SuperheroU Ad Campaign Assessment

GROUP3

Superhero U Event

▢   Globalshala has opened its doors for learners around the world to showcase their talents and creativity in form of an event called Superhero U Event.

▢   Superhero U competition aims to accelerate United Nation's Sustainable Development goals. Across the countries, winners for the same will be awarded the prize money worth $90,000 which includes scholarships, internships ,gift cards and electronic gadgets.

Create your own Superhero!

➢ Four Steps that u need to follow to create your own superhero:

1. **Imagine** –Express your creative thinking, entrepreneurship, and innovative through your hero in posters, comic strips, videos, or video game featuring your hero to solve problems.

2. **Innovate** –Superheroes that take challenges and show what they can do.

3. **Illustrate** –Submit written content, and ideas and tell about your superhero mission to solve.

4. **Inspire** –Creativity, in yourself and among your peers.

➢ In an industry first, the superhero U competition aims to tackle the 5 P's of Sustainable Development Goals (SDG): **People, Prosperity, Planet, Partnerships, and Peace**.

➢ Hence, the superhero created should address all these goals collectively and promote prosperity while protecting the planet, the Theme of the competition is inspired by the UN's mission.

Facebook Ads

Goals to buy Facebook Ads :

- Grow social media audience.
- More website visitors.
- Brand Awareness.

Targets are selected according to specific geography and age ranges.
There are Facebook metrics to understand ads performance.

Facebook Metrics:
- Impression.
- Frequency.
- Reach.
- Unique click links (Result).

Overview of Superhero U Ad campaigns

- Total number of campaigns are **11**.

According to Audience:

- **Campaign 1** is the only campaign targeted to educators and principals.
- All other campaigns are targeted towards students.

According to Geography:

- **Campaign 1** and **2** are targeted towards specific groups of countries. Whereas other campaigns are targeted toward specific one country.
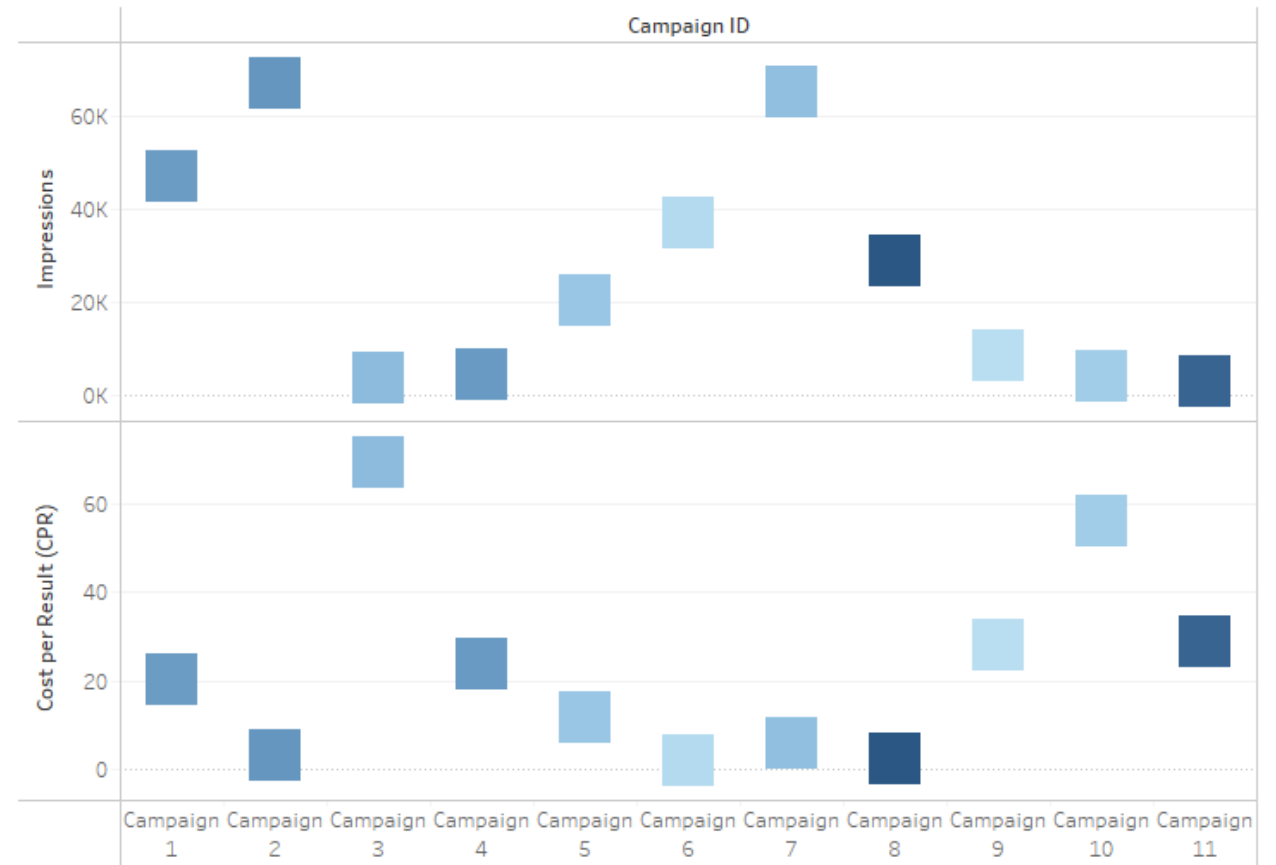
Revenue per Campaign

