

# MOBILE Advertising

## Exposure Campaign

The Winjit logo is displayed in a white box. It features the word "Winjit" in a bold, blue, sans-serif font. The background of the entire page is a collage of blue icons representing various mobile app features: a musical note, a camera, a Wi-Fi signal, a person with speech bubbles, a document with a pencil, a hand pointing to an "APP" button, and a dollar bill.

### **i** Introduction

An Exposure Campaign for was undertaken to create brand awareness among the masses for a new product. A buzz about the new product was created among the kids with the use of different types of adds in the applications which had maximum user base among Kids.



This case study showcases how Winjit's - The highly successful Ad Campaign managed to attain more than 70000 impressions within the stipulated time.



### **u** Customer

A leading milk producer company was launching its new brand of milk products for kids.

### **⚙** Requirement

Mother diary needed an easy and focused outreach to kids within only the geographical area where their supply chain was present. The ad campaign was to be very direct and specific and required to appeal the right kind of Audience at the right time. The impressions were to be managed within a month's time



## Challenges

Optimization of the budget: The ad Campaign was aimed at generating certain number of impressions in only a month's time. To achieve the aim, the count of the impressions was monitored regularly and the ad strategy was reviewed time to time.



## Solution

Focusing on the challenges, Winjit designed an ad campaign with various ads.

The following types of ads were implemented:

- ▶ Banner ads
- ▶ Interstitial ads
- ▶ Inline video ads
- ▶ Audio jingle ads

Since Mother Dairy did not have its presence pan India, only 28 cities were targeted.

An animated 'cow' icon was designed which was programmed to call out the jingle on tapping on the cow.



## Benefits

To optimize the campaign and make it effective, the Kids educational apps were ideal.

It directly reached out to kids and the made its presence strong. These applications were majorly nursery rhymes and stories where the kids pay most of their attention thus impact was huge.



## Achievements

The highly successful Ad Campaign managed to attain more than 700000 impressions within the stipulated time



## Conclusion

The Exposure Campaign for mother dairy Mother dairy was designed and successfully executed on the mobile space within the stipulated time.

Winjit technology is India's leading provider of innovative engineering solutions. Since its inception in 2004, Winjit has built and expanded its expertise in latest trending technologies including Internet of Thing, Artificial Intelligence & Machine Learning, Fintech Solutions, Product engineering and Digital publishing. Winjit provides end-to-end solutions from conceptualization and optimization to providing real-time solutions by developing software systems for any business in these fortes. Over the past decade, Winjit has provided innovative technology and engineering solutions that has resulted in world-class recognition and long standing customers.



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