

Reviewing Superhero Ad Campaigns



DVT Team 2

Meet The Team Members



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Superhero-U At a Glance

Superhero U is a global contest by GlobalShala that challenges young people (under 25) to design superheroes who address global issues aligned with the UN's 5Ps of the Sustainable Development Goals

Entries can be submitted as stories, visuals, or videos, with up to \$90,000 in prizes, scholarships, and internship opportunities available.

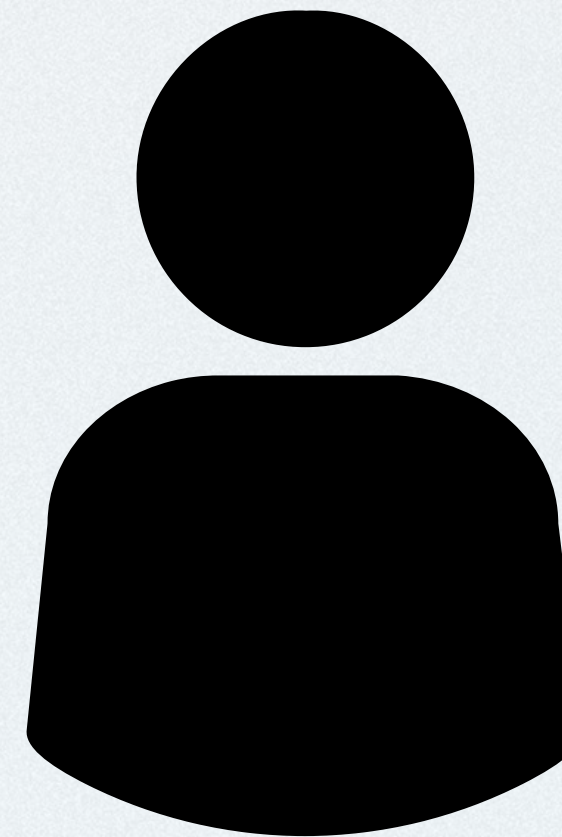


GlobalShala's Facebook Ads

