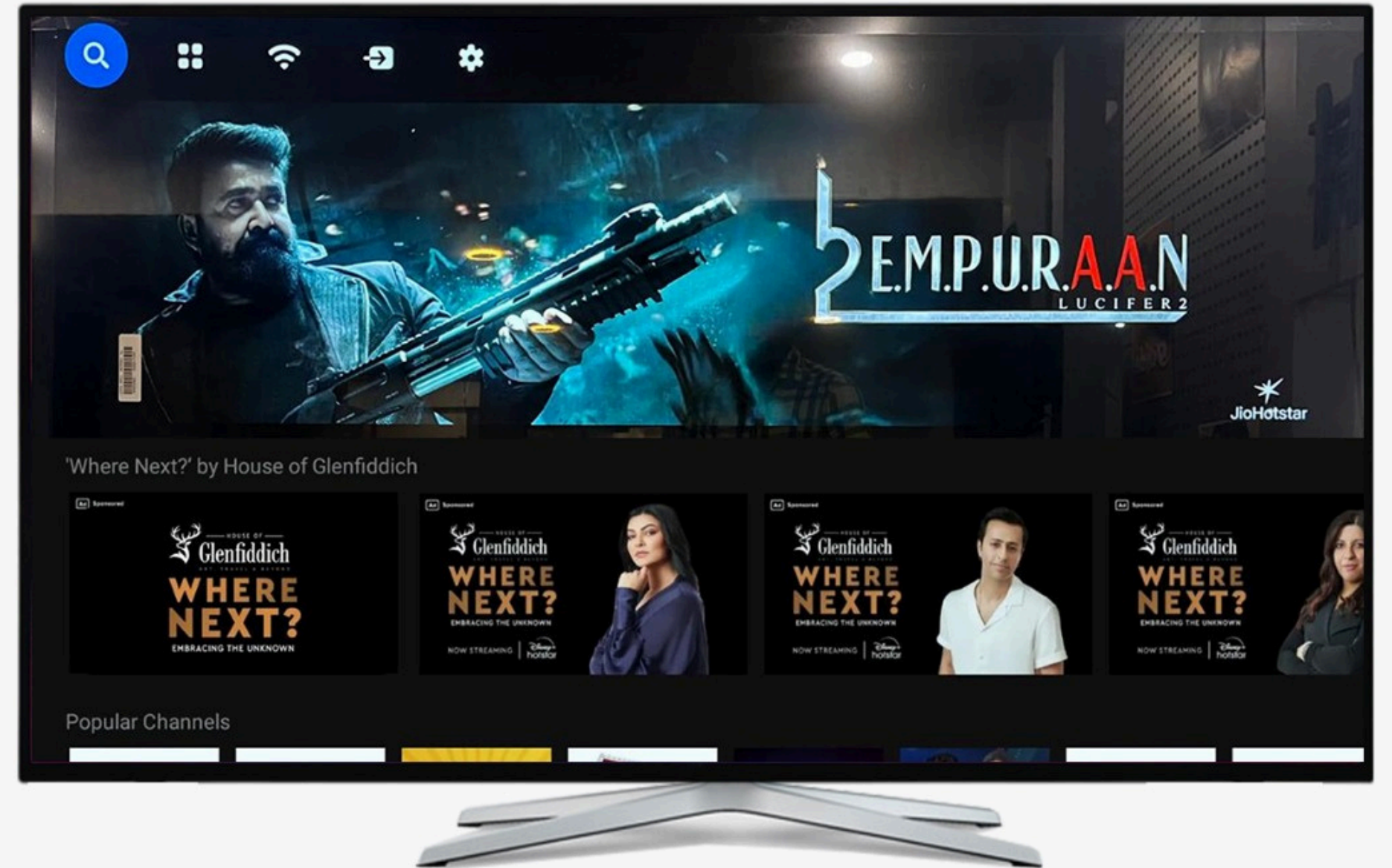
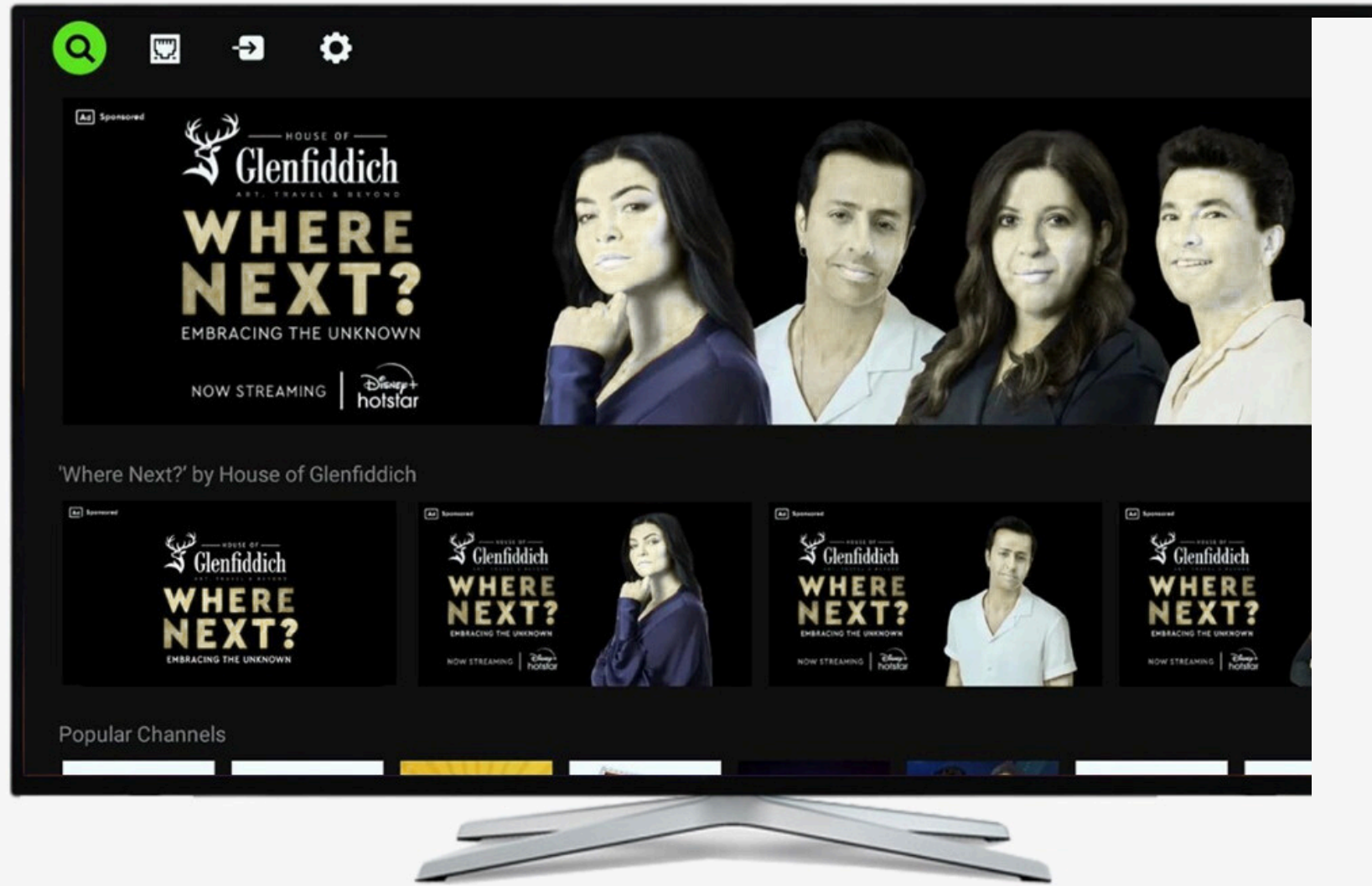




