

# Airtel Case Study



## **Client Objective**

The objective of this campaign was to take their breaking the barriers TV camp online. And let the audience interact with the brand - **The Brand Philosophy “Barriers break when people talk”**

## **Campaign Duration**

The campaign duration was 1Month

## **The Iblive Solution**

A specially created Zone with 12 Detailed News Items from different journor's where people/leaders/celebrities sat together and sorted out an old running dispute.

## **Campaign Elements**

- The Zone include details relating to the past dispute between the two or more leaders/celebrities, possible reasons and the current steps being taken to resolve the same.
- The Users were invited to share there real life experiences.
- Other elements like a special Video Download, egreetings as well as Wall paper etc were incorporated in the microsite.
- To meet the objective of maximizing audience exposure, various display units were recommended along with the complete branding on the Zone.

## Results

- Total No of story entries that came in was 3027.
- 347 entries/ Stories fulfilled the requirements and where chosen
- Display units consistently delivered high click thru rates and outperformed the average industry CTR's across properties.

## Campaign Summary

Airtel utilized the various display banners along with the branding on the zone to successfully create awareness about their latest **The Brand Philosophy - “Barriers break when people talk”** and interacted with the brand. With an apt strategic placement of display ads on content relevant properties on Iblive.com successfully drove massive traffic to the zone and generated huge no of clicks which intern drove traffic to the Airtel Site