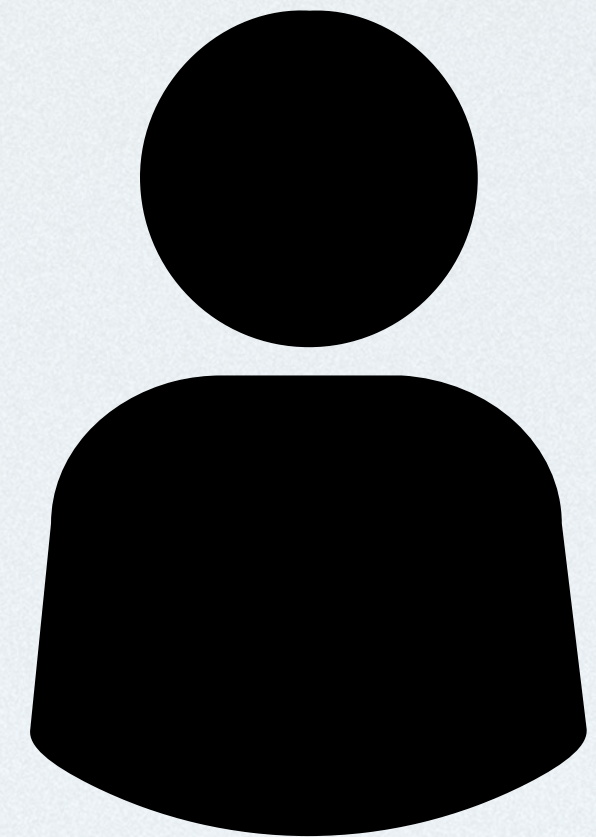


"Link Click" ads on Facebook, driving traffic to Superhero U website

Target Audience



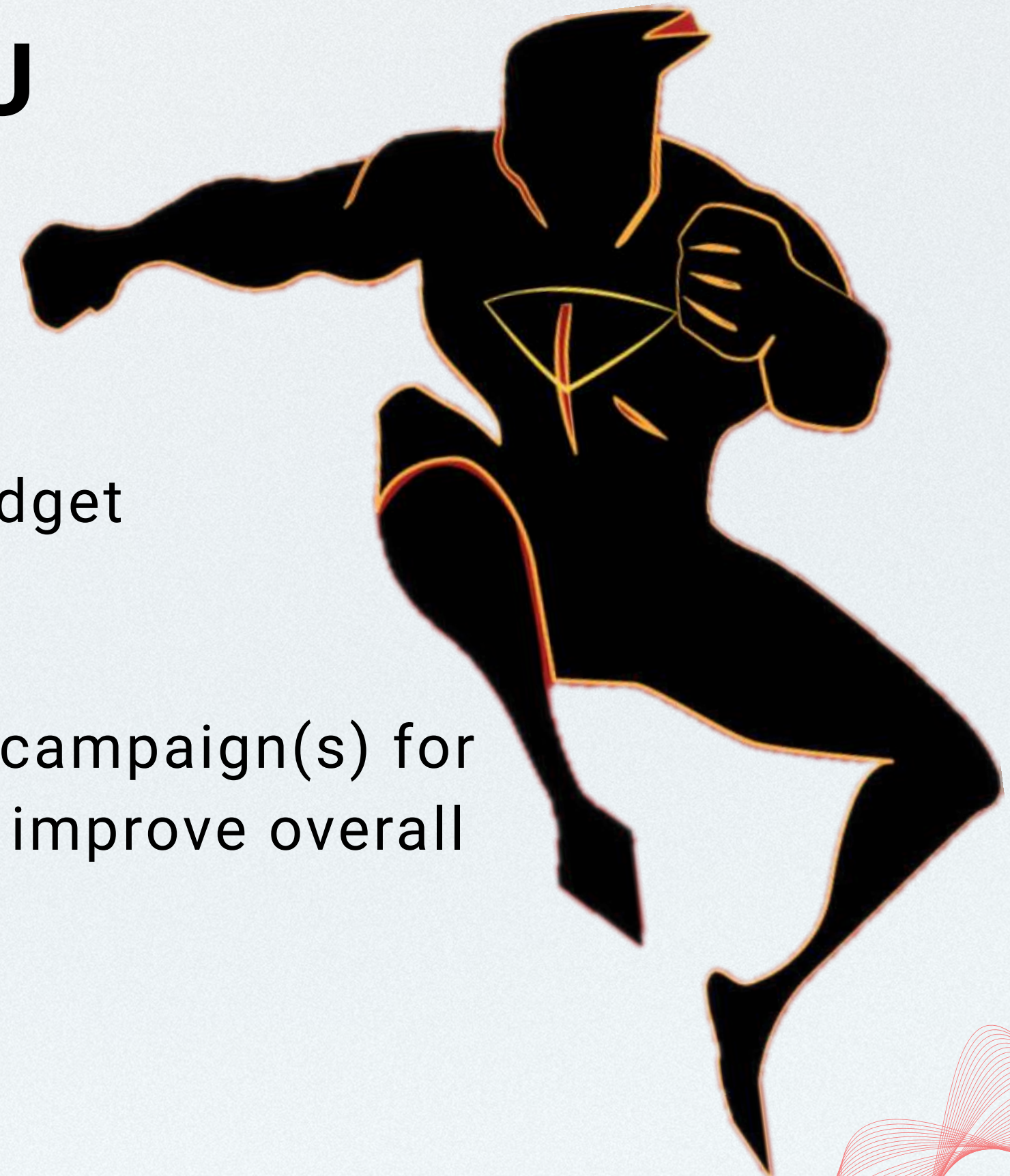
Students



Teachers & Principals

Problem Statement: Optimizing Ad Spend for Superhero U

- **Goal:** Maximize efficiency of GlobalShala's Superhero U ad campaigns.
- **Challenge:** Current ad campaigns require budget optimization.
- **Objective:** Identify and recommend specific campaign(s) for discontinuation to achieve cost savings and improve overall Return on Investment (ROI).



