

How have interactive ads fared till now?

A few **case studies**

Brand - Asics



About the campaign

- ASICS launched its “Celebration of Sport” campaign in July’21, ft. brand athletes representing India at the Tokyo Olympics.
- The campaign also featured actor Tiger Shroff.

Goals

- To build on the brand’s belief of “Sound Mind in a Sound Body”
- Highlight brand’s commitment to nurture world’s youth through sport.

Interactive storyline

- Engaging creatives in initial first 2 frames to attract viewer attention & highlight brand’s association with major Indian athletes & brand ambassador Tiger Shroff
- Viewer then goes on to explore campaign videos highlighting the brand’s commitment towards “Celebration of Sport”
- Finally viewer is taken to the Celebration of Sport Collection of shoes from Asics. CTAs leading viewers directly to product pages.

Engagement Rate

1.67%

Clickthrough Rate

0.9%