FRODOH



DATA DRIVEN TV CAMPAIGN : GLENFIDDICH



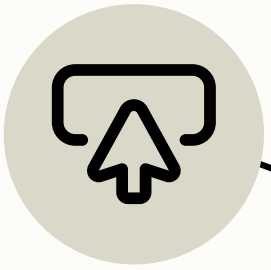
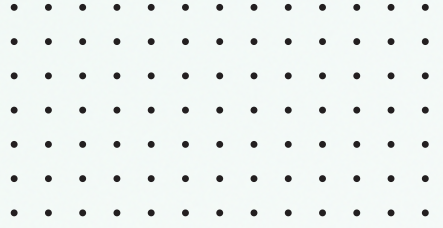
Objective

- Strengthen Glenfiddich's premium, aspirational image
- Target India's most affluent households
- Use high-impact storytelling on Connected TV (CTV)
- Support with data-driven retargeting



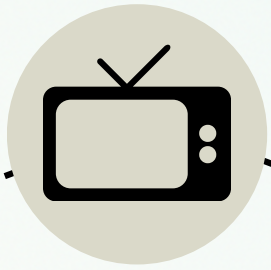
Solution:

- Targeted affluent males (30–55), including CEOs, CXOs, business owners, and HNIs
- Used advanced device intelligence to serve ads on premium smart TVs
- Segmented by screen size and device value tiers
- Refined targeting using behavioral and purchase intent signals (luxury, travel, premium autos)



95.08%

View Through Rates



30 L+

Affluent CTV Households Reach



3.7%

Engagement Rate per user



5.91%

Delivered Frequency



Precision Data Tagret

Affluent male audiences (30–55 yrs), CEOs, CXOs, SEC A+ homes across top metros. Targeting was refined by device screen size, device value, and premium smart TV households to ensure precision reach among affluent consumers.



Interactive Innovation

- Phase 1 : High-impact CTV creatives for first screen-dominant storytelling like Mastheads + Row Takeovers
- Phase 2: Cross-device mobile retargeting for message reinforcement to enable incremental frequency



Results at a Glance

Frodoh's precision-first strategy ensured that Glenfiddich's brand message reached exactly the right homes at the right time. With industry-leading VTRs, deep engagement, and reinforced brand recall across screens, the campaign created a new benchmark for how premium brands should approach Connected TV in India.