

Logo



Face



Emotions



Object

NAHI TOH MEHENG PADEGA



# Objectives



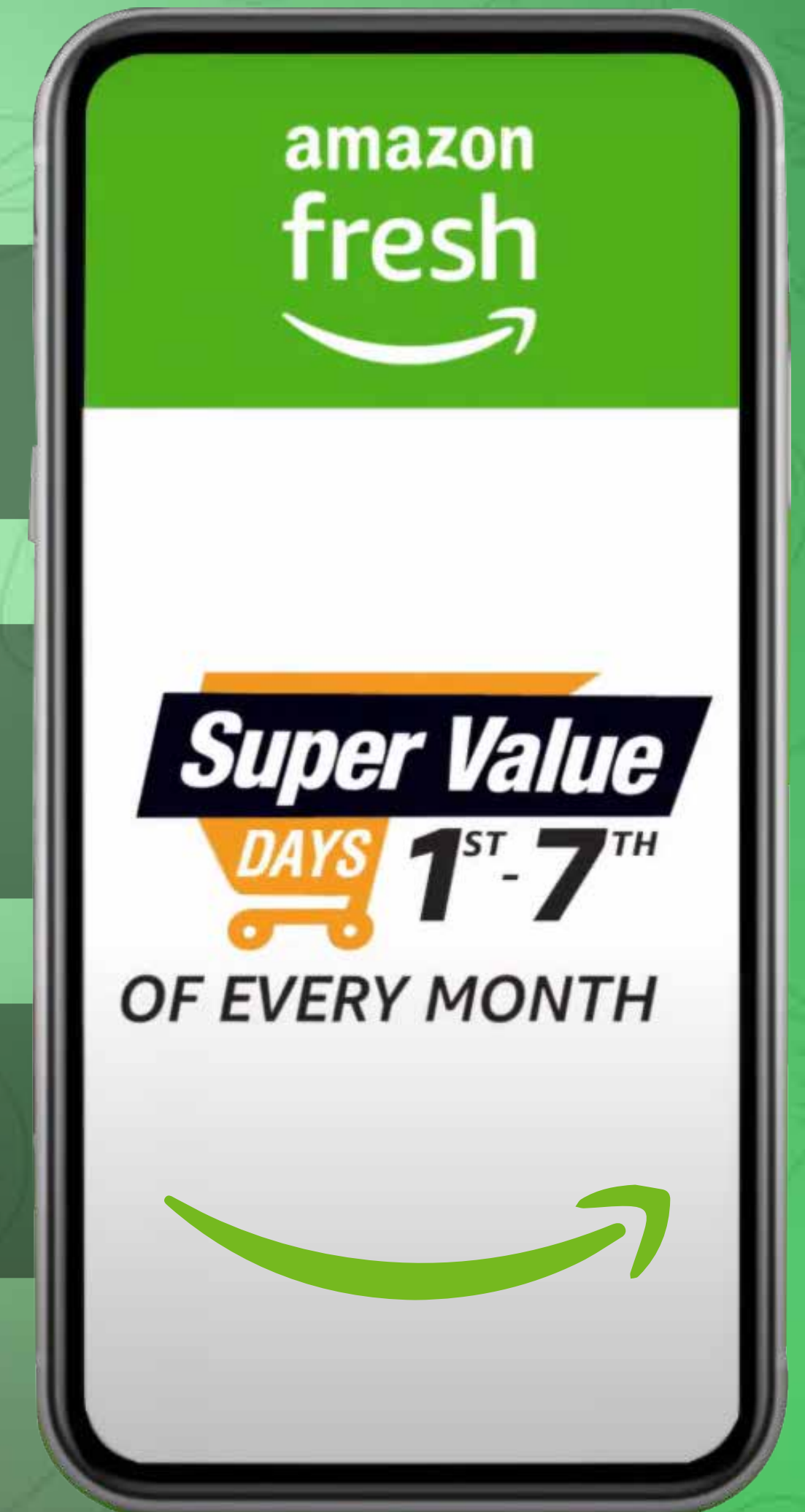
Showcase the offers on Amazon Fresh to the right audience



