

# Hair Oil & Spices

## Case Study



# Brief

**Client: Shalimar-** is one of the world's largest Indian-owned consumer goods companies (Hair Care, Body Care, Chef Spices and Cooking Oil in consumer product categories).

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**Geo:** India

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**Period:** Apr'23-Jul'23

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**Targeting channels:** In Image

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**Target audience:** women from 18 to 45 years old

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## Objective:

- Branding
- Increased awareness



# Strategy

A strategy was chosen for the client, which consists of using the maximum number of different channels and promotion technologies to reach a wide audience.

Its main goal was the gradual involvement of users in the brand's product:

- Enriched,
- Coconut Oil,
- Jasmine Oil,
- Spice,

So, we worked separately with each product category for a deeper and better interaction with the audience.

## Parts of an advertising campaign

**In-visual (VOX)**

**Programmatic**

**Rich Media**

**OTT**

**TV Sync**

**Native**



# TV Sync

**Mechanics:** To increase the engagement of the target audience, we synchronized the programming and TV advertising using TV Sync technology.

TV Sync allows us to "listen" to the broadcasts of TV channels in real time and determine the output of the video by audio or video sequence.

During the broadcast of the Shalimar Chemicals's advertisement on TV, it was also shown on a user's mobile device.



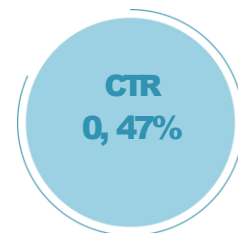
# Programmatic (Banner)

**Format:** Banner

**Ad channels:** Mobile/ Desktop Web

**Mechanics:** Banner advertising is the most popular and conversion format in digital.

In this advertising campaign, we worked with an animated banner. Such a banner quickly attracts the attention of users, allowing users to interact with it more actively.



# Programmatic (Native)

**Format:** Banner

**Ad channels:** Mobile/ Desktop Web

**Mechanics:** We used personalized targeting.

The brand banner was shown only to those users who were part of the target audience and visited sites for the relevant thematic queries (keywords).

A native ad naturally integrates into the overall theme of the site. The user perceives it not as an advertisement, but as part of the content.



Clicks  
233 117



Impression  
112 581 673



CTR  
0,21%

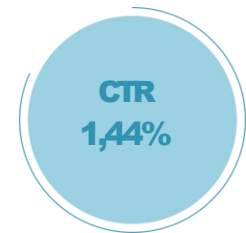
# Programmatic (Video)

**Format:** Video(OTT)

**Ad channels:** Mobile/ Desktop Web

**Mechanics:**We showed OTT ads to users in mobile apps and on sites that our target audience most often visits.

OTT allows us to effectively convey the message to users in the shortest possible time. The audience actively interacts with video advertising. So, the level of interest in the product and the loyalty of users to the brand increases.



# In-visual (VOX)

**Formats:** Banner/ Video

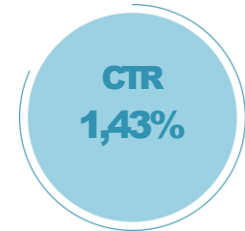
**Ad channels:** Mobile/ Desktop Web

**Mechanics:** With the help of VOX, the Shalimar Chemicals's ad was placed on sites relevant to interests in order to attract the attention of the right audience.

We used a combination of video and banner ads (in-visual) and worked with three VOX formats:

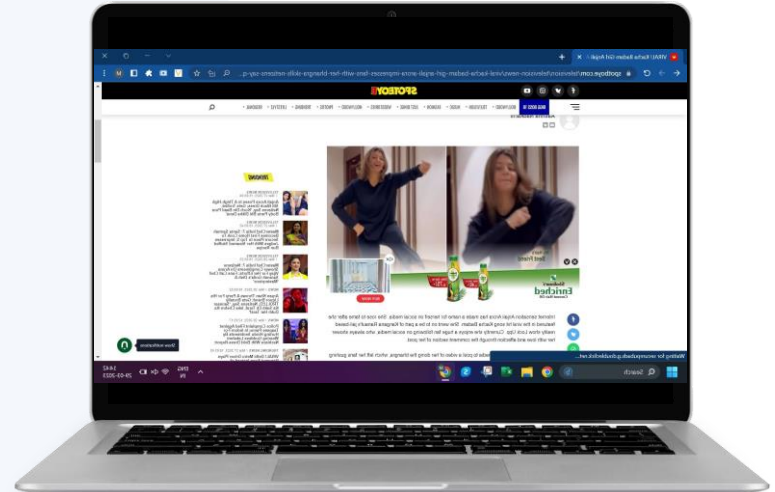
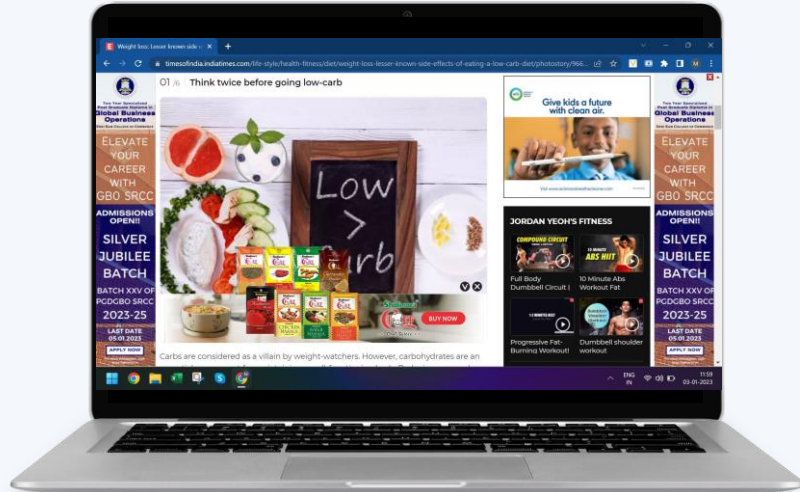
- flip,
- Sticker,
- Stripe.