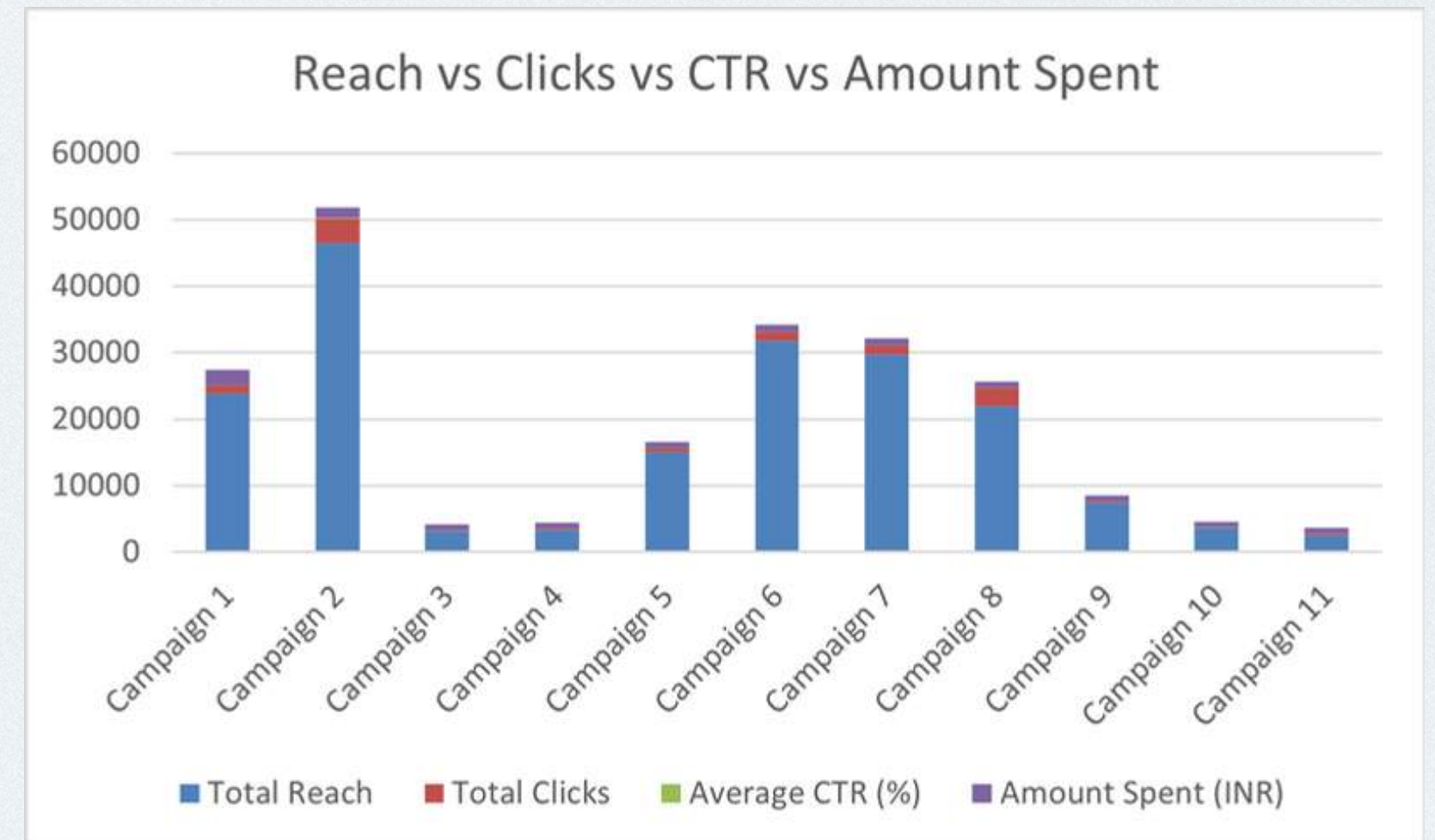
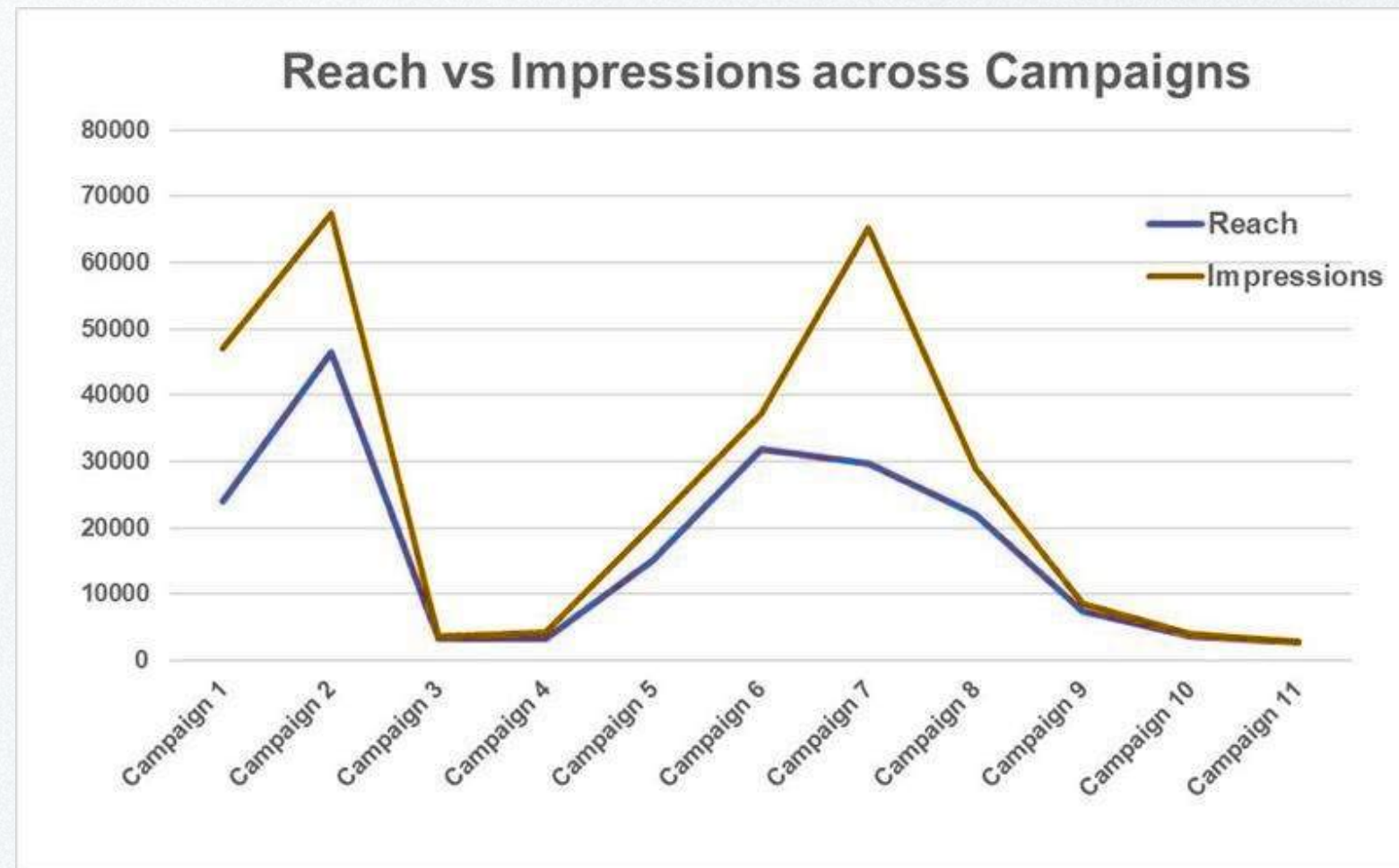
Overview of all the Superhero U AD campaigns

