



Campaign Type: CPM

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Campaign Objectives

Since Chota Bheem wanted to promote the upcoming movie, the main objective of the campaign was to



Increase Parental Awareness: Target parents with programmatic banner ads and rich media to promote the Chhota Bheem movie.



Boost Engagement: Use interactive media to engage parents and pique their interest in the movie.



Encourage Movie Viewership: Encourage parents to take their kids to see the movie through compelling and informative ads.



CHHOTA BHEEM AND THE CURSE OF DAMYAAN



Campaign Strategy

Since Chota Bheem wanted to increase awareness & visibility for its new movie by reaching out to children, we used our DSP to run Rich Media ads and targeted:

Targeting (PAN India):



25-45 Years old
(Male & Female)



Smartphone Users
Parents

Attributes:



People who use mobile phone to book online movie tickets
Lifestyle | Entertainment

Placements:



In-App | Mobile | Web

Attributes:



Programmatic Banner and Rich Media Ad





How We Executed

Our proprietary AI/ML platform with its data-driven insights helped in a successful campaign execution, via:

- **AUDIENCE SEGMENTATION**

With the help of our innovative DMP, we targeted a lookalike audience who have online movie ticket booking apps.

- **RETARGETING**

The insights from our DMP and third party data sets helped target the right audience who are using movie booking apps or are interested in Chhota Bheem and targeting these users helped boost the conversion rate.

- **TARGETED PLACEMENTS**

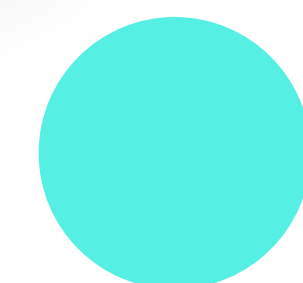
To increase awareness about the movie and encourage users to book movie tickets users were fully engaged via Rich media creative ad places across In-App Banner in Mobile and web along with a call-to-action (CTA) and redirection to ticket booking platform.

- **BRAND SAFETY**

Integrated with Appsflyer to enable Protect 360 which detects and eliminates fraud before it reaches advertisers that helps brand optimize their ad-spent & improve the ROI of the campaign.