Highlight their USP of best prices & fresh produce



Showcase the ads on YouTube only in the cities that Amazon fresh is available



# User Journey Framework

To find Amazon Fresh's most relevant audiences who look for reliable quick commerce options, we devised a strategic framework





# F Focus on Youtube Adverts

To reach the right audience who will be interested in buying groceries and fresh produce from Amazon Fresh, our award winning AI-ML context level video targeting platform Pulse filters the videos twice, the first filter is based on likes, engagement & views. In the second step the filter analysis sponsored or user generated content





# R Relevant Audience Targeting

Besides the filters via Pulse, we also decided to take things a step further by focussing on audience segmentation wherein we decided to target:

## DEMOGRAPHIC



Gender

Male & Female

## TARGETED CATEGORY



Age

25-44 Years

## GEOGRAPHIC



Bangalore, Mumbai, Delhi NCR, Chennai, Kolkata, Ahmedabad, Pune, Hyderabad, Jaipur, Mysore

## AUDIENCE SEGMENTS:



- Working professionals, students
- People who use quick commerce apps

## ATTRIBUTES



Platform

Mobile | Desktop



Placements

YouTube Pre-Roll

## TARGETED CATEGORY

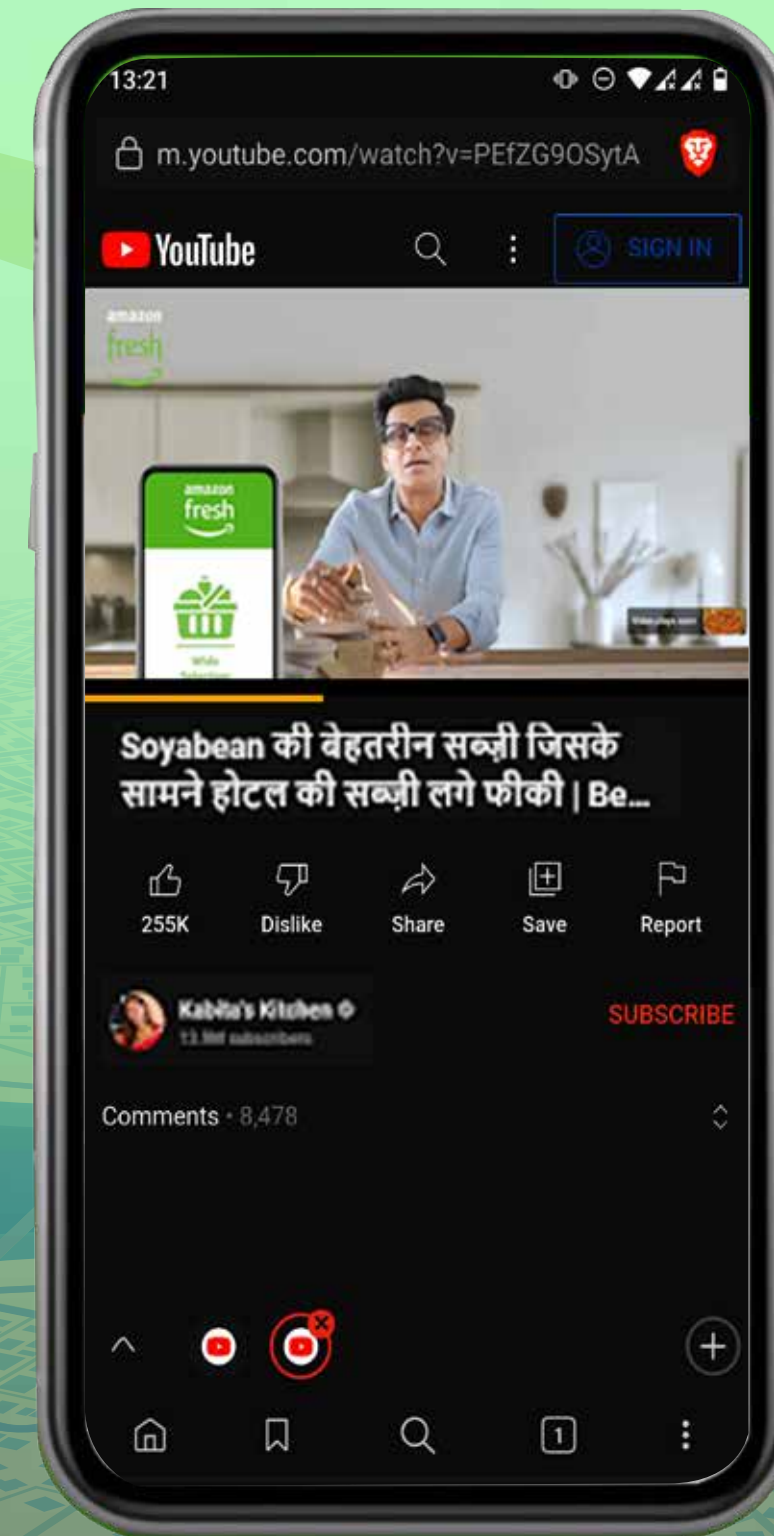


Cooking and Chef, Beauty Skincare, Baby Toddlers, Value Shoppers, Lifestyle & Entertainment, Pet Lovers, Foodies.



# R Relevant Audience Targeting

Besides this we also decided to deploy Geo-Targeting to showcase the advert only where Amazon Fresh is available