Campaign Name	Total Reach	Total Clicks	Average CTR (%)	Amount Spent (INR)
Campaign 1	23904	1218	2.73	2333.33
Campaign 2	46494	3743	5.93	1579.02
Campaign 3	3187	119	4.35	850.68
Campaign 4	3307	171	5.51	923.96
Campaign 5	15024	648	3.36	837.78
Campaign 6	31831	1400	4.3	955.21
Campaign 7	29668	1420	2.23	1035.24
Campaign 8	21929	2765	9.85	942.78
Campaign 9	7333	242	2.65	876.26
Campaign 10	3636	121	3.63	856.67
Campaign 11	2555	178	8.93	897.68

Key Performance Indicators

Each campaign is compared using core marketing KPIs such as reach, clicks, average CTR, and amount spent to assess visibility & engagement.

Overview of all the Superhero U AD campaigns



Reach vs Impressions

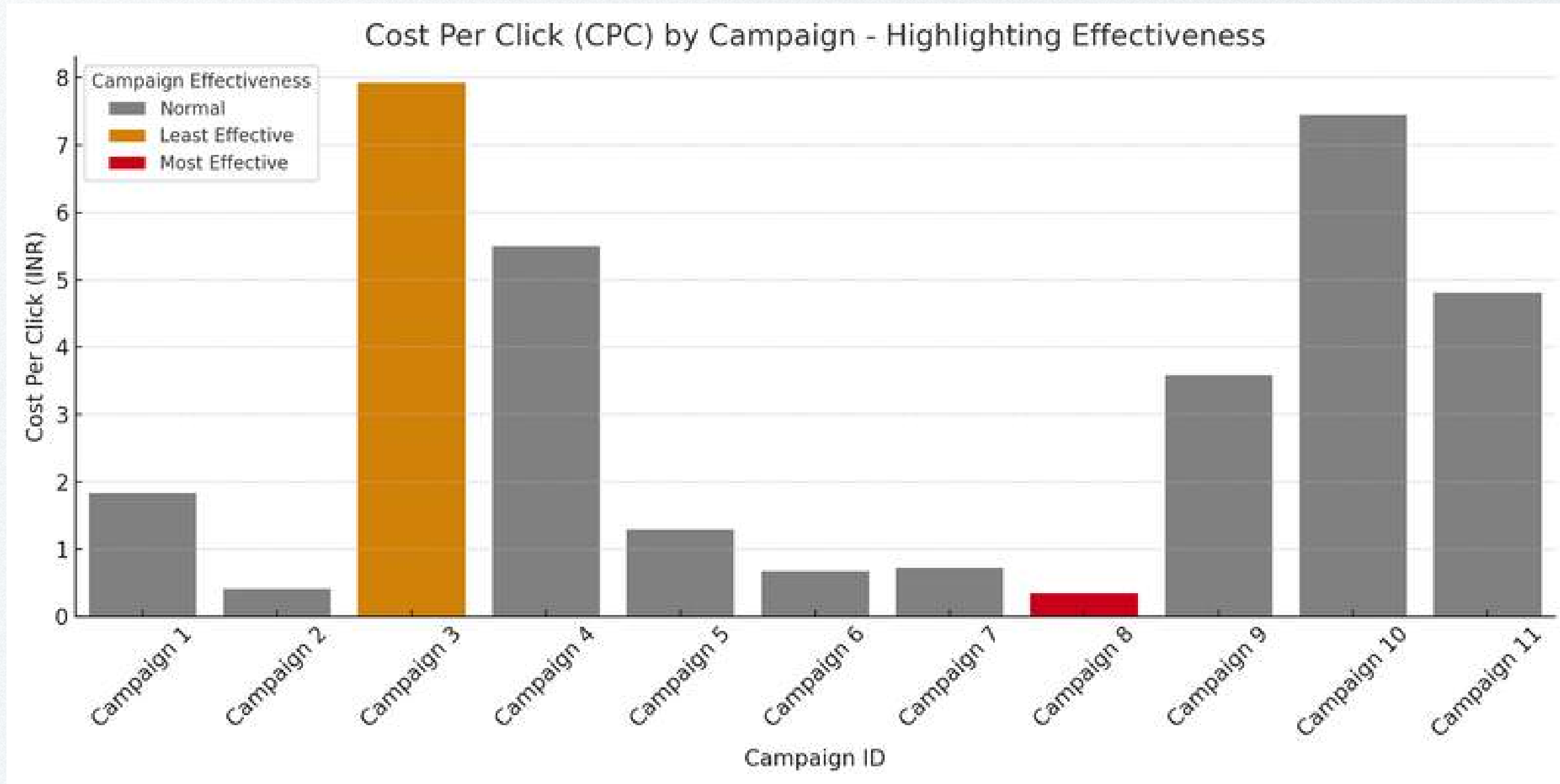
Higher impressions than reach suggest repeated views, while balanced values indicate broader unique audience reach.



Reach vs Clicks vs CTR vs Amount Spent

It helps identify trends and correlations between reach, engagement, and spending.

Campaign CPC Effectiveness



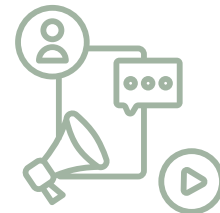
Campaign Performance Review: Discontinue Inefficient Campaigns

Recommendation



Discontinue Campaign
3 (Australia)
Due to significantly
higher cost and poor
efficiency.

Justification



- Highest Cost Per Click (CPC): ₹7.92
- Spent ₹850.68 for only 119 clicks
- Poor cost-efficiency compared to Campaign 8 (Nigeria, CPC ₹0.35)

Action Plan



Reallocate budget to
Campaigns 2, 6, or 8

Conclusion



The Superhero U campaign aims to empower young people to creatively tackle global issues through storytelling, art, and innovation, inspired by the UN's SDGs.

To effectively support its goal, ad strategies must be aligned with where they perform best. Prioritizing high-impact campaigns like Campaign 8 and focusing on the responsive 18–24 age group will boost engagement and cost-efficiency. Cutting low-performing efforts like Campaign 3, targeting SHU_Students(Australia) aged 25-34 will ensure resources are better allocated and overall impact is maximized.