



**BOROSIL<sup>®</sup>**

**FRODOH**

# DATA DRIVEN TV CAMPAIGN : BOROSIL



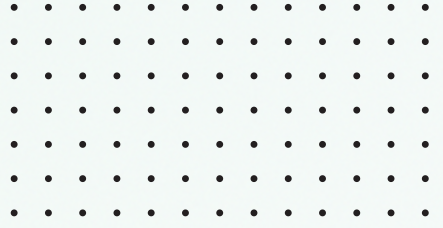
## Objective

- Position Borosil as a premium, modern kitchen brand
- Drive visibility and recall among affluent households
- Focus on high video completion rates
- Reinforce product consideration in a clutter-free environment



## Solution:

- Executed across Connected TV and OTT platforms
- Leveraged large-format screens for enhanced visual storytelling
- Delivered video ads within premium OTT content
- Aligned with genres like family entertainment and cooking shows



**95.56%**

**View Through Rates**



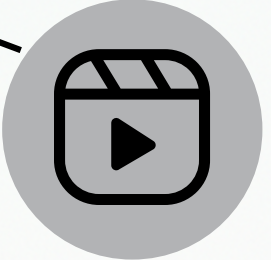
**1.26 CR+**

**Total impressions served**



**31 L+**

**Affluent CTV Households Reach**



**1.19 Cr+**

**100% Video views**





## Precision Data Tagret

- Targeted Smart TVs in high-income areas of key metros
- Reached young couples, homemakers, and design-conscious families
- Filtered by interests in home improvement, lifestyle, and smart appliances
- Positioned Borosil in homes where kitchen choices are style-driven and functional



## Interactive Innovation

- Phase 1: YouTube CTV and First Screen Row Takeovers for high-impact visibility.
- Phase 2: Reinforced messaging via video ads on OTT GEC content.



## Precision-Driven Visibility that Converts

The campaign delivered over 40 million completed views with a VTR exceeding 95% among the highest in the category. More importantly, qualitative feedback showed an uplift in brand preference, especially among metro-based working professionals who associate Borosil with both trust and design