Meta Ads campaign for boAt Watch Storm

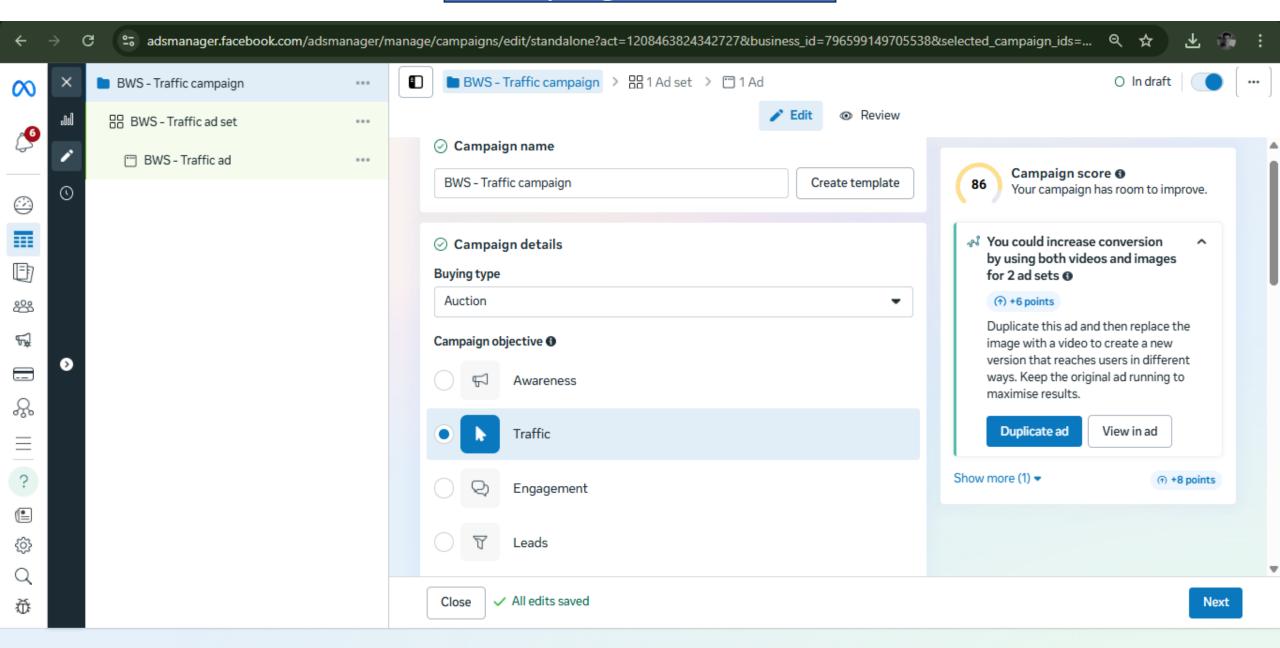
Competitor Research

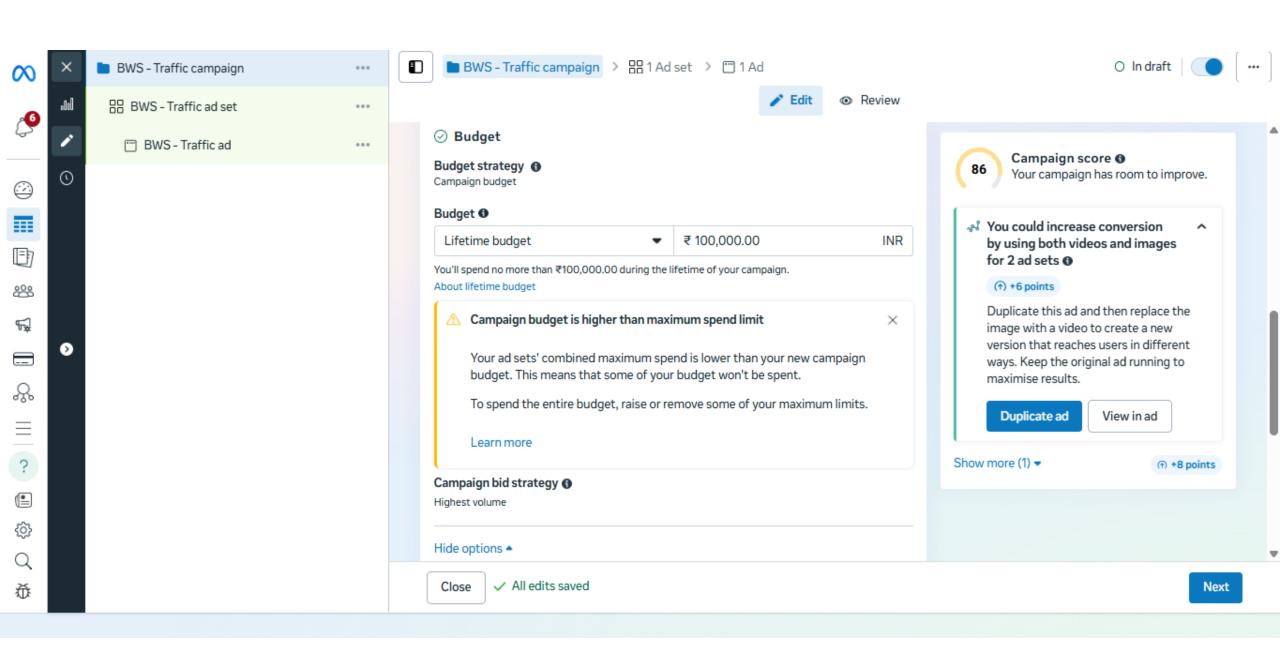
- Noise Known for aggressive smartwatch ranges in India and comparable pricing and features.
- Fire-Boltt Strong value-for-money play with frequent launches and retail presence.
