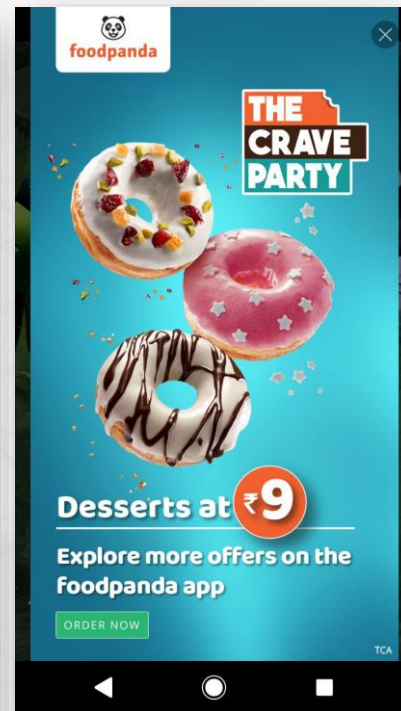
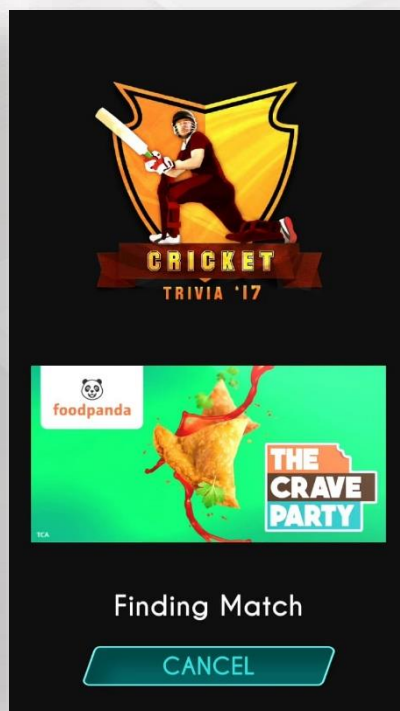
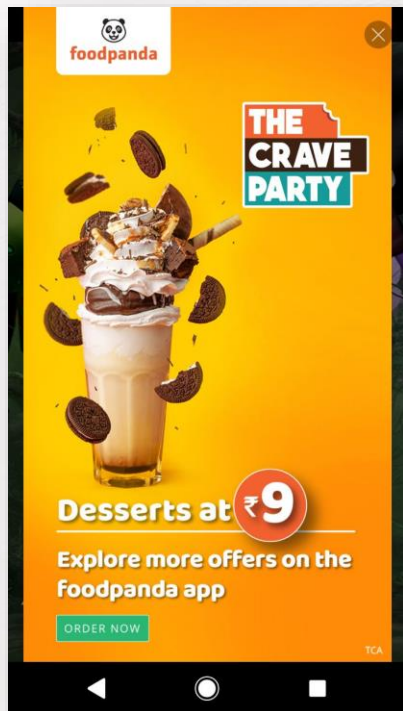


FOOD DELIVERY

CASE STUDIES

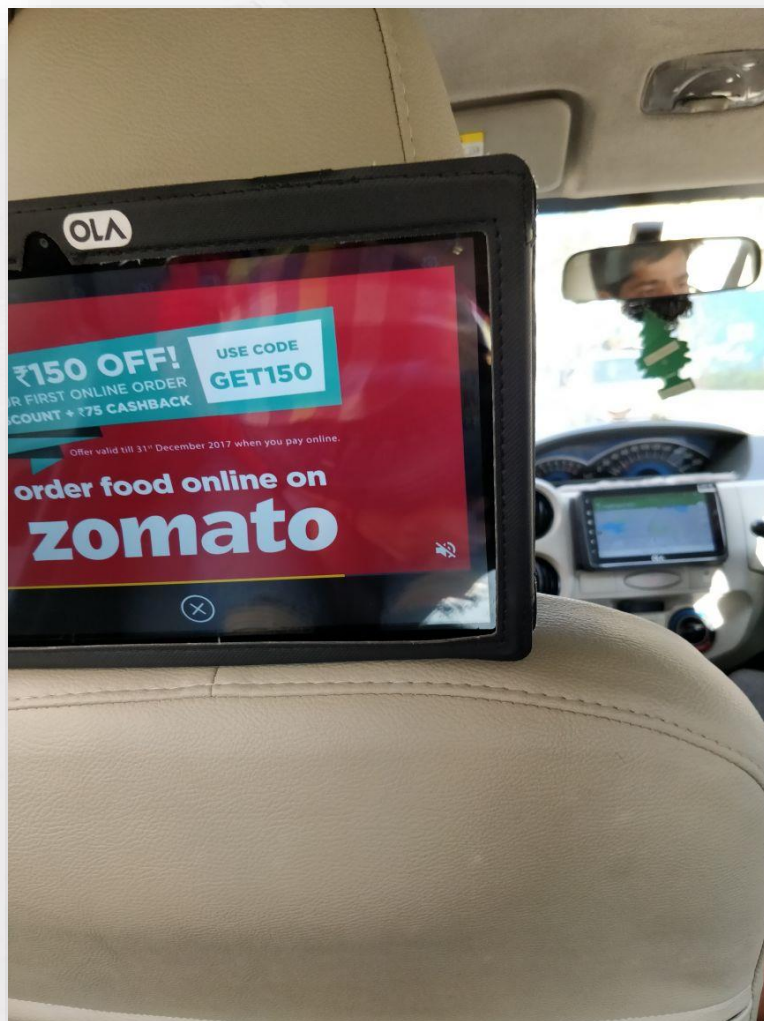
FOOD PANDA



- ❑ **Objective:** Awareness about the brand and creating buzz around its offerings. Re engaging the lapsed users and driving the installs followed by orders.
- ❑ **Targeting:** Male /Female, 18 to 40 age group
- ❑ **Geography:** Mumbai, Delhi/NCR, Bangalore, Pune, Chennai, Kolkata, Jaipur, Kanpur, Lucknow
- ❑ **Execution:** Initially from displaying banners in the relevant websites/apps/food sections/youth sections, moving to native display & integration to maximize the relevancy. To achieve maximum impact we then drove installs for the app to get the userbase with few orders.

ZOMATO

- ❑ **Objective:** Awareness about the brand Zomato and its offerings by making users see a 10 sec video ad
- ❑ **Targeting:** Male /Female, 18 to 45 age group
- ❑ **Property:** OLA Play
- ❑ **Geography:** Mumbai, Delhi, Bangalore, Pune, Chennai, Kolkata
- ❑ **Duration:** 20 Days



OUTCOME

Impressions: 1.2Mn

SUBWAY



❑ **Objective:** To brief the audience about the launch of Subway's new offering of wide range of tasty, quick and healthy meals. So they came up with a video, for the launch of their new scheme and also re created brand awareness.

❑ **Targeting:** Male /Female, 18 to 45 age group

❑ **Geography:** PAN India, (Majorly Tier 1 cities)

❑ **Duration:** 25 Days

OUTCOME

A 30 sec video with 2Million impressions served and 1.5Million complete views



Thanks!