

# OLA APP & PLAY

*CASE STUDIES*

# JABONG

Airtel 4G 6:15 PM

Your ride is arriving  
← 13 mins away



What's In Festival | 22-26 Sep

Autumn Winter'18 | 25+ New Brands | INR 1001\* off on 1st order

Shop Now



Citibank Rewards Card

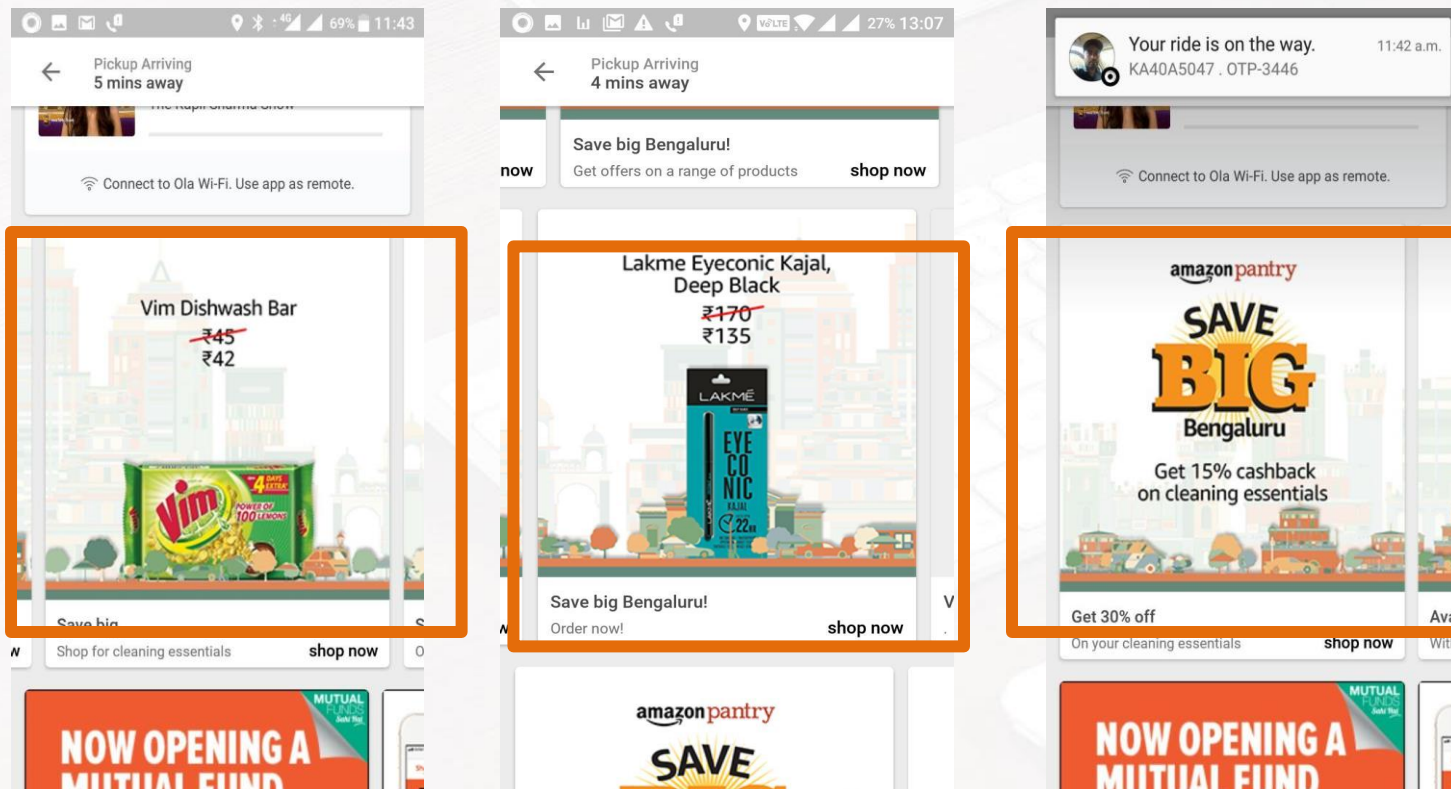
2500 welcome rewards points and Enjoy over 3,600 offers across Dining, Shopping, Movies & EMI.

