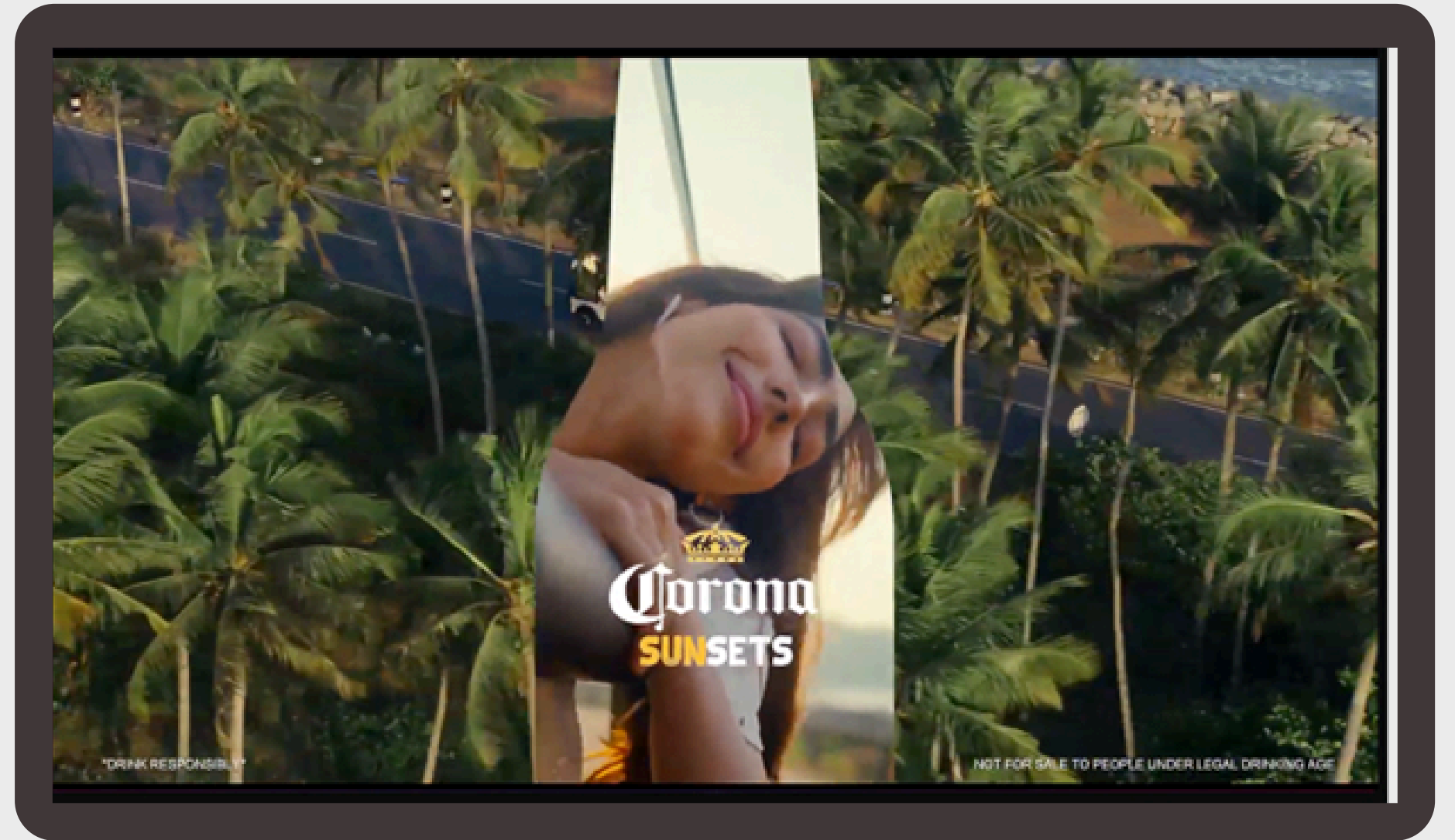




FRODOH



DATA DRIVEN TV CAMPAIGN : CORONA - NON ALC BEVERAGE



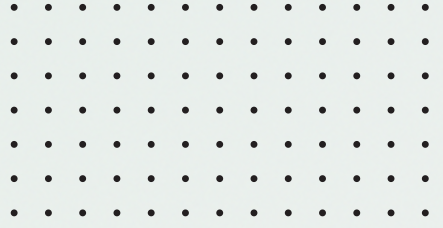
Objective

- Corona aimed to go beyond being just a beverage it's a vibe
- Tapped into culturally relevant moments like music, festivals, and long weekends
- Sought to become synonymous with stylish unwinding
- Embedded the Corona experience in premium living rooms during high-consumption, high-spirits occasions



Solution:

- Launched a multi-week CTV campaign during marquee events like Lollapalooza and Holi
- Aligned Corona with music, color, and celebration
- Focused on contextual timing and smart environments over broad demographics
- Used full-screen, skippable video ads on premium OTT platforms for immersive storytelling



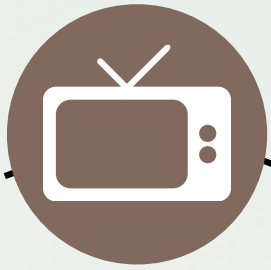
95.82%

View Through Rates



3.7%

Engagement Rate per user



2.09 M

Affluent CTV Households Reach



4.01 M

Full video views





Precision Data Tagret

The campaign focused on top tier metro cities Mumbai, Delhi, Bangalore, Hyderabad, and Pune aligned with high purchasing power zones. Targeting was refined by device value and screen size, ensuring ads appeared only on premium Smart TVs, a direct proxy for affluent households.



Results at a Glance

The brilliance of this execution lay in its subtle sophistication no loud messaging, no hard sell. Just a brand showing up where it felt most natural. Corona's association with culture, music, and celebration was strengthened by showing up exactly when and where it mattered.