▶ Campaign 1 and 2 have highest revenue as it is targeted to group of countries.

▶ Revenue of all other campaigns do not differ by much.
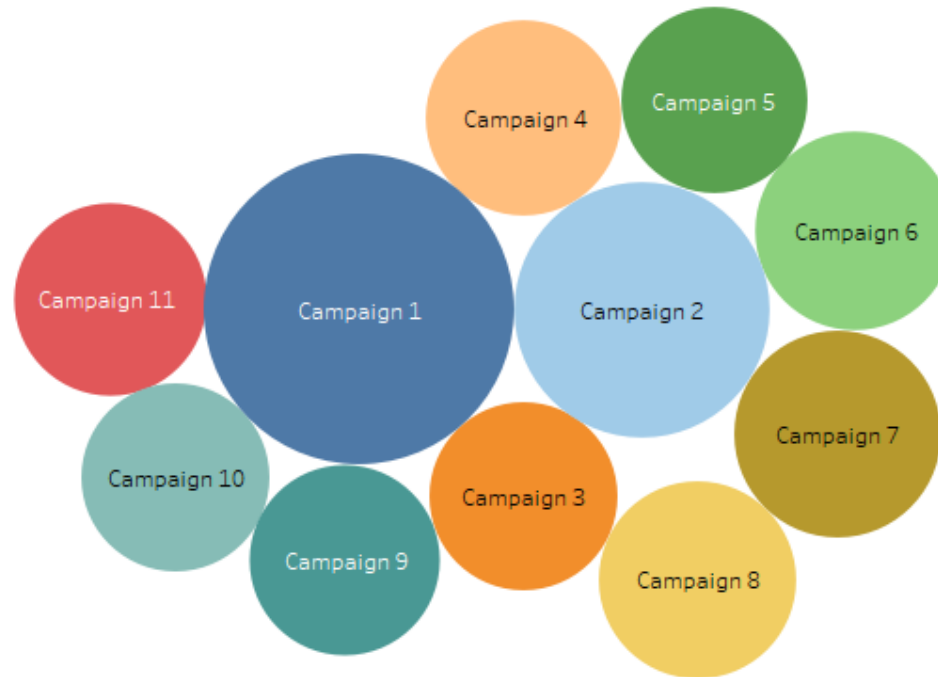
Graphs – Impressions And CPR wrt Campaign

►Campaigns with lower impressions are 3, 4, 10, 11.