- ❑ **Product:** Autumn Winter's 18Collection
- ❑ **Duration:** 1Day
- ❑ **Targeting:** OLA PrimeCabs
- ❑ **Geography:** Pan India
- ❑ **Property:** OLA APP
- ❑ **Creative:** Single Banner

## OUTCOME

Impressions Delivered: 0.3Mn  
CTR Achieved: 1.1%

# AMAZON PANTRY



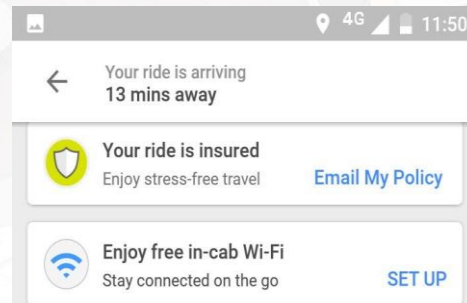
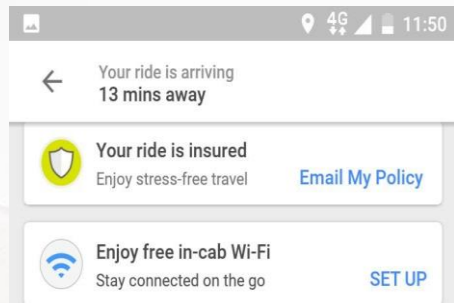
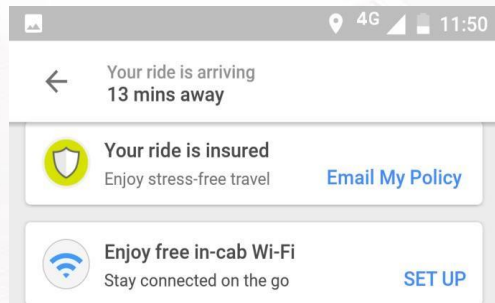
- Product:** Personal Care, Cleaning Essential, Cooking Essential
- Duration:** 18Days
- Targeting:** All OLA Cabs
- Geography:** Bangalore
- Property:** OLAAPP
- Creative:** Carousel Banner

**OUTCOME**

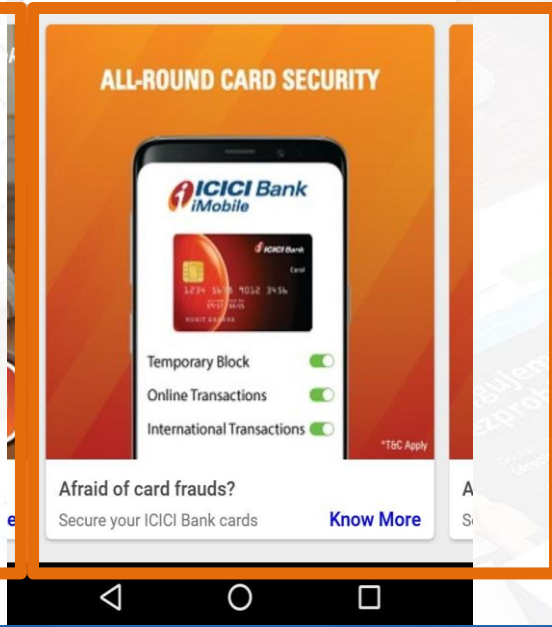
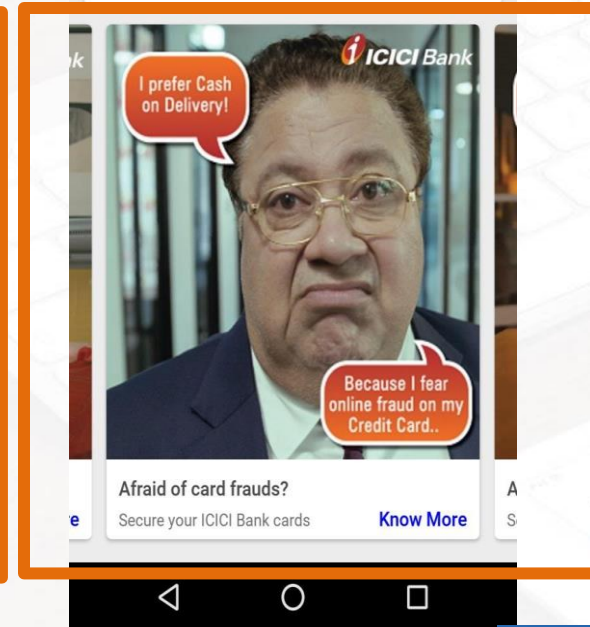
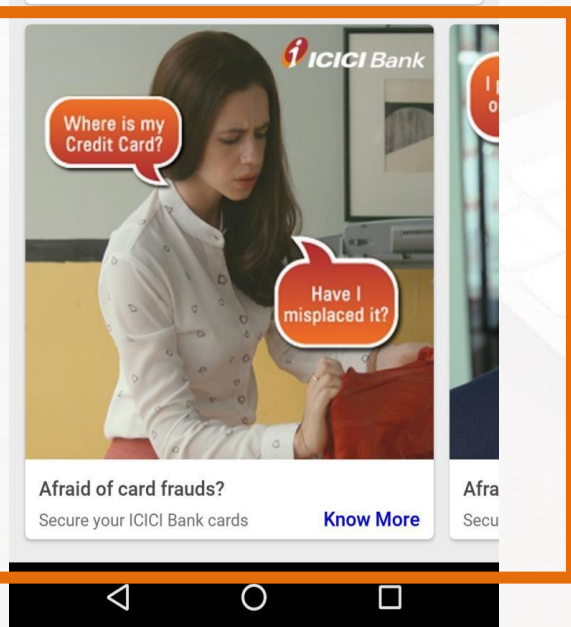
**Impressions Delivered: 5.29Mn**  
**CTR Achieved: 2.04%**