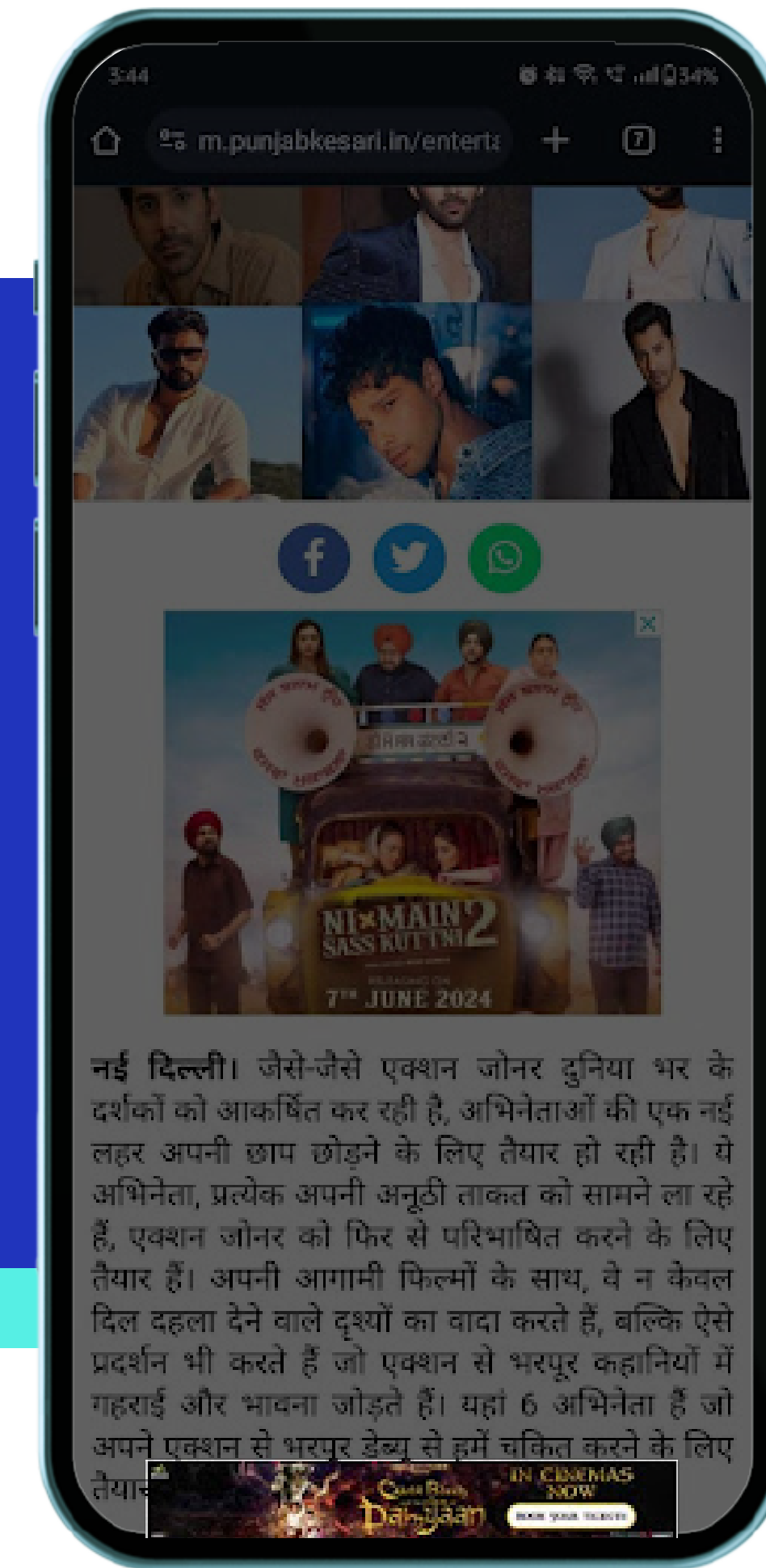
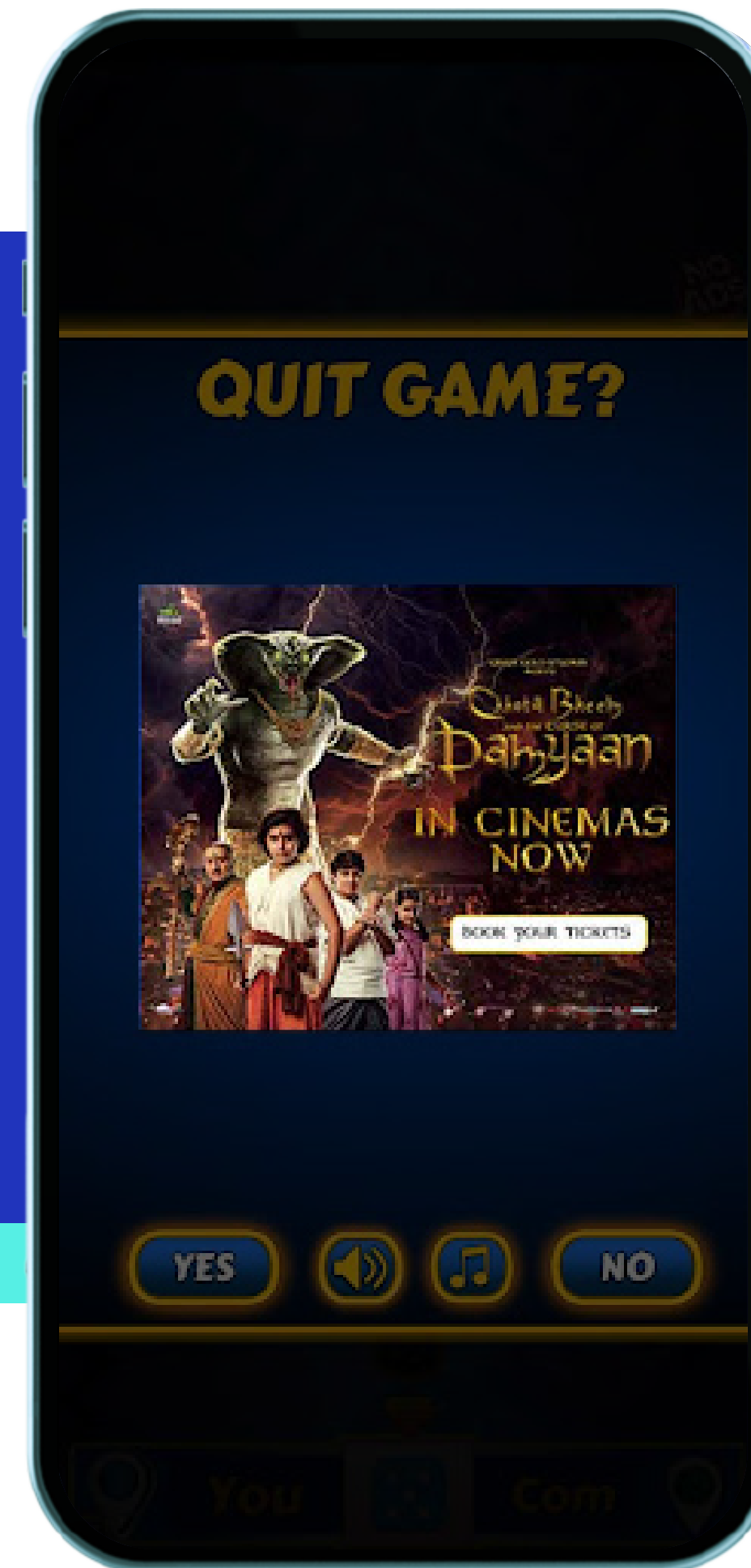