Bangalore



Chennai



Hyderabad



Mumbai



Ahmedabad



Mysore



Kolkata



Delhi NCR



Pune



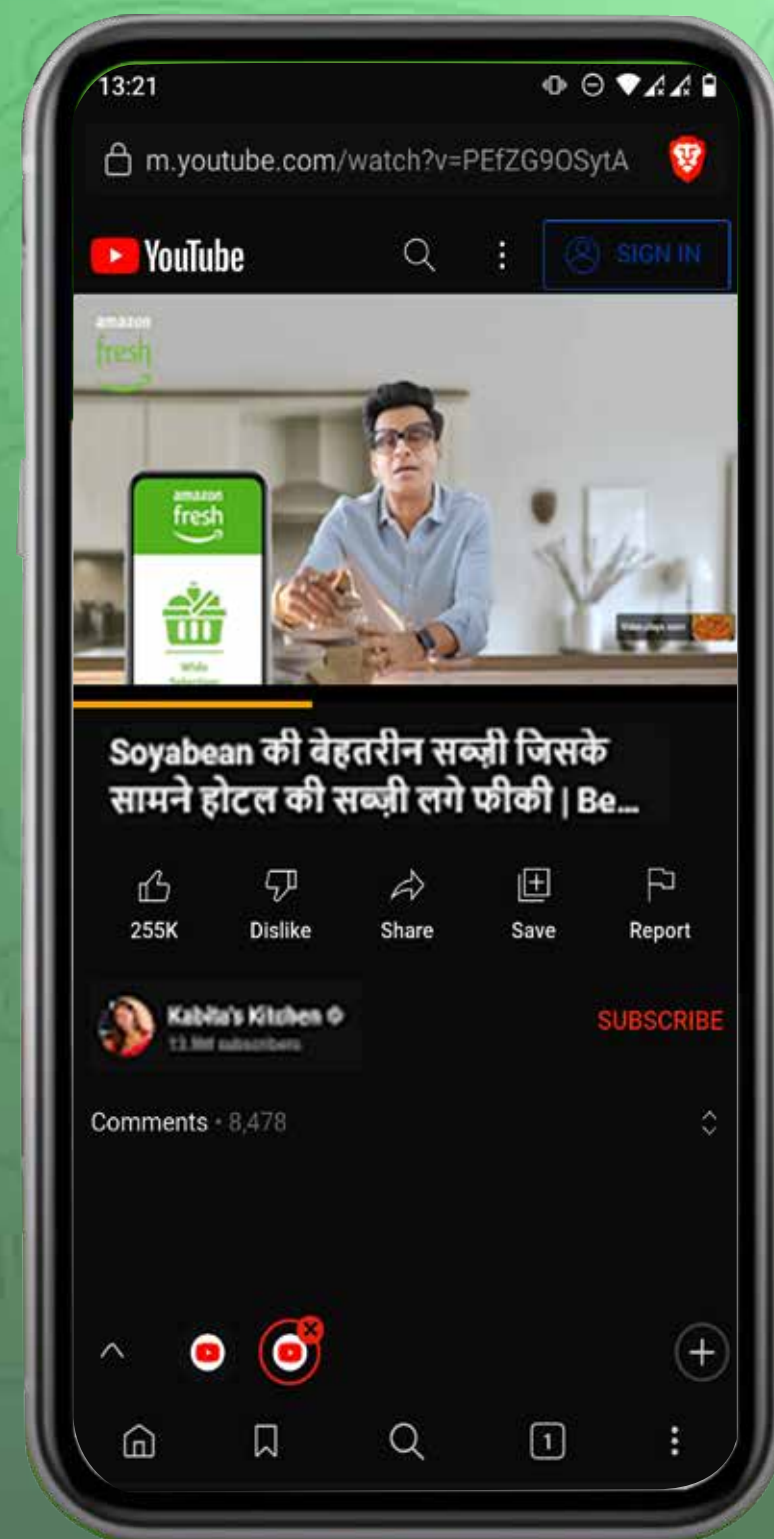
Jaipur





# E Engaging Creatives

We decided to leverage their popular advert featuring Bollywood star Manoj Bajpayee wherein he discusses the USPs of ordering via Amazon Fresh.