# ICICI BANK



- ❑ **Product:** Debit/ Credit Cards
- ❑ **Duration:** 18Days
- ❑ **Targeting:** All OLA Cabs
- ❑ **Geography:** Bangalore
- ❑ **Property:** OLAAPP
- ❑ **Creative:** Carousel Banner



**OUTCOME**

Impressions Delivered: 3.2Mn  
CTR Achieved: 1.04%

# CADBURY SILK- RAKHI SPECIAL

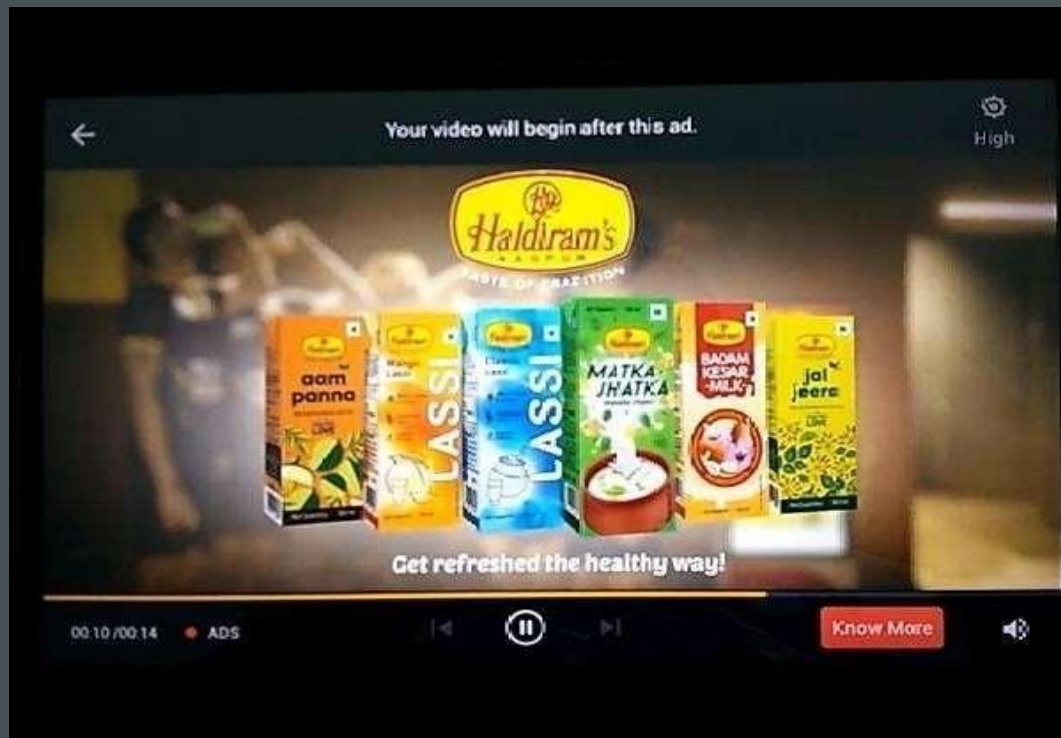


- ❑ **Targeting:** OLA PrimeCabs
- ❑ **Geography:** Mumbai
- ❑ **Property:** Roadblock onOLA Play
- ❑ **Creative:** Video
- ❑ **Duration:** 4 days

