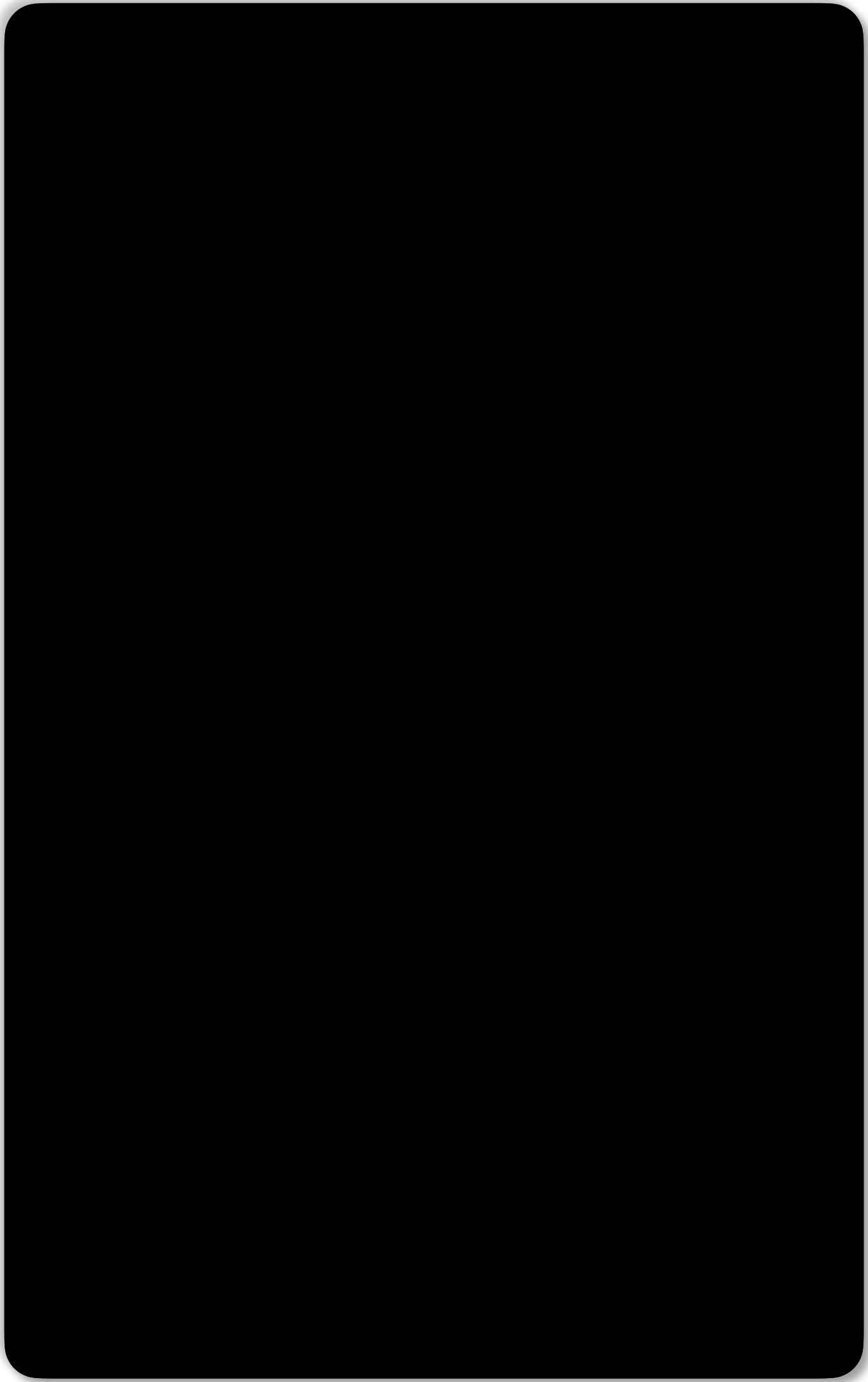








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## About the campaign

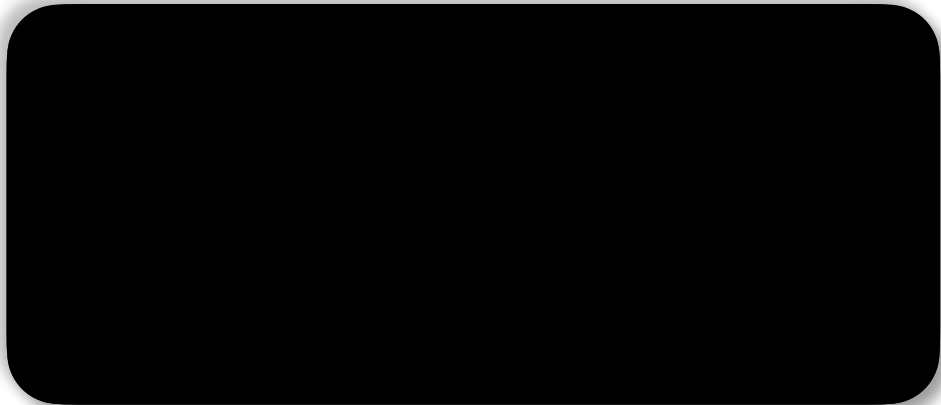
- ASICS launched its “Celebration of Sport” campaign in July’21, ft. brand athletes representing India at the Tokyo Olympics.
- The campaign also featured actor Tiger Shroff.

