

Tailored Data Driven Marketing drives Awareness for Bahubali 2 Movie



CHALLENGE

Bahubali is the Highest Grosser and one of the biggest Hit of the Indian Entertainment Industry. Being such a great hit of all times, the challenge was to create awareness of Bahubali 2 movie TV premier on Star Gold.



SOLUTION

Tailor Made, Data Driven model was created consisting of several targeting parameters including User Appography info, location, timeline, and also promotional message designed through different creatives. Using our Data Model we helped Bahubali to identify segment who would watch movie.



RESULTS

Within 1 Days With Tailor Made Video Data Model by MoMagic, we built a core customer model which drove 2.1M Impressions that converted into 300K Clicks with 50K clicks delivered in first 2 Hours Time frame.

2.1M

Impressions

300K

Clicks

50K

Clicks in First 2 Hours



Targeting Techniques used to Grow Success with Conversions

The Targeting techniques coupled with the Tailor Made Video Data Model conceptualised along with the campaign ensured conversion to increase the viewership of the Movie on TV

User Attribution in terms of App Detection of what all apps he has, how many times does he uses the app, what kinds of ads he clicks & through online transaction records was created to ensure effective targeting.

With Appography, Campaign was Targeted to users who have News, and Entertainment app in their handsets for better results. This ensured a better audience who are probable viewers for the movie on TV

Campaign Targeting was done in tier 1 & 2 cities of India & 3 hours before telecast, day parting to get the maximum impact



MoMagic Leads to Bookings, Conversions and a Lot More Traffic

Partnering with MoMagic, for a Day, VI-John obtained 2.1M + Impressions that converted into 300K Clicks. With 50K Clicks delivered in first 2 Hours.

After successful targeting of prospects, & analyzing the different user data to create a Tailor Made model, Bahubali Movie has been able to grow viewership on TV significantly using MoMagic as their Preferred Digital Partner.