**OUTCOME**

**Complete Views:0.7 Mn**  
**CTR:0.5%**  
**VTR :96%**

# HALDIRAM TETRA PACK



- ❑ **Targeting:** One Video streamed for Andhra Pradesh and Telangana and the second one for the other geographies.
- ❑ **Geography:** Andhra Pradesh, Telangana. Karnataka, Tamil Nadu, Madhya Pradesh. Chhattisgarh and Maharashtra
- ❑ **Property:** OLA Play (Pre Roll)
- ❑ **Creative:** Two Videos (Hindi and Telugu)
- ❑ **Duration:** 30 Days

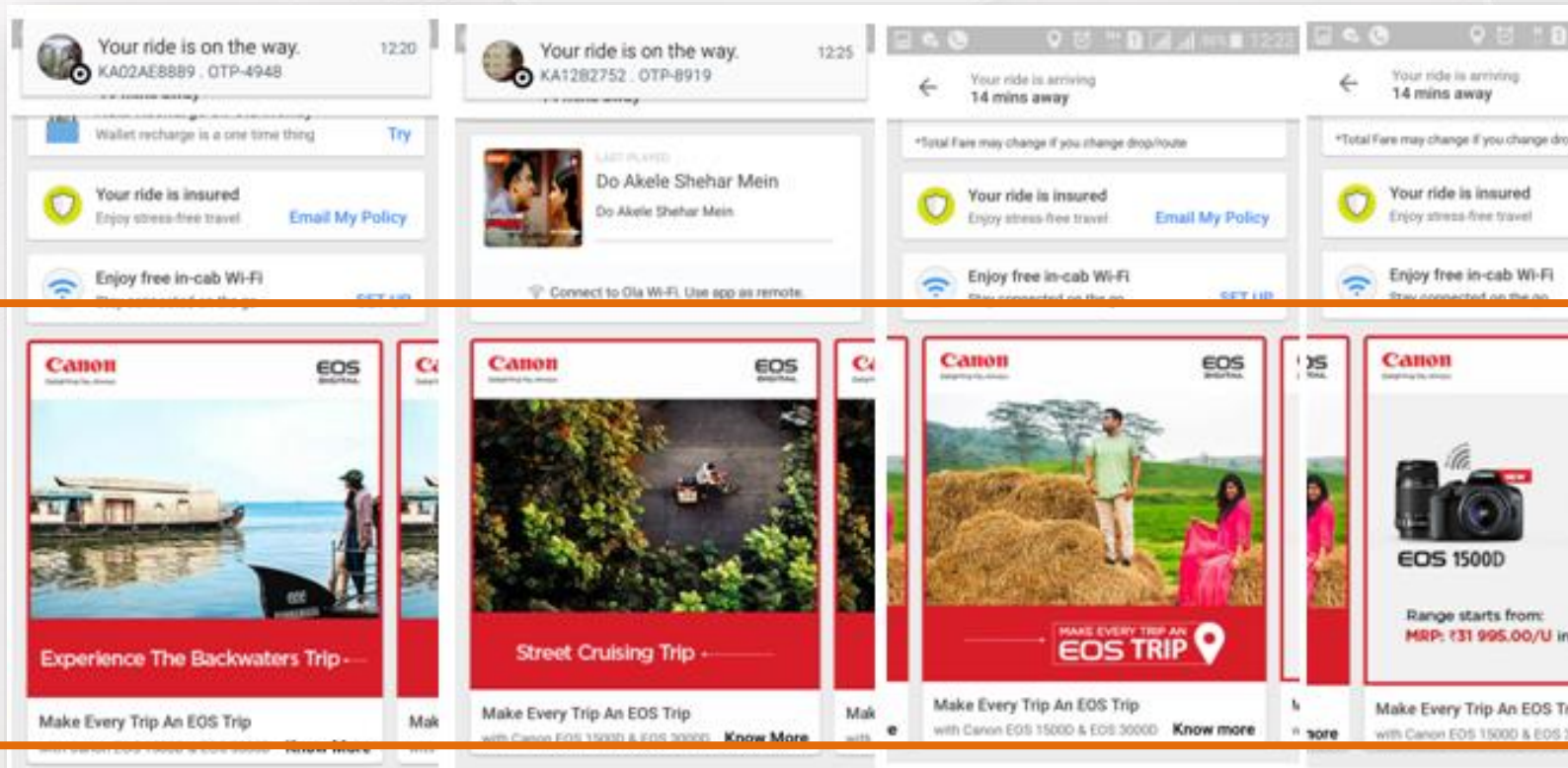
## OUTCOME

Completed Views: 80K  
CTR Achieved: 0.09%  
VTR Achieved : 95%



# CANON

- ❑ **Objective:** Brand Awareness
- ❑ **Targeting:** Top Metros in India, Target Age: 21+, Interested in Travel/Photography/Lifestyle/ Fashion
- ❑ **Property:** OLA
- ❑ **Creative:** Carousel format
- ❑ **Duration:** 30 Days

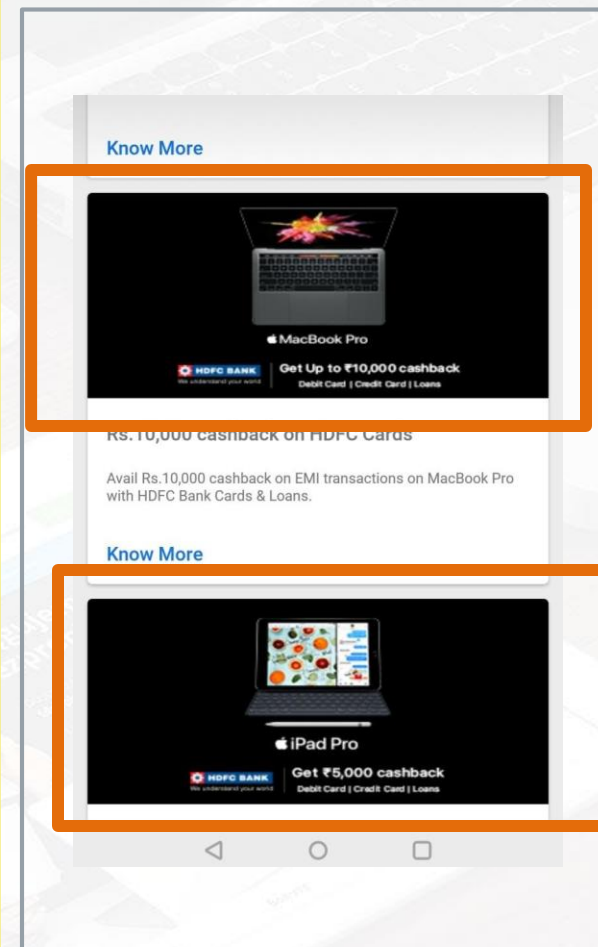
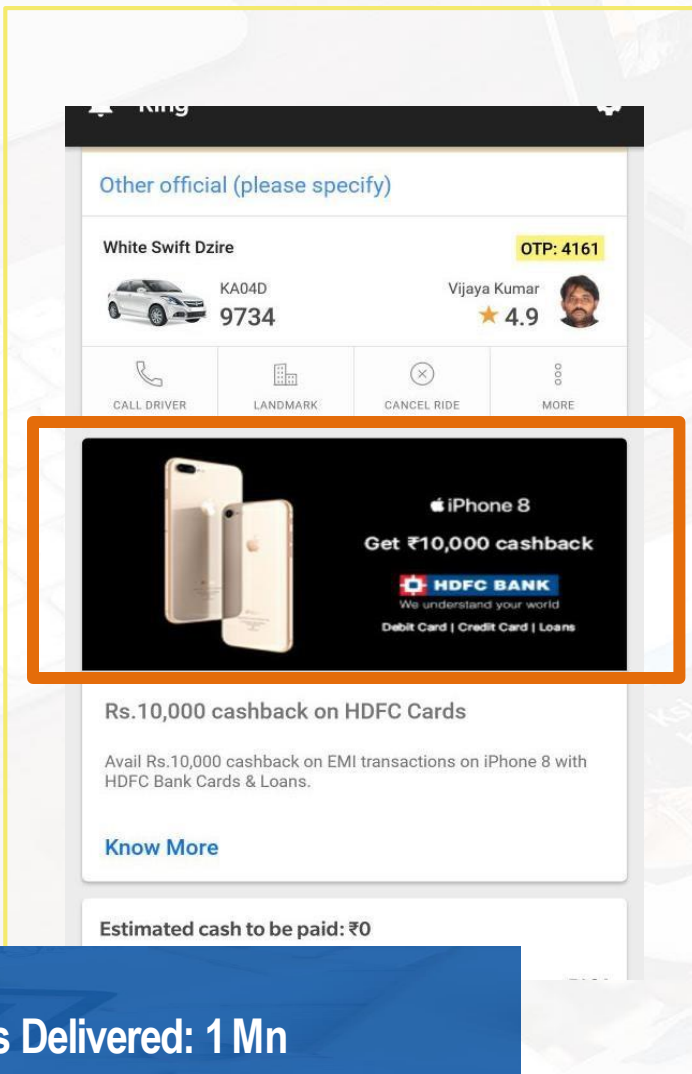