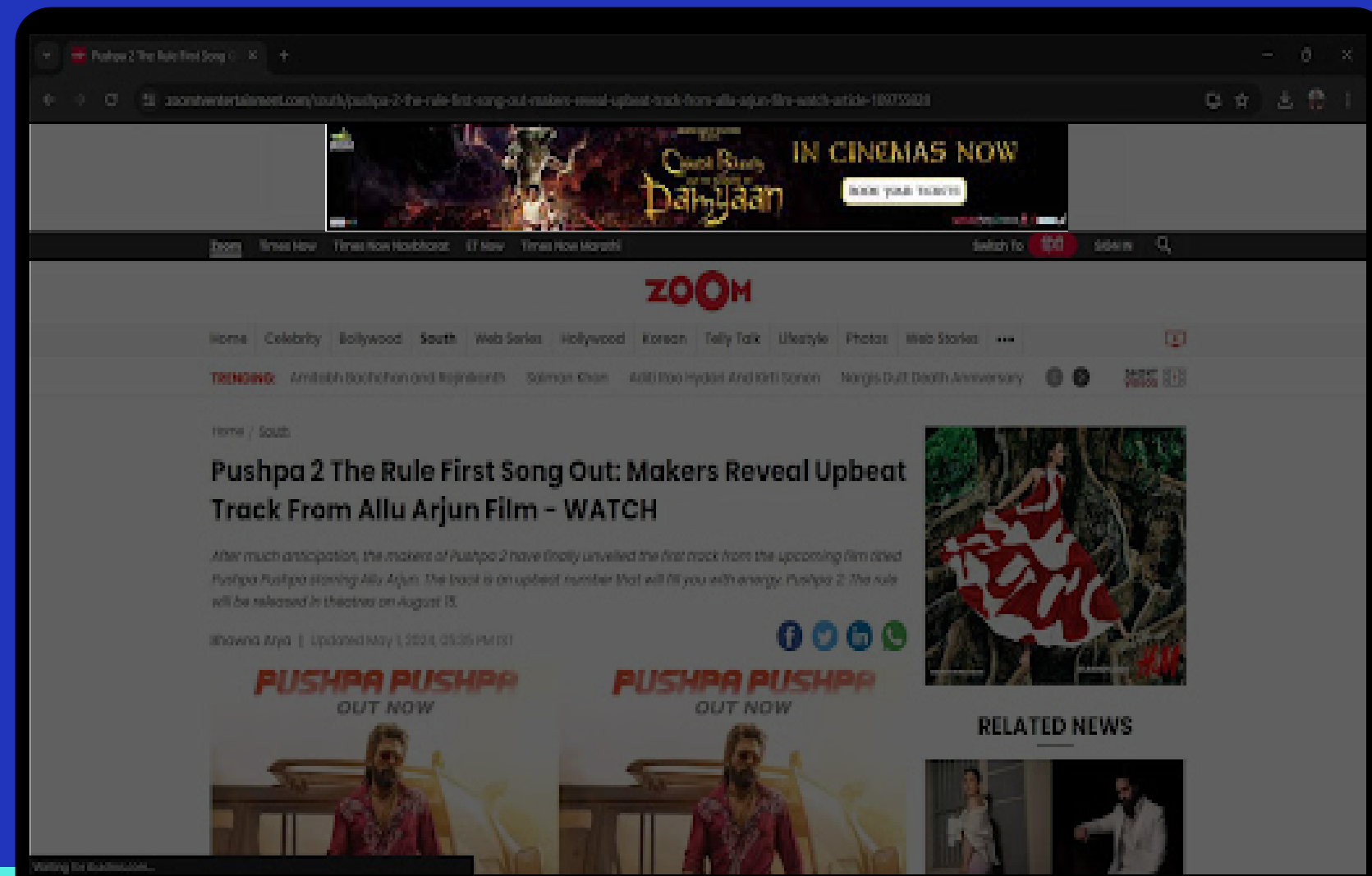
- **REAL TIME MOVIE MARKETING VIA RICH MEDIA ADVERTISEMENT**

