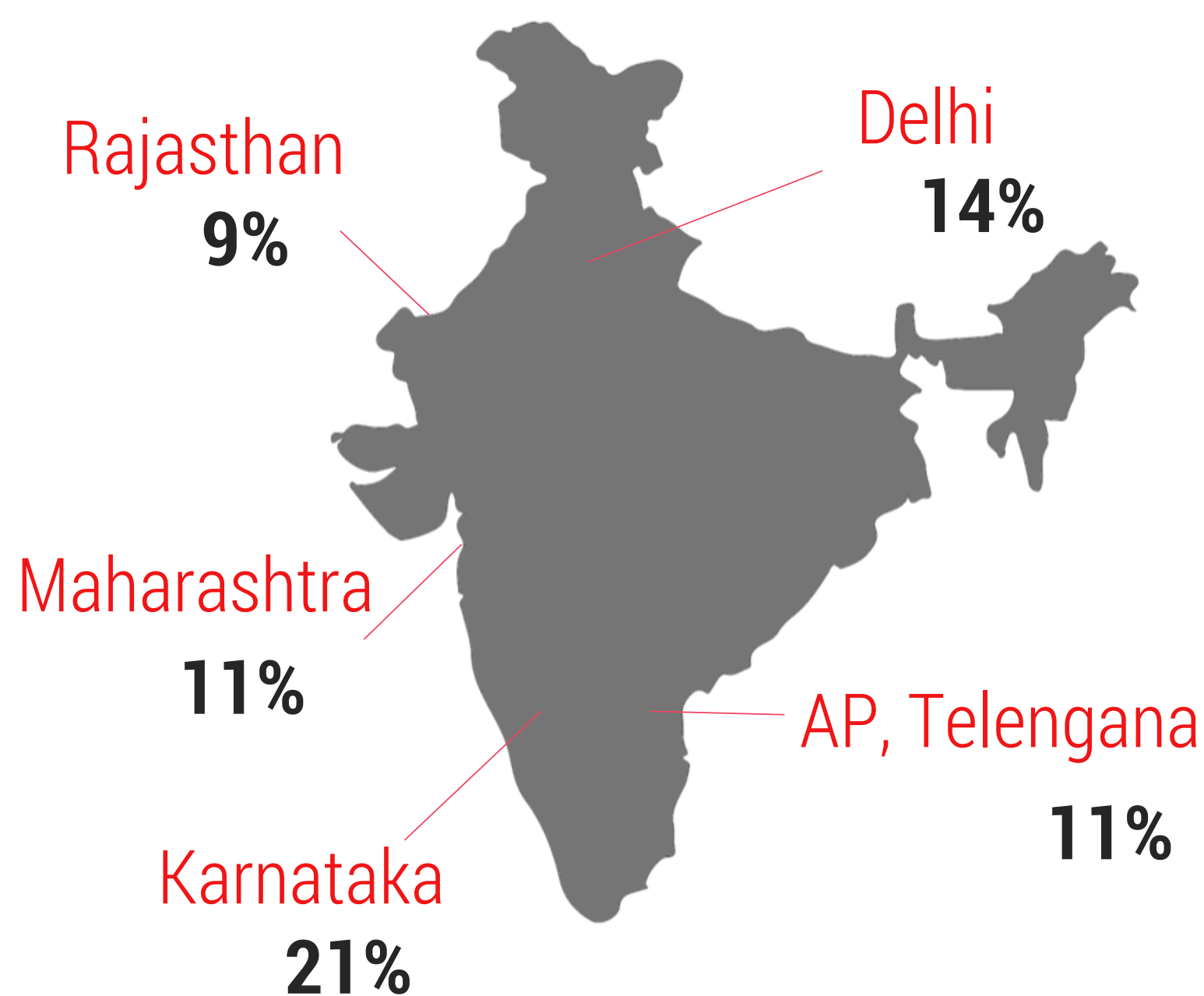
39%
Rajasthani

DIAGEO



What the #No1YaariJam
achieved through the
association?