## OUTCOME

**Impressions: 30 Lakhs**  
**Clicks : 24K**  
**CTR: 0.8%-1.5%**

# APPLE

- ❑ **Product:** Iphone8, Ipad Pro, MacBook Pro, IphoneX, Watch
- ❑ **Targeting:** Airport pick & drop and frequent flyers
- ❑ **Geography:** Top 10 Metros in India
- ❑ **Property:** OLA App
- ❑ **Creative:** Single Banner



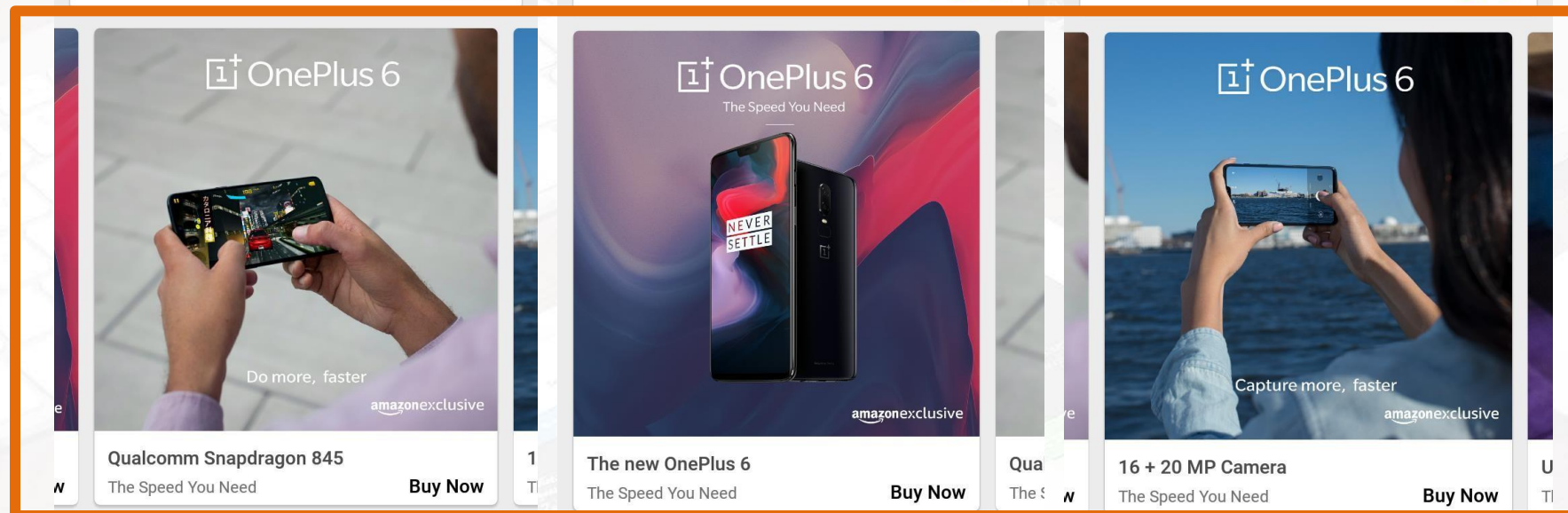
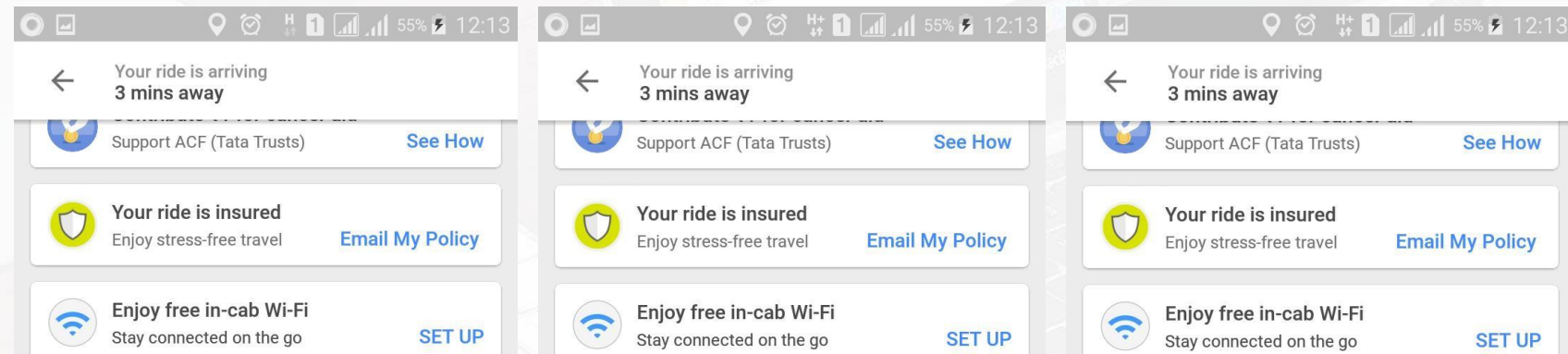
## OUTCOME