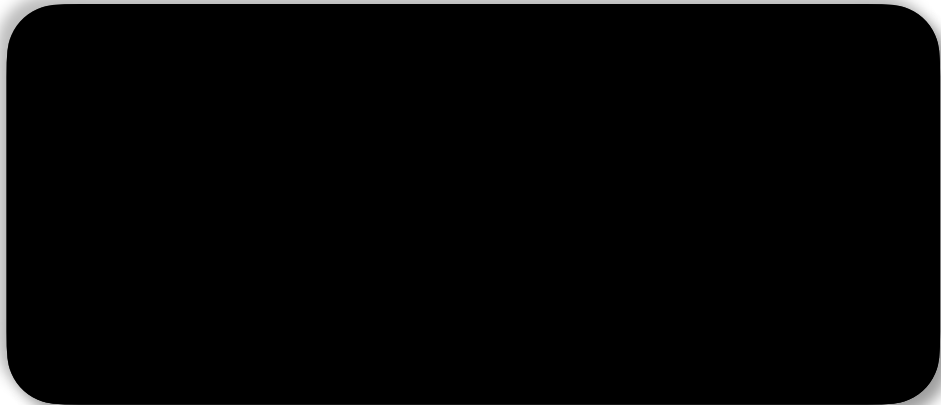
## Goals

- 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%



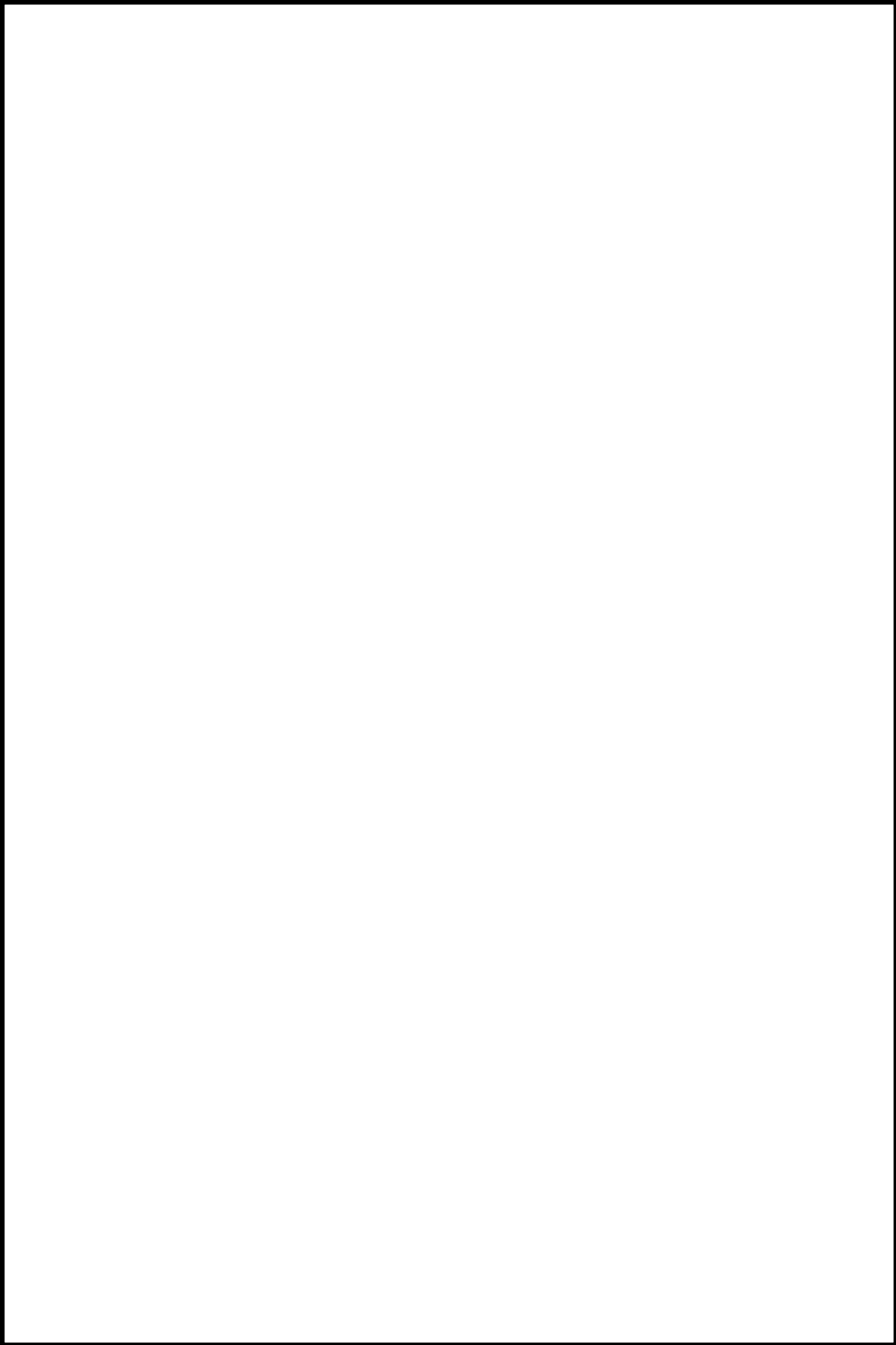


CELEBRATION OF SPORT COLLECTION  
NOVABLAST™ 2



Feel The *Uplift*

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multi mind. sound body.

CELEBRATION OF SPORT COLLECTION  
NOVABLAST™ 2



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## About the campaign

- Boddess launched its first brand campaign ‘I am Many’ with brand ambassador Bhumi Pednekar in Oct’21.

## Goals

- Channel the brand’s core philosophy--fearlessness, inclusivity and optimism--and encourages women to embrace all parts of themselves and be proud of their avatars.
- To promote living many lives within one lifetime & to discover and experience it all.

## Interactive storyline

- Engaging first frame highlights BA Bhumi Pednekar with brand’s communication #IAmMany, asking viewers to tap to engage.
- Second frame shows offers, and takes viewers to an e-commerce experience.
- Viewers choose to buy by categories, and for each category we showcase top products that viewers can choose from.

Engagement Rate

2.19%

Clickthrough Rate

1.81%







BHUMI PEDNEKAR FOR

**BOODLESS**

THE ULTIMATE BEAUTY DESTINATION

TAP TO ENGAGE

#IAmMany