We designed an engaging rich media advertisement for the Chhota Bheem campaign, featuring the "Chhota Bheem Maze Adventure!" "Tap & Play" & "Battle" game. The innovations and games were inspired by movie scenarios to heighten audience curiosity.



Campaign Screenshots-

We showcased clickable Banner Ads to the audience, enabling them to book movie tickets directly.



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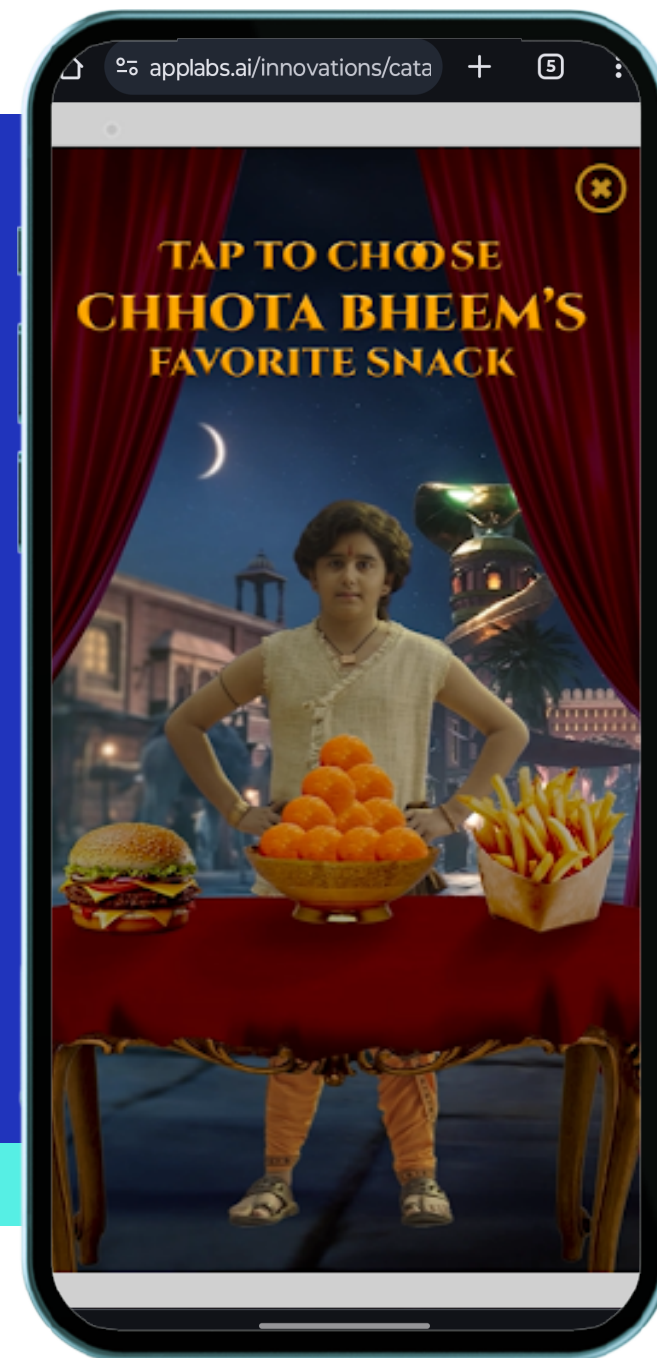
Rich Media Creatives

The campaign effectively promoted the Chhota Bheem movie using three innovative solutions: a battle game, a tap-and-play Laddu game, and a maze game. These interactive elements successfully engaged users.