Impressions Delivered: 1 Mn  
CTR Achieved: 1.3%



# ONE PLUS

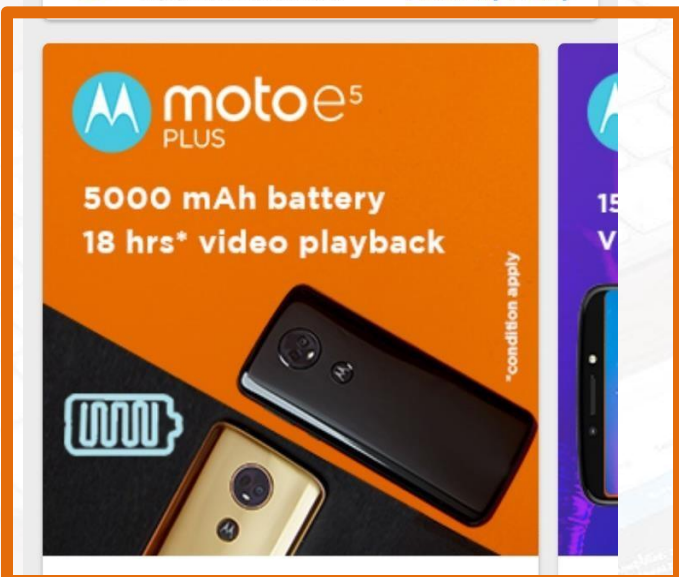
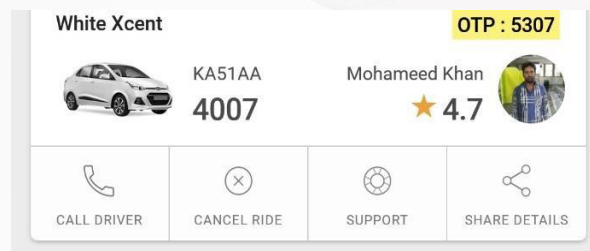
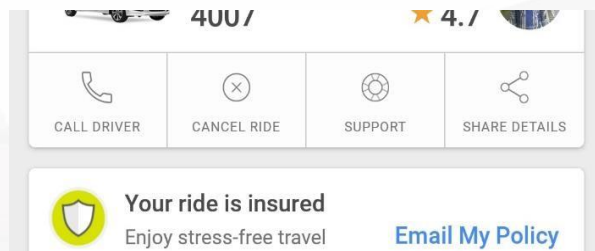
- ❑ **Product:** One Plus6
- ❑ **Targeting:** All Cabs
- ❑ **Geography:** Metros and Tier1 cities
- ❑ **Property:** OLA App
- ❑ **Creative:** Carousel Banner
- ❑ **Duration:** 6 Days