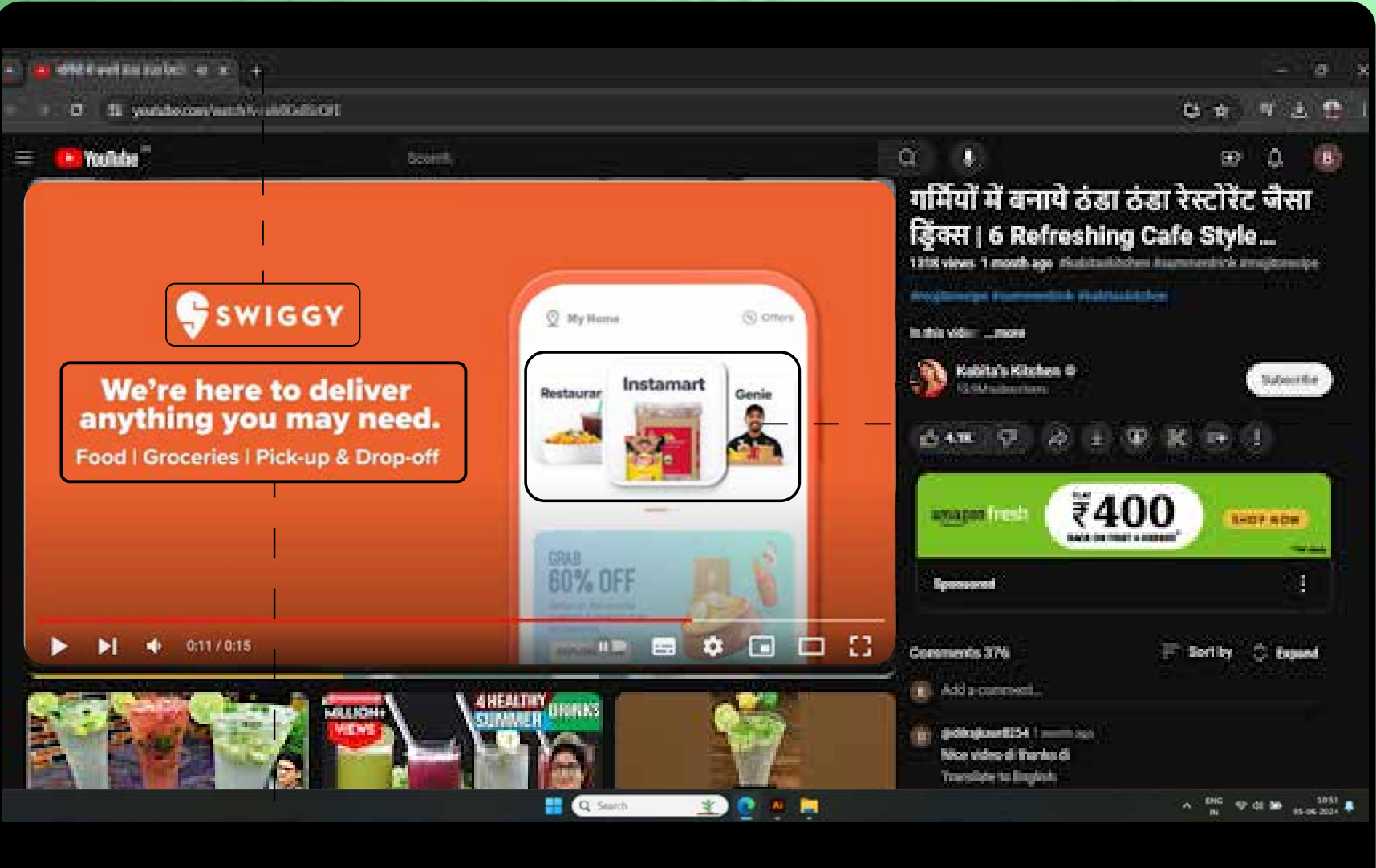


**8.9M+**

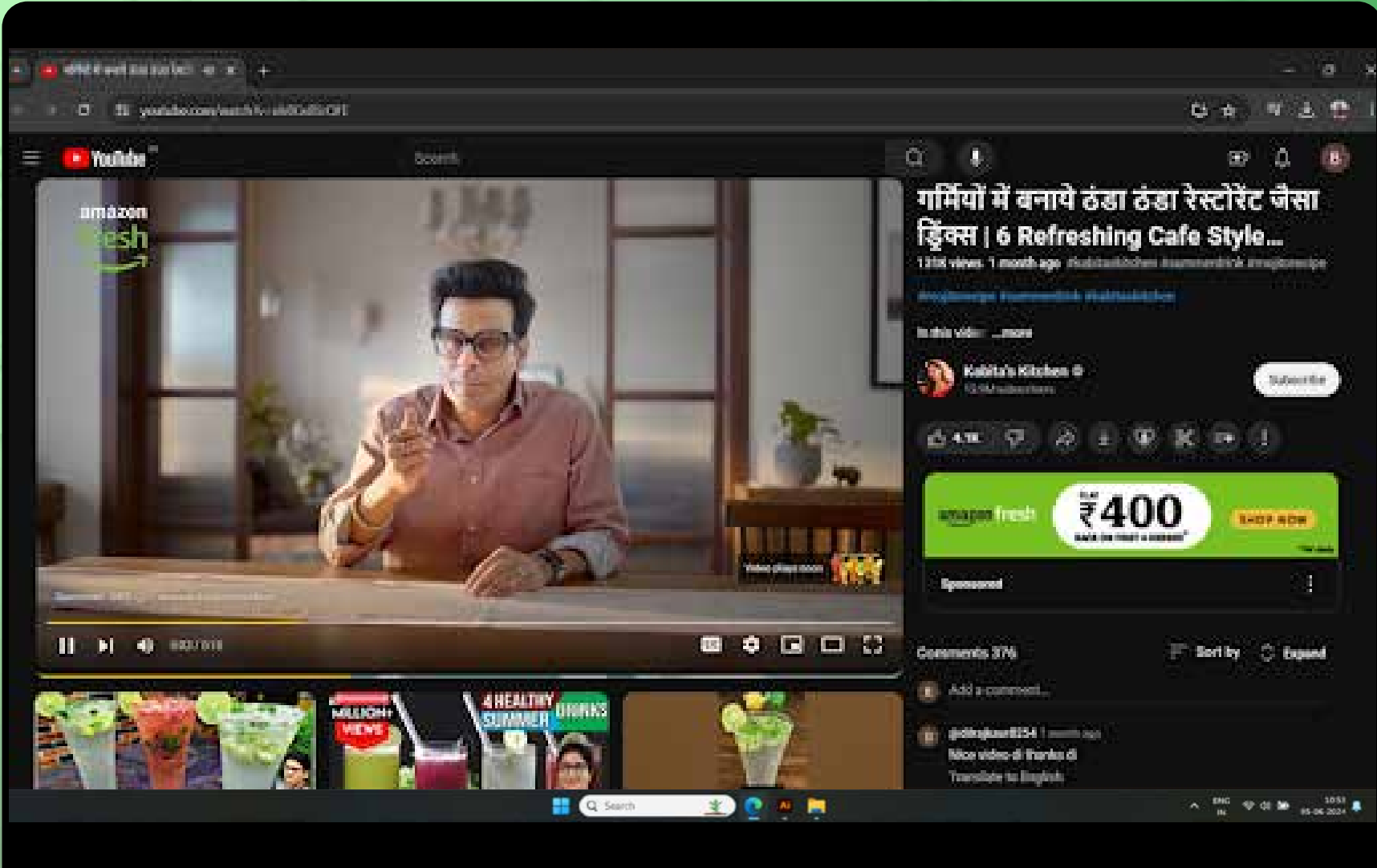
Impressions

# S Super-Impactful Triggers

We Used YouTube ads via Pulse to target videos with triggers such as logos, faces, specific YouTube channels, actions, and on-screen text recognition related to quick commerce, food, produce, fresh ingredients. Exclusions were Politics, Violence, Nudity and Kids Content



ACTIONS





# S Super-Impactful Triggers

By utilizing triggers such as Logos, On-Screen Text Recognition, Actions, Faces/Youtube Channels we targeted the consumers looking for quick commerce delivery.

AFFINITY TARGETS

Cooking and Chef, Beauty Skincare, Baby Toddlers, Value Shoppers, Lifestyle & Entertainment, Pet Lovers, Foodies

COMPETITORS

Bigbasket, JioMart, Zepto, Blinkit, Swiggy Instamart

ON SCREEN TEXT RECOGNITION

Cooking techniques, Culinary skills, Recipe ingredients, Kitchen utensils, Cooking equipment, Meal preparation, Food recipes, etc

CHANNELS

GunjanShouts Kitchen Magic by Vanisha Kabita's Kitchen, Fit Tuber etc

The image displays a digital marketing strategy for Swiggy, focusing on video advertising. The central element is a video player showing a Swiggy advertisement. The ad features the Swiggy logo and the text "We're here to deliver anything you may need. Food | Groceries | Pick-up & Drop-off". Below this, a smartphone screen displays the Swiggy app interface, showing options for "Restaurant", "Instamart", and "Genie". The video player includes standard controls like play, pause, and volume, and a progress bar indicating 0:11 / 0:15.

Below the video player, a list of YouTube channels is shown, each with a profile picture, name, and subscriber count:

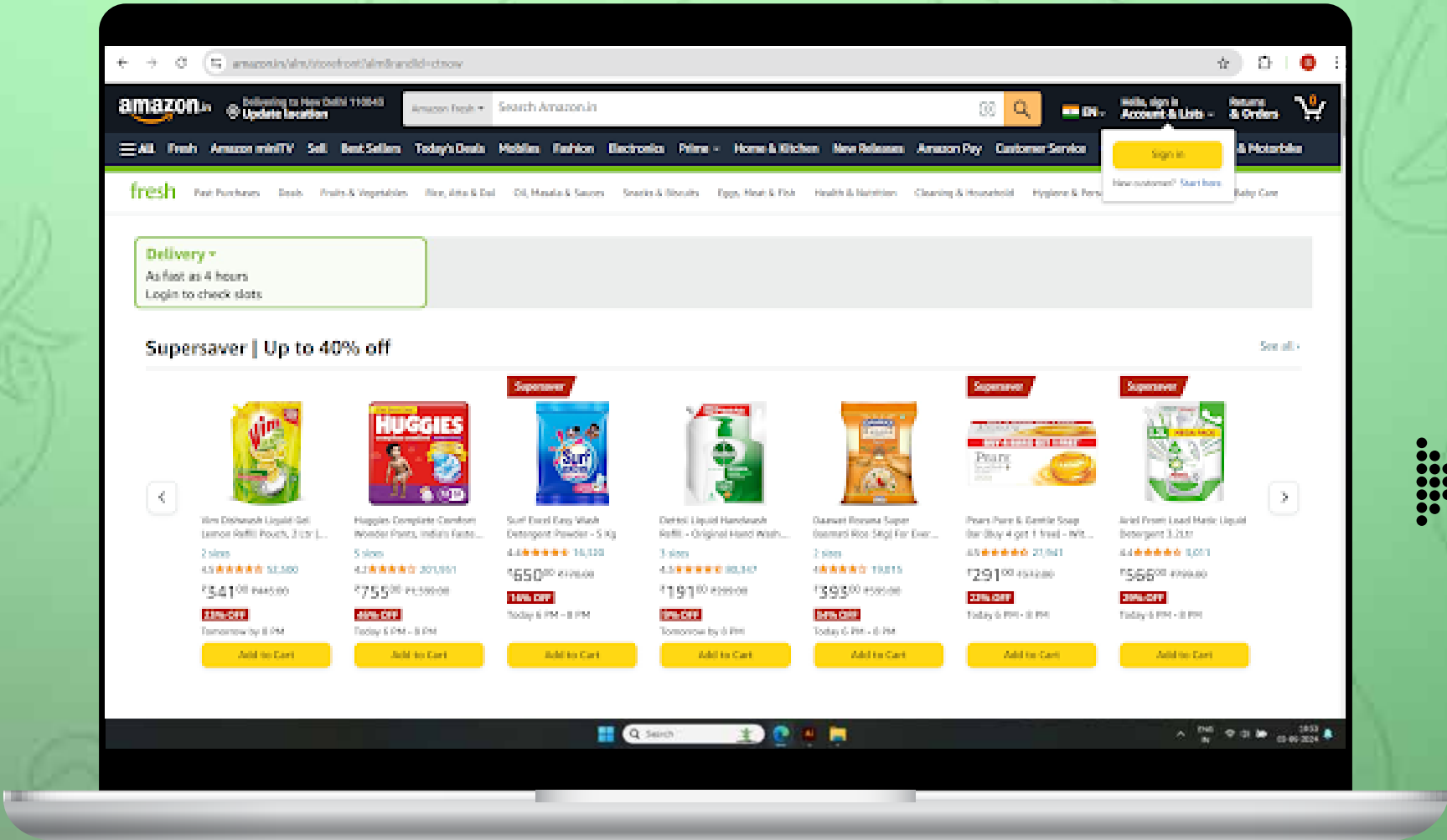
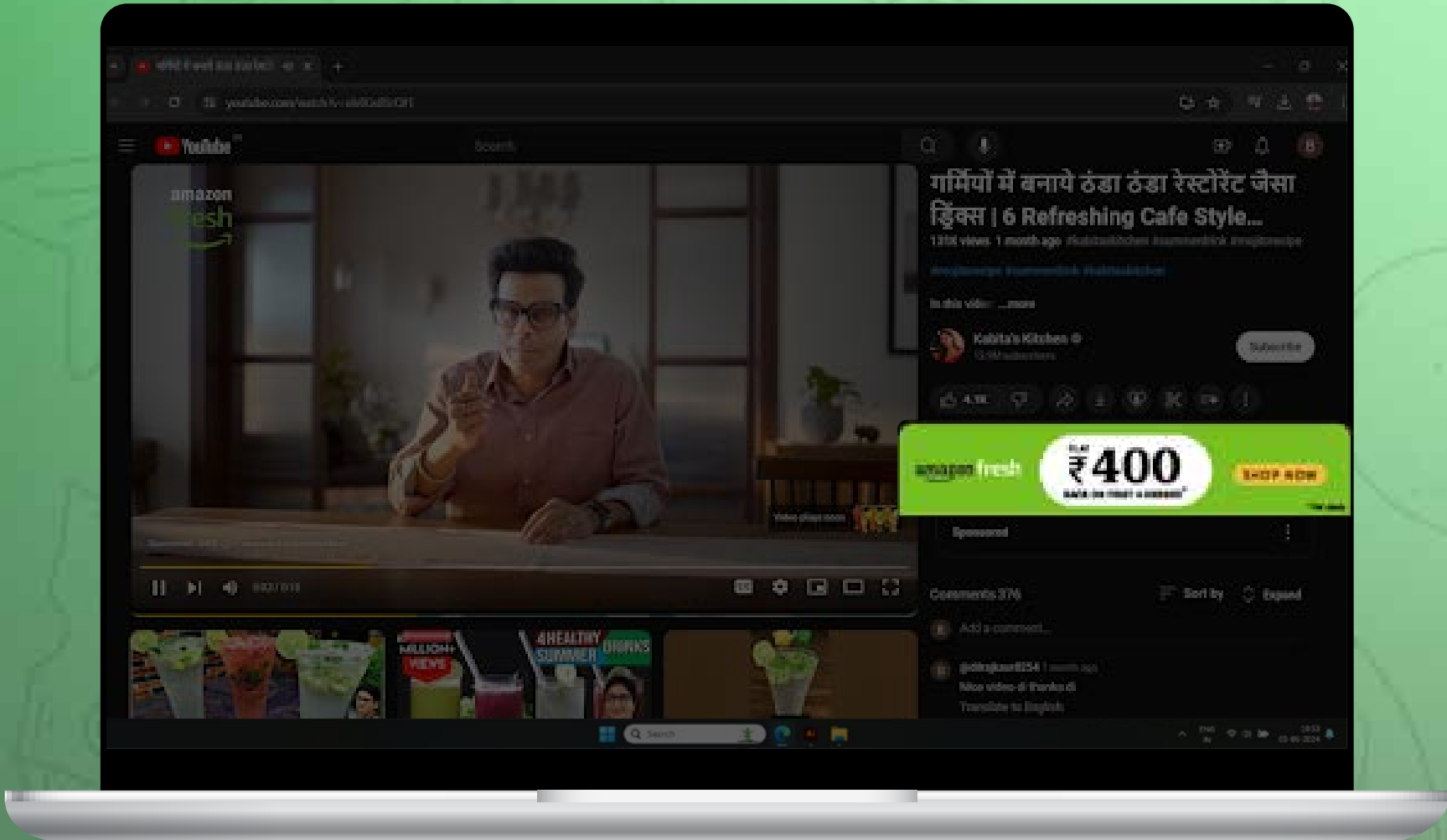
- Kabita's Kitchen (13.9M subscribers)
- GunjanShouts (2.12M subscribers)
- The Traditional Life (1.4M subscribers)
- Fit Tuber (7.75M subscribers)
- wow emi ruchulu (1.76M subscribers)
- Kitchen Magic by Vanisha (248K subscribers)
- Gita's Kitchen (746K subscribers)
- Swara Singh (6.8M subscribers)

To the right of the video player, there are logos for Zepto, Blinkit, and Swiggy, with the text "And more.." below them.



# High Impact CTA

To help highlight the offers and discounts we placed a compelling CTA that leads to Amazon fresh



**50K+**



**Clicks**



# Results

8.9M+



Impressions

50K+



Clicks

7.1M+



Views

0.56%



CTR%

80.05%



VTR%





# THANK YOU!

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