So, the user saw the native advertising message exactly at the moment of interest in the topic. This allows us to maintain the nativity, increase user loyalty to the brand and ensure a high level of brand safety.





# In-visual (VOX)



# Rich media (Banner)

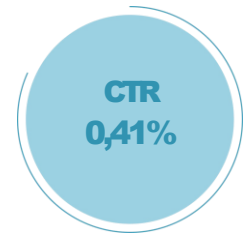
Format: Interstitial

Ad channels: Mobile in app

**Mechanics: rich media includes many elements such as video, audio and other multimedia. This arouses the user's interest and motivates him to interact with the advertisement**

**The possibilities of creating such advertising and creatives are almost limitless .The audience actively interacts with video advertising. So, the level of interest in the product and the loyalty of users to the brand increases.**

Rich media has higher engagement rates and click-through rates compared to standard banners

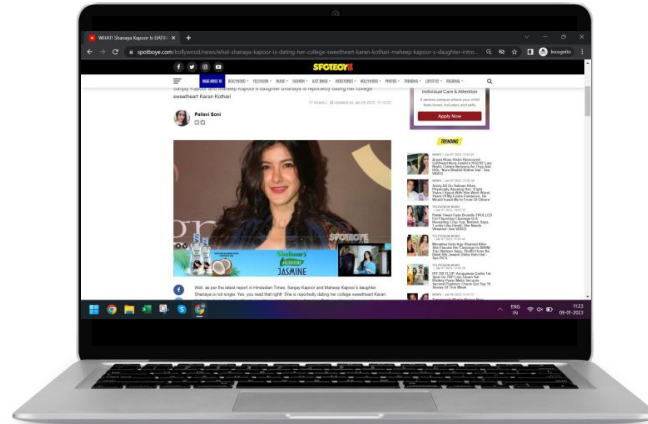


# Mechanics

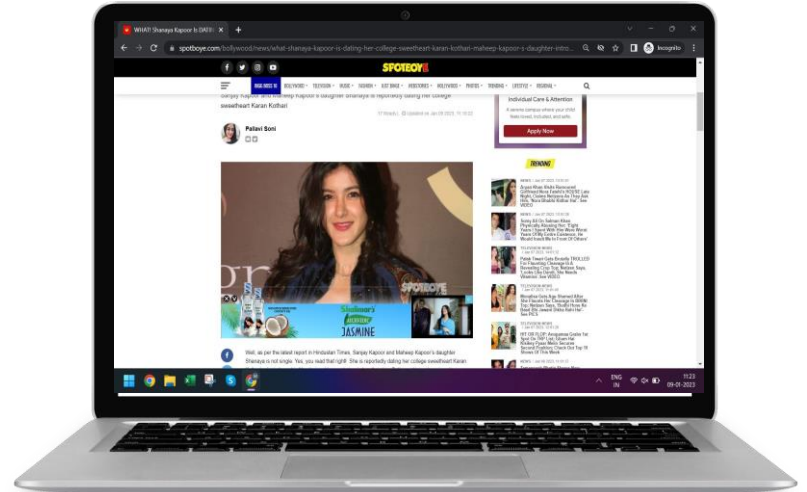
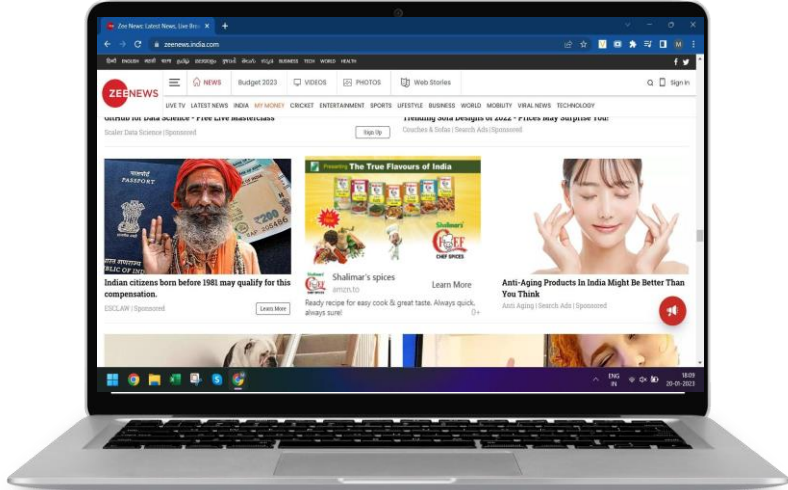
For an effective advertising campaign, we used a combination of video and banner ads (in-visual) and worked with three VOX formats:

- flip
- stripe
- sticker

Depending on the characteristics of each user, one or another banner format was broadcast to him.



# SCREEN GRABS



# Results

The advertising campaign for the brand "Shalimar Hair Oil & Spices" has shown high results. We managed to achieve a high CTR and user coverage.

The sticker and stripe format proved highly effective in driving engagement, boasting an impressive CTR for our campaign.

## Programmatic



## VOX



Thank You

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