



FRODOH

DATA DRIVEN TV CAMPAIGN : LENSKART



Objective

Drive brand awareness and in-store footfall for Lenskart in Ahmedabad by targeting high-intent CTV audiences through culturally contextual and hyperlocal advertising.



Solution:

Frodoh World, in partnership with Starcom India, launched a high-impact CTV campaign tailored to engage premium audiences with localized messaging and interactive ad formats.



97.10%

View Through Rates



3.7%

Engagement Rate per user



4.6 L

Affluent CTV Households Reach



13.7 L+

Total impressions



Precision Data Tagret

- Targeted affluent CTV households in Ahmedabad, including CEOs and CXOs
- Used Smart TVs to reach high-income audiences aligned with Lenskart's base
- Delivered Gujarati creatives during prime-time on top OTT platforms
- Reinforced messaging with cross-device retargeting to mobile



Smart Reach, Real Results

- Precision-led CTV drove strong awareness and real-world impact
- Regional Gujarati creatives and Smart TV targeting ensured high engagement and 97.1% VCR
- Cross-device retargeting maintained user engagement across screens
- Full-funnel strategy led to a 15–18% rise in store footfalls with just INR 3.3 lakhs spend