Pan India reach out to Music enthusiasts



17%	14%
Bengaluru	Delhi NCR
7%	6%
Hyderabad	Mumbai
6%	3%
Jaipur	Chandigarh
3%	3%
Lucknow	Kolkata

Influencing Millennials through music

Percentage of listeners

42%

Aged 25 to 35

26%

Aged 35 to 40

14%

Aged 40 to 50



74%



26%

DIAGEO

“As a brand McDowell's initiates true bonds of friendship. Through this campaign #No1YaariJam we wanted to create a distinct sonic identity- key brand asset- and thus leveraged mobile music as our platform of choice. And InMobi helped us achieve this objective in this unique campaign”

Sridhar B
CDO, Diageo India

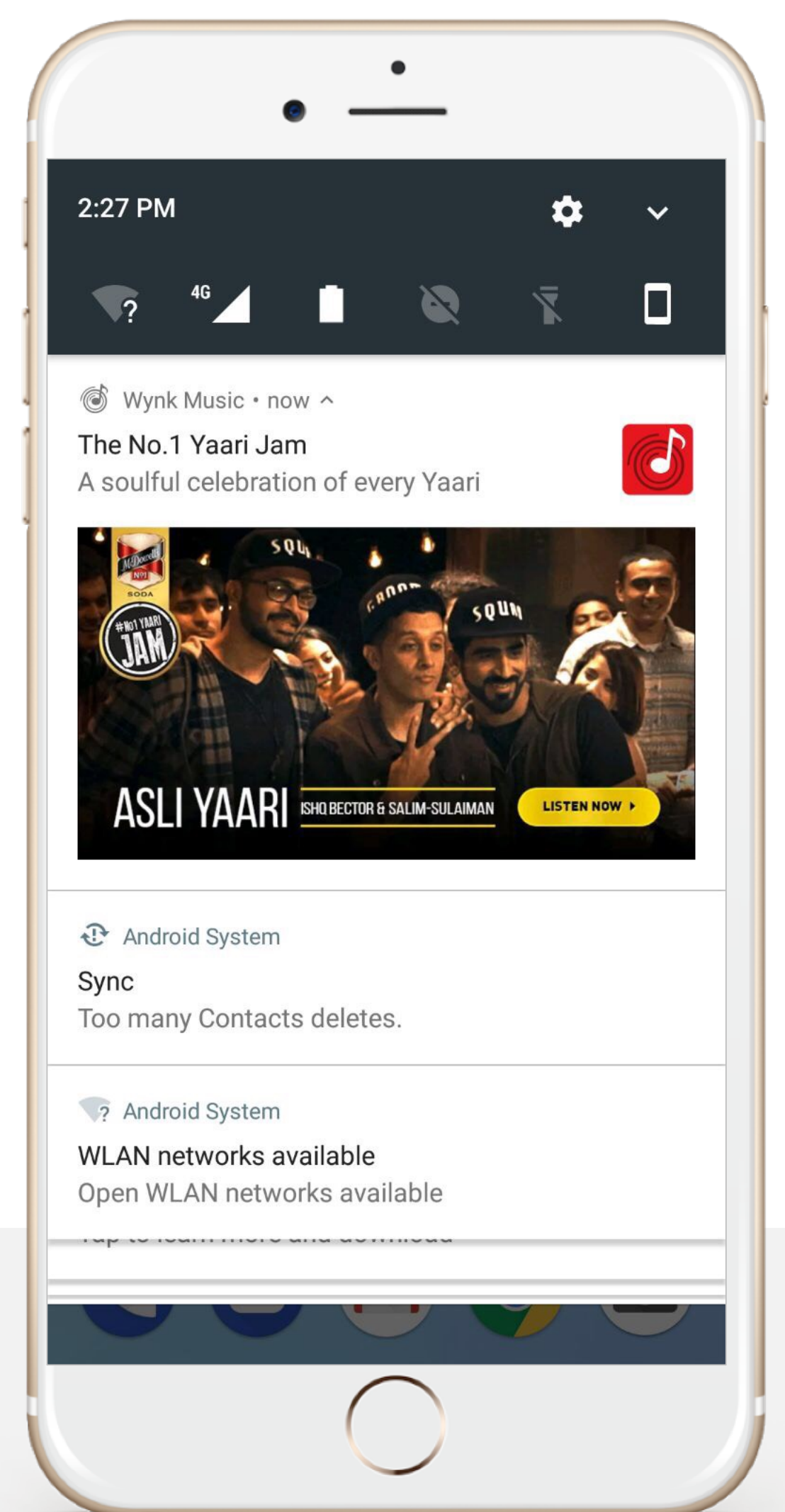
DIAGEO



How InMobi utilized WYNK Inventory to promote the playlist?