- Amazfit International brand recognition + trusted product quality in India.

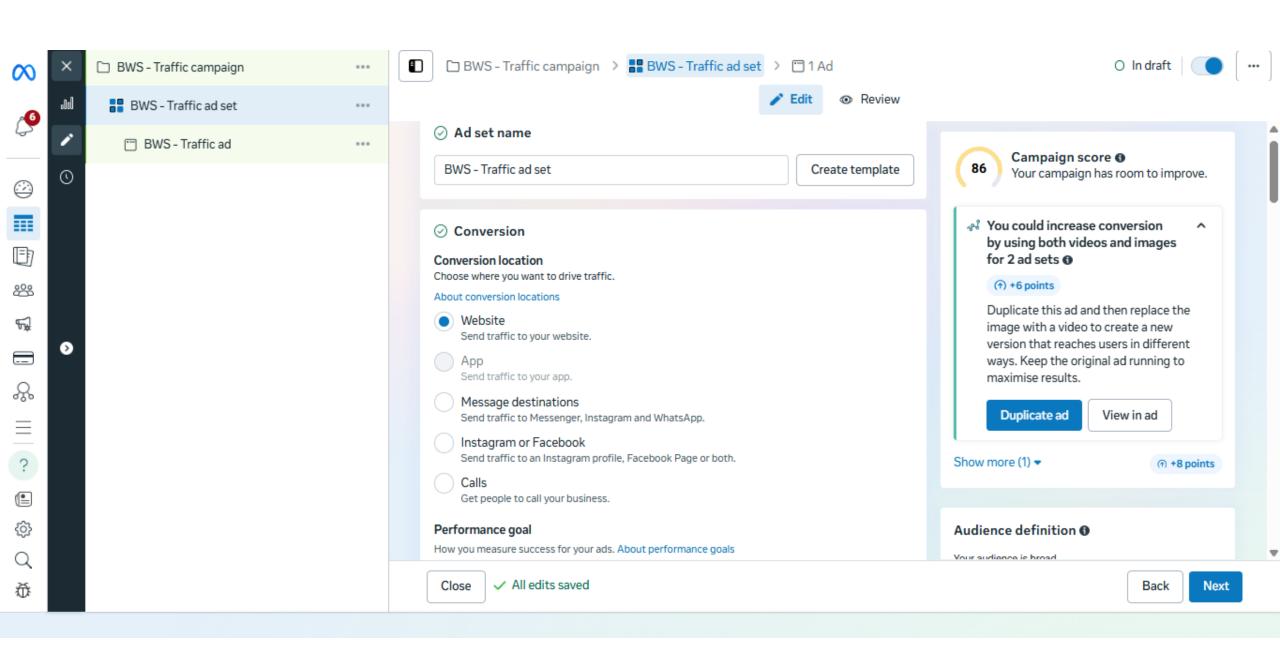
Unique Selling Points (USPs) - boAt Watch Storm

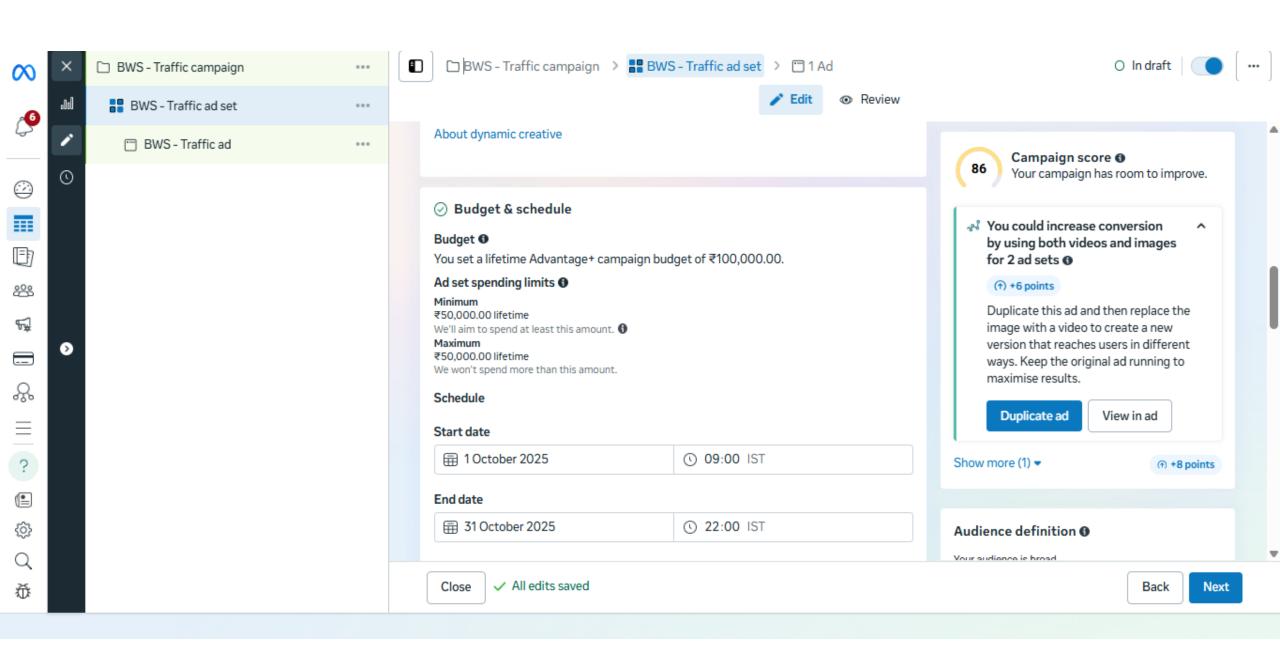
- Affordable feature-rich offering Core smartwatch features (health tracking, multi-sport modes, SpO2, heart-rate) at a competitive price.
- boAt ecosystem & brand trust Recognised lifestyle & audio brand in India; cross-sell to existing boAt customers.
- Stylish design + custom watch faces -Fashionable looks aimed at Gen Z / young millennials.
- Strong battery life Multi-day battery for everyday use.
- Dedicated customer support & warranty -India-focused service and quick replacement.

