



TATA MOTORS

FRODOH

DATA DRIVEN TV CAMPAIGN : TATA INFRA



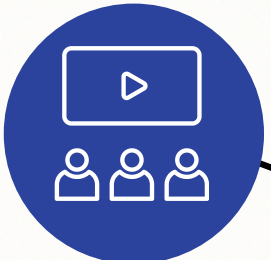
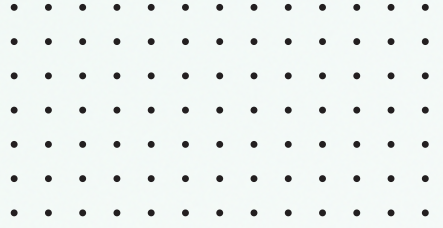
Objective

- Targeted Tier 2 & 3 male audiences during IPL
- Showcased the Tata Intra Gold range
- Used high-frequency, high-impact creatives
- Activated on FAST and mobile platforms



Solution:

- Executed a high-impact, two-phase campaign
- Owned IPL FAST channel Row Takeovers on 20th & 24th April
- Ran mobile pre- and mid-rolls from 18–25 April
- Targeted Tier 2/3 male audiences with 5 creatives for 5 Tata Intra products, reinforced via cross-device retargeting



9.25%

CTR



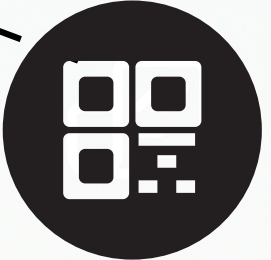
9.7%

Engagement
Rate per user



1.09M

Affluent CTV
Households
Reach



900 K+

Clicks





Precision Data Target

Focused outreach to Tier 2 & Tier 3 audiences with a male skew, ensuring dominance among infrastructure-inclined consumer segments.



Interactive Innovation

- Phase 1 (CTV): Row Takeover on IPL FAST channels during high-viewership matches (Punjab Kings vs RCB on April 20 & RCB vs RR on April 24), delivering branded product exposure in premium slots.
- Phase 2 (Mobile): Pre-roll and mid-roll placements reinforced via mobile, with cross-device retargeting to maximize message retention across 5 creatives and 5 featured products.



CTV Power Play: Impact Unleashed

Achieved 100% viewability, 9.7M+ impressions, and a strong 9.25% CTR. Top creative hit 10.94% CTR. Highest VTR seen in Ahmedabad, Delhi NCR, and Lucknow highlighting strong regional traction and audience relevance.