

Thumsup Thunderwheels CTV & Mobile Retargeting Campaign ft Jasprit Bumrah



# Objectives

Since the ThumsUp Thunder Wheel campaign embodied the spirit of adventure, the objectives were to:



Highlight the excitement of the new ThumsUp Thunder Wheels ad featuring cricketer Jasprit Bumrah.



Encourage user participation by promoting the scan-to-win ThumsUp Challenge.



Enhance brand visibility and engagement among a highly relevant and adventurous audience.





# User Journey Framework

As a brand ThumsUp is synonymous with an adventurous and free-sprited audiences and to reach this audience we devised a unique customized framework to meet all their objectives:





# Target Bold Audience

To reach adventurous individuals in Uttar Pradesh and Andhra Pradesh through hyper-targeted CTV campaigns we targeted

## DEMOGRAPHIC



Gender  
Male & Female



Age  
18 - 34 years old

## GEOGRAPHIC



Uttar Pradesh, Andhra Pradesh and Telangana

## AUDIENCE SEGMENTS:



- College Students
- Travel & Fitness enthusiasts
- People who look up and follow adventure activities/shows

## TARGETED CATEGORY



Lifestyle | News | Electronics| Travel | Hotel | Fashion

## ATTRIBUTES



Placement  
CTV Pre roll or mid roll ads, OEMs, InApp ads



Platform  
CTV | OEM | Mobile Apps | OTTs

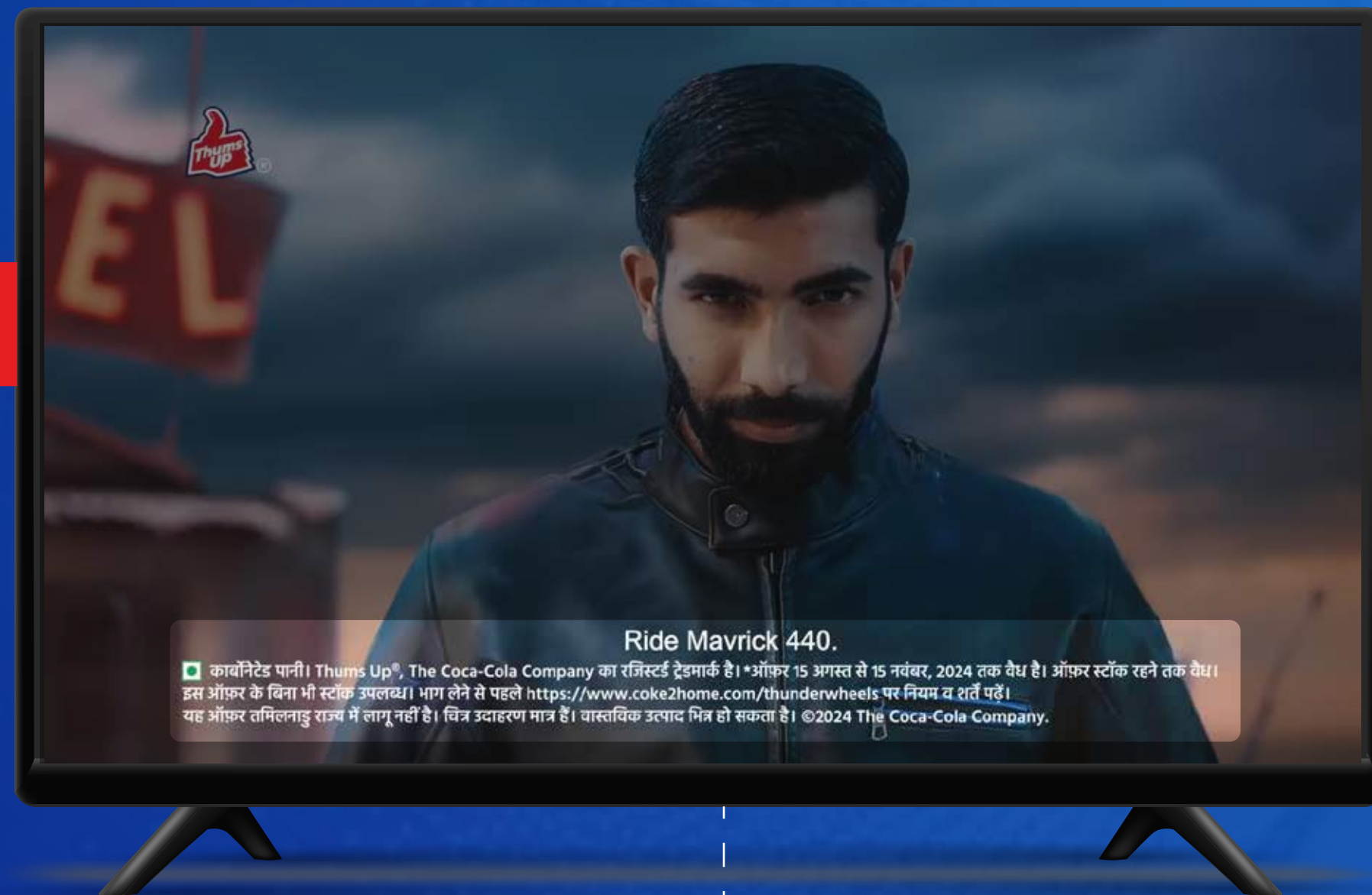




# Highlight Collaboration

To unleash the power of Jasprit Bumrah's iconic partnership with Thums Up for ThunderWings we placed high-impact vernacular video campaigns on CTV to captivate audiences

Hindi



**2.9M+**

Achieved Impressions

Tamil



**2.5M+**

Achieved Complete views



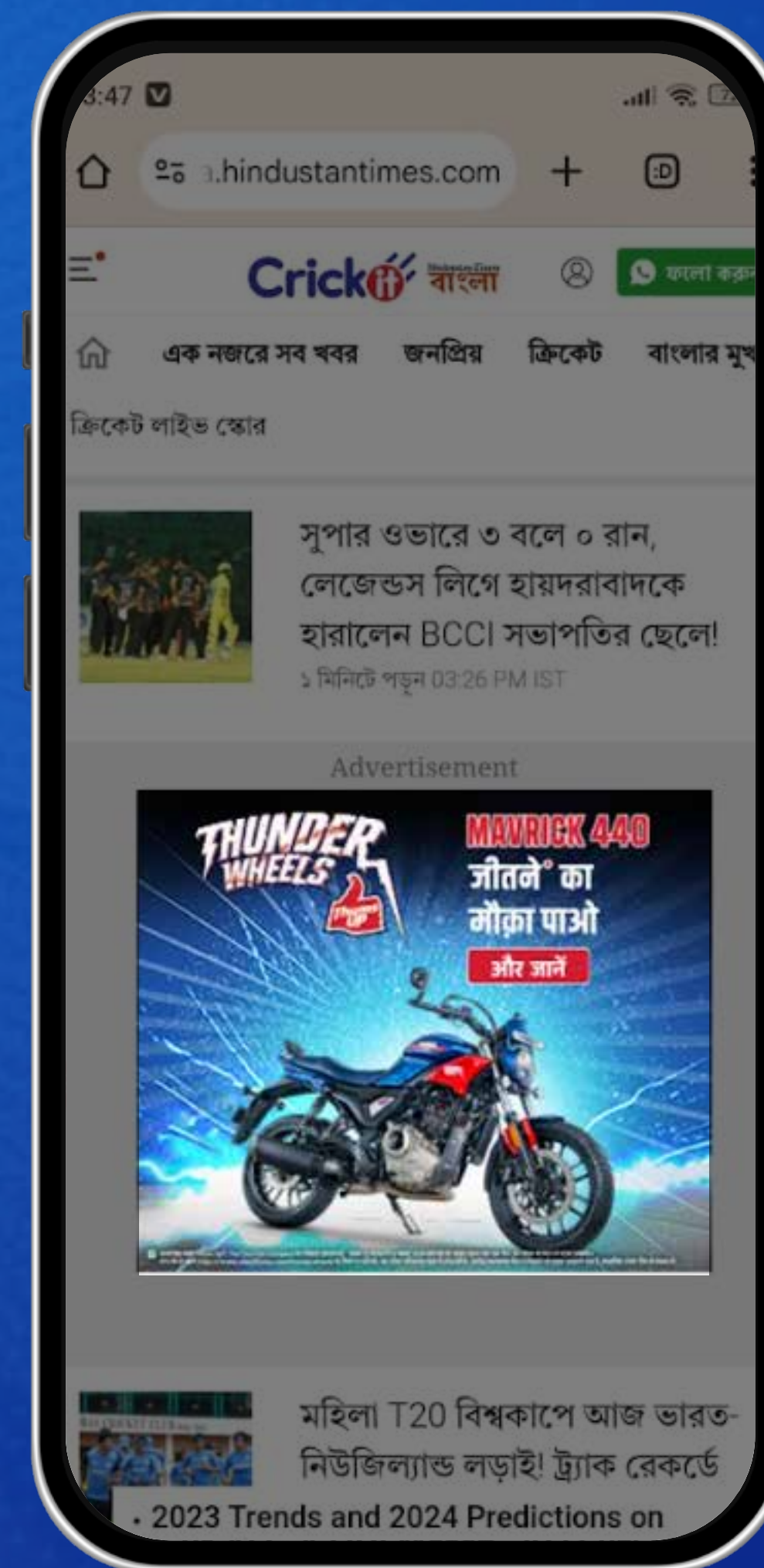




Targeting users who consumed the ads first on CTV and then target the same audience on their mobile. This mobile retargeting was to highlight the chance to win a premium bike.