Branded Push Notifications

were sent out from WYNK Music to it's user base of over 20 million users nudging them to check out #No1YaariJam



Other engaging formats

were used to drive users to discover individual songs from the album

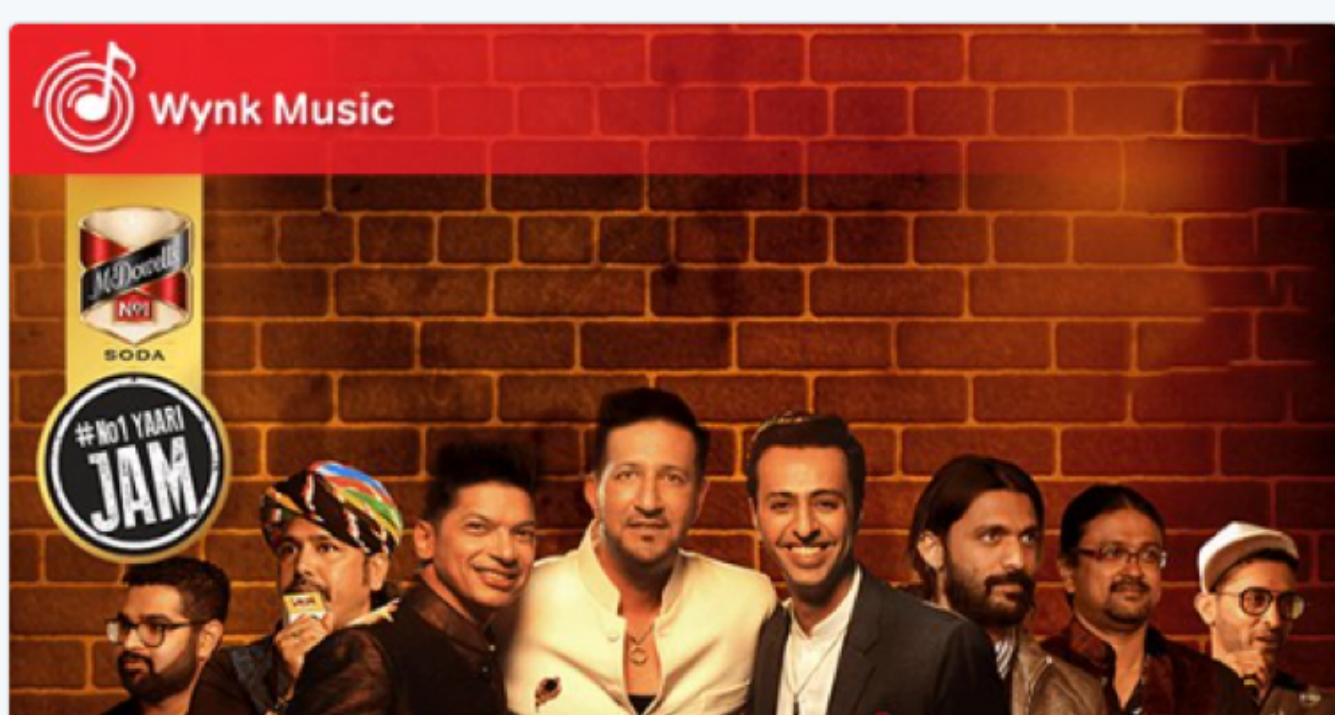


Non
skippable
Audio Ad
for Diageo

Playlist Banner
for Diageo



Wynk Music @WynkMusic · now
Our mesmerizing #No1YaariJam has moved 15M people. If you haven't listened to it, plug in your earphones and check it out now. P.S, Tag your Yaars to make them feel special.
wynk.in/u/101kJrRNS4ZC...



Exclusive Social Media Plug
from the official WYNK MUSIC social media handles spreading awareness around #No1YaariJam