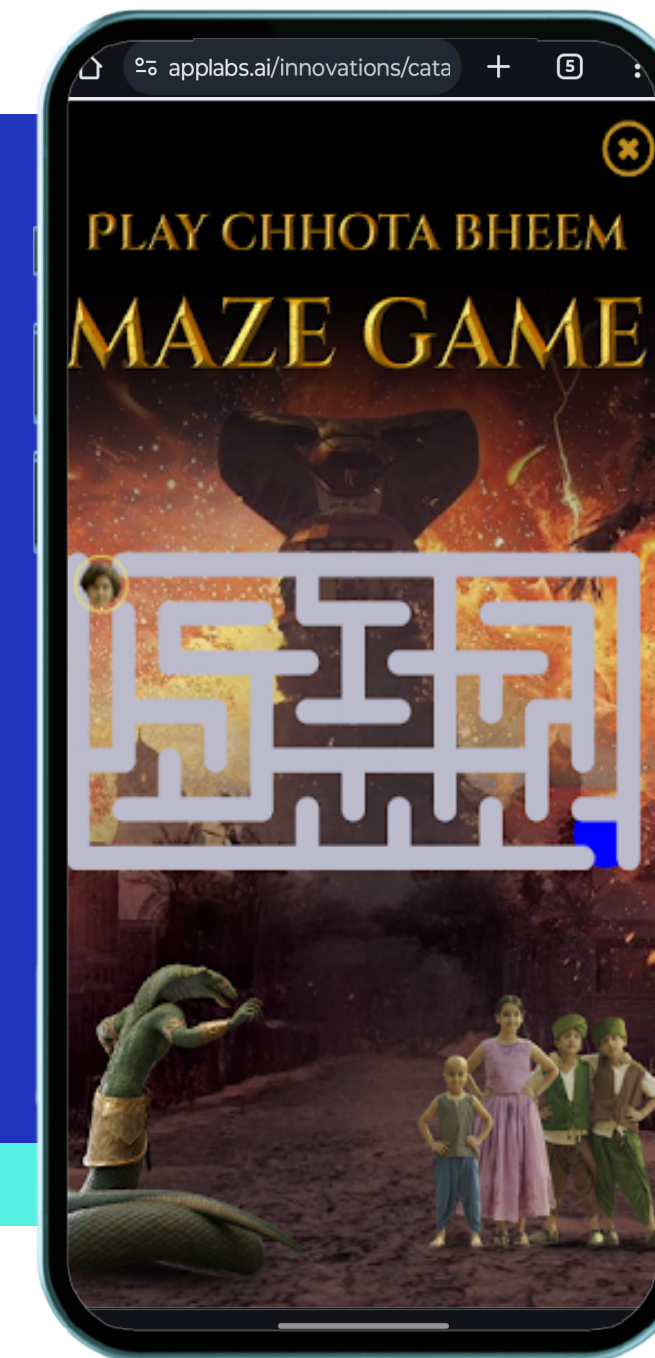
Battle Game

To promote the movie, we developed an innovative battle game where Chhota Bheem faces off against the Serpent King, allowing users to engage in combat with unique weapons, followed by a direct call-to-action for ticket booking.



Tap & Play

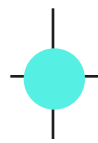
In this interactive game featuring Chhota Bheem, users select the correct food option among three choices, leading them to a CTA page for seamless redirection to the ticket booking page.



Maze Game

In this innovative experience, users navigate a random maze to help Chhota Bheem find his friends, leading to a CTA page for direct access to the ticket booking page.





Results

The campaign achieved remarkable results:

6.4M+
CUSTOMER REACH

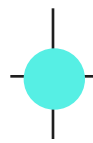
66K+
CLICKS

1.06%
CTR%

CHHOTA BHEEM MOVIE

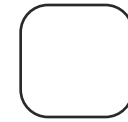
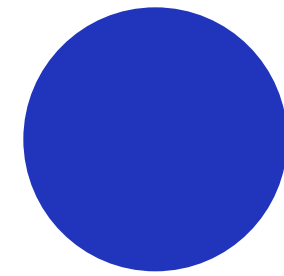
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About Applabs

At Applabs, we let advertisers connect to their audience through OEM & Premium Mobile Apps to make an impact and drive results. Our technology fine-tunes the campaigns to ensure the desired user journey to achieve the KPIs at reasonable price point.





Thank You

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