

**ACC**

**INDIA'S 1st CEMENT COMPANY**

Building India Since 1936

adani Cement

TATA IPL 2025

**REVENGE WEEK**

**RCB vs RR**

**TODAY | 6:30 PM**

START WATCHING FREE | JioHotstar

**HIGHLIGHTS**

**TOP KNOCKS**

**FALL WICK**

Popular Channels



**ACC**

**FRODOH**

# DATA DRIVEN TV CAMPAIGN : ACC CEMENT



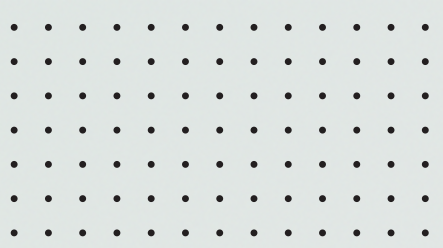
## Objective

- Drive brand salience and top-of-mind awareness for ACC Cement
- Target core infrastructure decision-makers and home-builders
- Leverage Advanced TV
- Position ACC Cement as a leader in quality and reliability
- Reach high-intent, male-skewed audiences in urban and semi-urban India



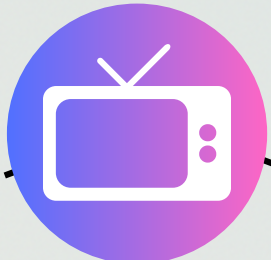
## Solution:

- Cross-platform strategy with CTV, OTT, and mobile
- Performance-enhancing programmatic delivery
- Real-time campaign optimization
- High-frequency exposure
- Premium content environments



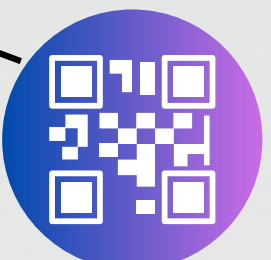
2.96%

CTR



850 K+

Affluent CTV  
Households  
Reach



9,700 +

QR Scans  
Creating Industry  
Benchmark



3.12%

View Through  
Rates



## Precision Data Target

Focused on male audiences 30–55 years, skewed toward infrastructure professionals, engineers, and home buyers. Behavioral + location-based filters for affluent Tier 1 and Tier 2 cities. Used proprietary content affinity clusters based on construction, real estate, and home improvement content.

## Innovative Touchpoints