Retarget on mobile





# Nudge Participation

Encourage participation by highlighting scan packs through diverse ad placements, ensuring optimal reach while adhering to frequency capping.

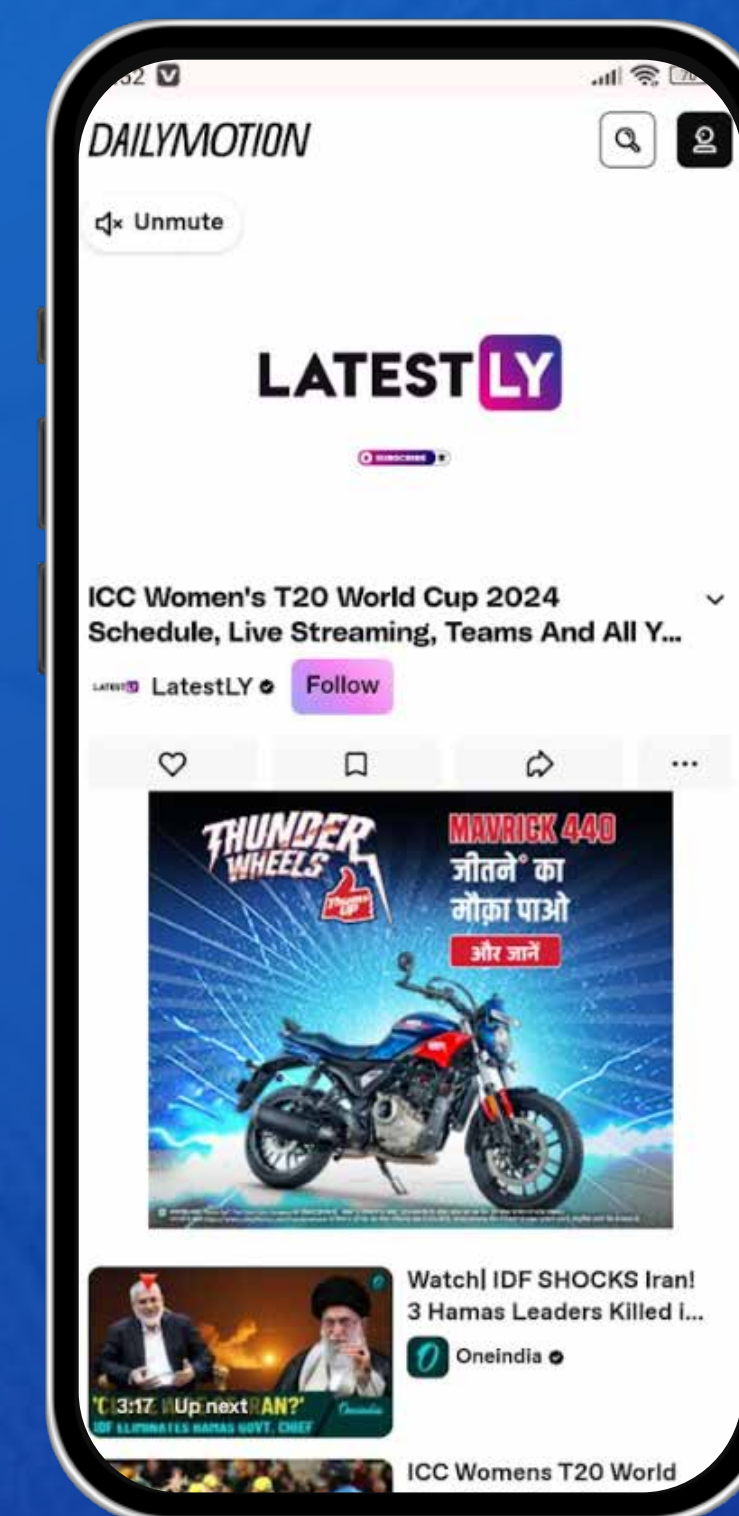
FREQUENCY CAPPING: CTV

7.17%



FREQUENCY CAPPING:  
MOBILE RETARGETING

3.02%





# Drive Results Via Retargeting

Drive results with retargeting by closing the loop through mobile ads featuring the winning bike “Maverick 440” and using compelling reminders and clear CTAs to boost engagement



33.5K+



Clicks





# Emphasize Credibility

The campaign results were attested by IAS, which helped boost credibility, ensuring high media quality and enhanced audience engagement







REPORT		
IAS		
Viewbility	IVT%	Brand Safety
60.51%	0.19%	93.83%
64.39%	0.24%	90.12%





