



DATA DRIVEN TV CAMPAIGN : TTK PRESTIGE



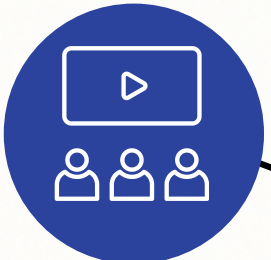
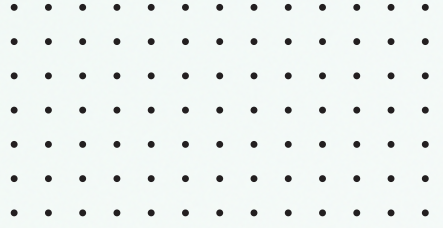
Objective

Maximize survey participation across a 4-day campaign window through strategic media deployment and optimized reach.



Solution:

First-ever CTV-led campaign with appliance-specific creatives—Mixer Grinders in South, Cookers in North, and Gas Stoves nationwide strategically placed for regional relevance.



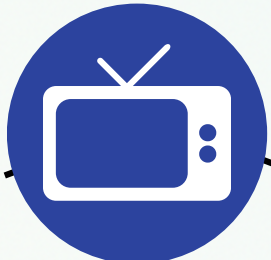
95.19%

View Through Rates



51 L+

Total impressions



5.5 M

Affluent CTV Households Reach



62%

Engagement Rate per user





Precision Data Tagret

- Focused on audience segmentation to drive impact
- Targeted users with prior engagement, survey affinity, and time-spent metrics
- Ensured high-value impressions across platforms
- Prioritized mid-day and evening peak placements to capture attention



Interactive Innovation

- Phase 1: Engaging creatives deployed across CTV, tailored to product preferences mixer grinders in the South, cookers in the North, and gas stoves pan-India.
- Phase 2: Unified frequency strategy across FAST, regional channels, and OTTs, delivering consistent messaging and maximizing recall.



Precision-Driven Visibility that Converts

- Targeted homemakers, kitchen decision-makers, and aspirational households across Bharat
- Used cultural customization and innovative delivery for unified brand impact
- Ensured premium reach with consistent frequency to drive recall and consideration