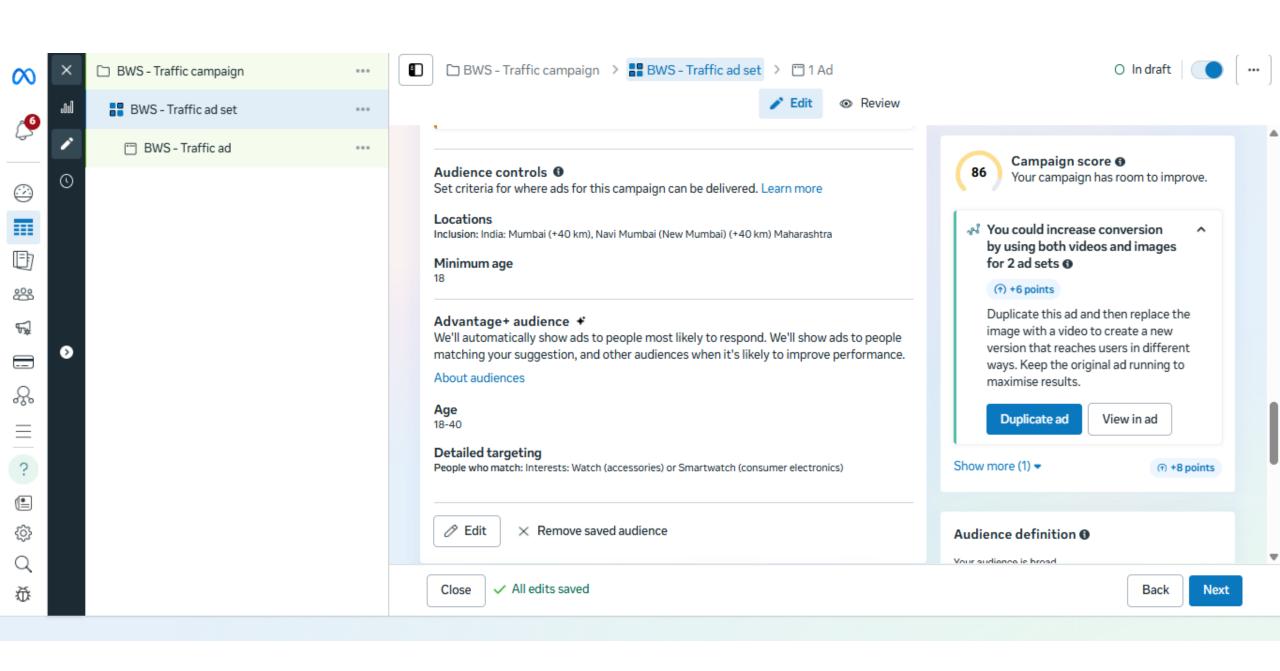
Campaign Structure

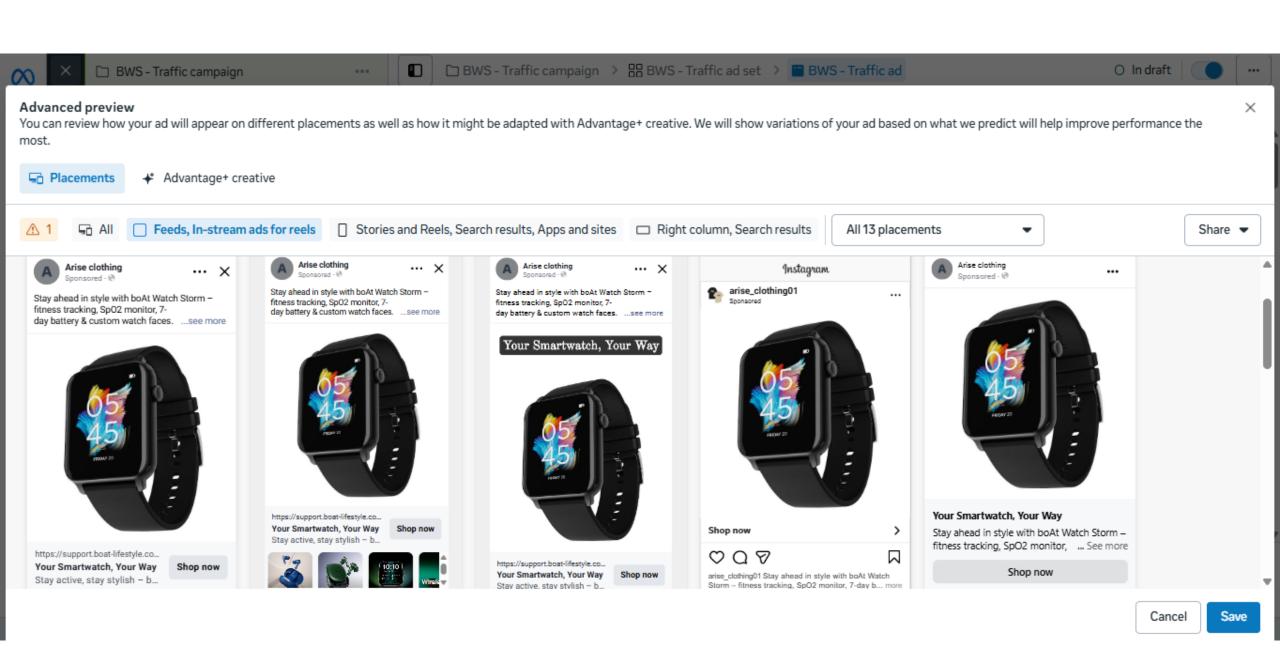