Our meticulous planning and execution gave wings to the the thunderwings campaign, check out the results:



CTV

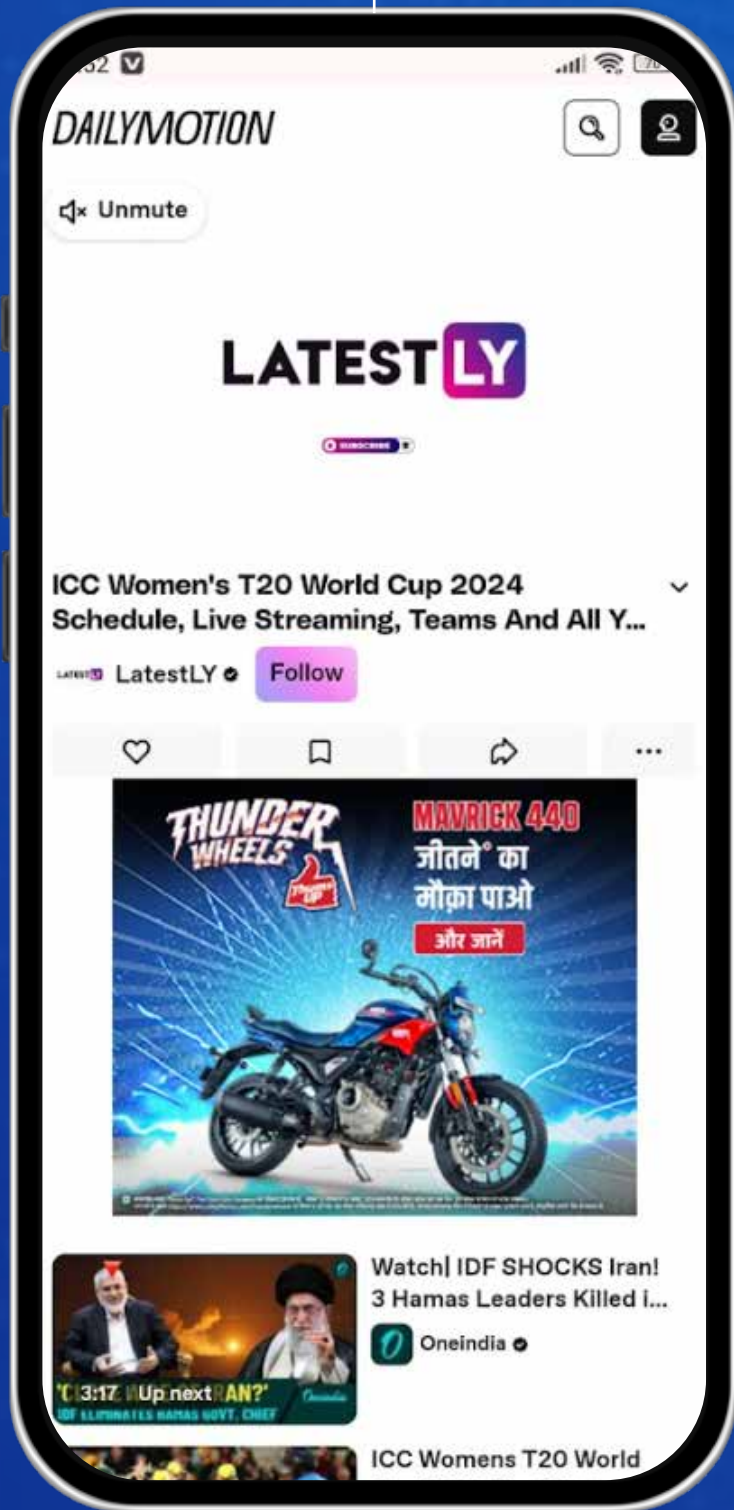
EST. IMPRESSION	2.3M+
ACHIEVED IMPRESSIONS	2.3M+
EST. COMPLETE VIEW	2.6M+
ACHIEVED COMPLETE VIEW	2.5M+
VCR%	88.30%
REACH	795K+
FC	7.17%





Our meticulous planning and execution gave wings to the the thunderwings campaign, check out the results:

Mobile  
Retargeting



EST. IMPRESSION	2.8M+
ACHIEVED IMPRESSIONS	2.9M+
ACHIEVED CLICKS	33.5K+
ACHIVED CTR%	1.41%
REACH	784K+
FC	3.02%





Our meticulous planning and execution gave wings to the the thunderwings campaign, check out the results:



5.2M+



Total  
impressions

1.5M+



Total  
Reach







# THANK YOU!

INDIA | UAE | UK | SINGAPORE | INDONESIA | RUSSIA | US | GERMANY | CHINA

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