## OUTCOME

Impressions Delivered: .85 Mn  
CTR Achieved: 2.04%

# MOTOROLA



- Product:** Moto e5 Plus Launch
- Geography:** Top 7 Metros in India
- Property:** OLAApp
- Creative:** Carousel Banner
- Duration:** 20 Days

**OUTCOME** | Impressions Delivered: 1.1 Mn  
CTR Achieved: 1.0%

# MAHINDRA\_ Welcome Screen on Ola



- ❑ **Objective:** To Implement Pre-Launch & Post - Launch Campaign targeting Premium Ola Customers to grab million eyeballs for visibility and awareness the automobile brand.
- ❑ **Target Group:** OLAPremium User Base
- ❑ **Geography:** Top-7 largest cities of India
- ❑ **Property:** Video Ad on Ola Play
- ❑ **Video Duration:** 30 Sec
- ❑ **Duration:** 20 days



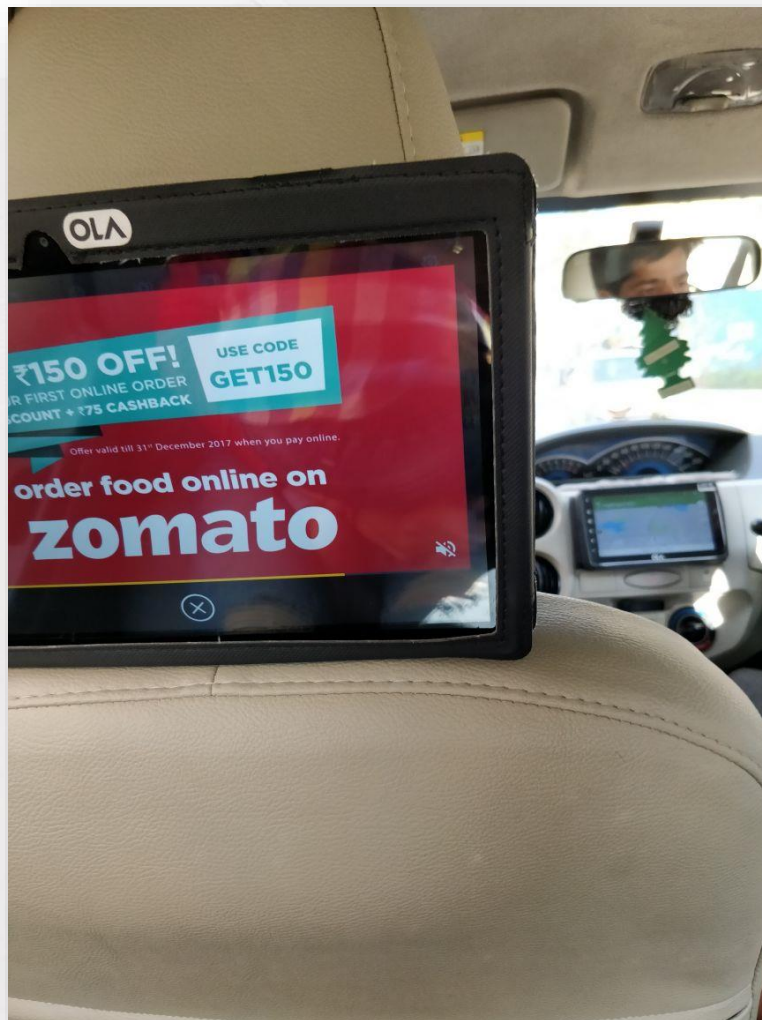
<p><b>OUTCOME - Buzz</b> created 5 days prior with the Pre-launch Promo video Post-Launch video played for remaining 15 days</p>	<p><b>Views: 5,00,000</b> <b>Average view percentage Per Impression &gt; 90%</b> <b>More than 20% Premium Ola users engaged with the Brand,</b> <b>&gt; 10% Advance Bookings attributed to this campaign.</b></p>
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## 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

**Impressions Delivered : 1.2 Mn**



**OUTCOME**

**Impressions: 1.2Mn**



**Thanks!**