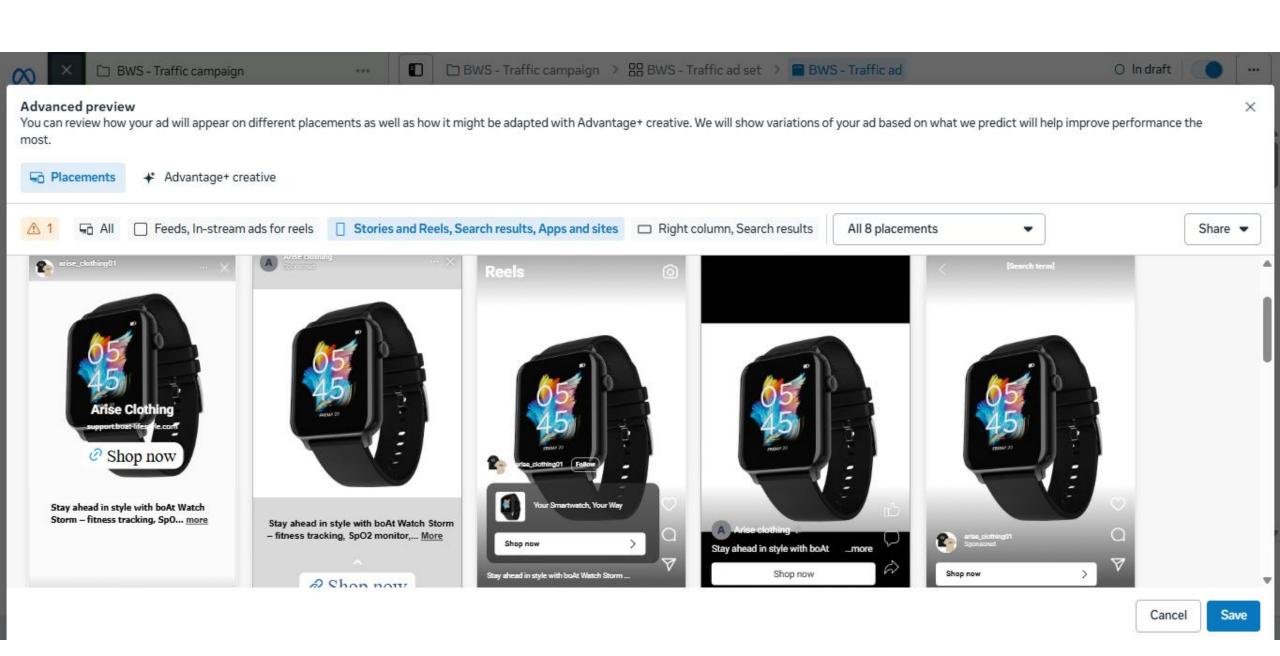












Thank You