►Campaigns with higher CPR are 3 and 10.

►Darker the color of box, more the Unique Click Through Rate.
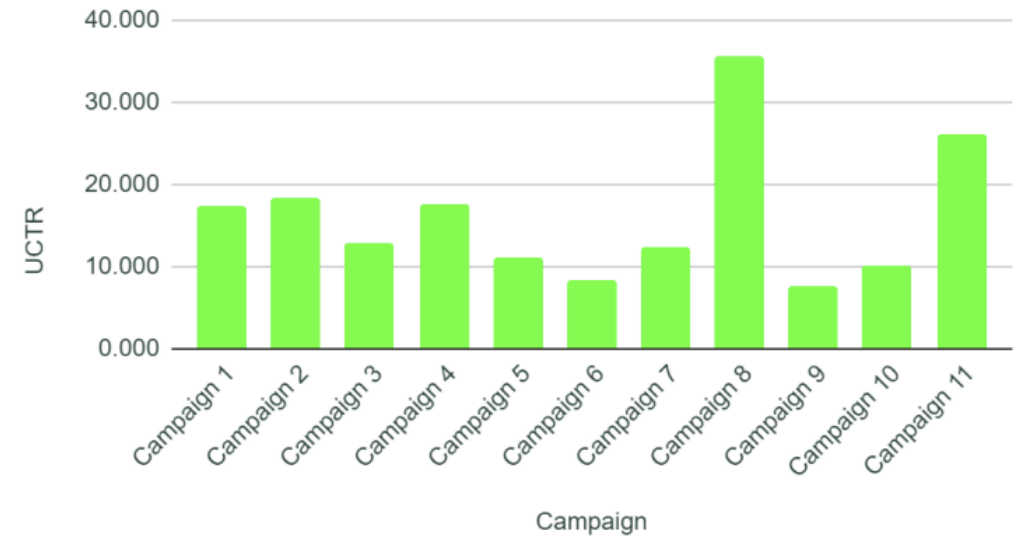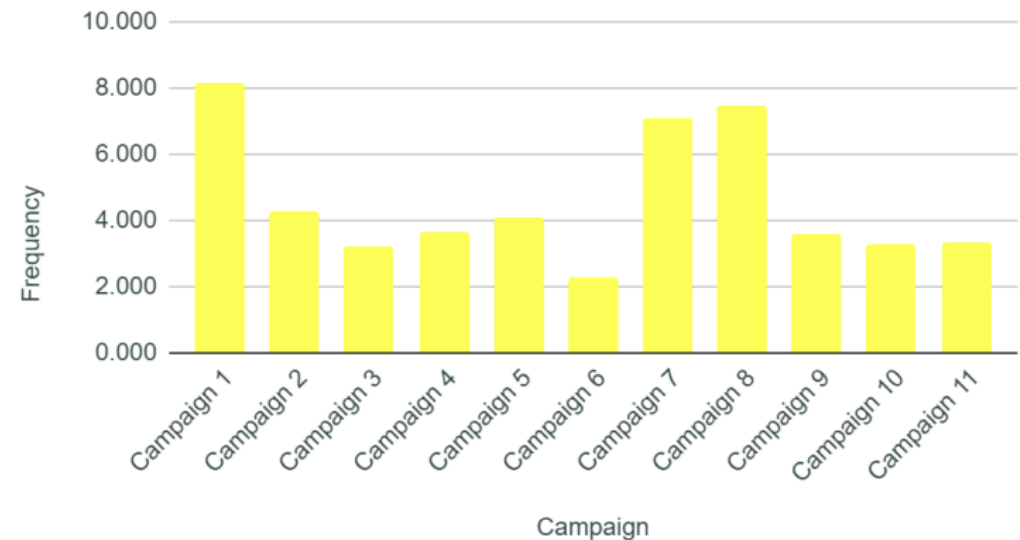
Graphs –
Data visualizations

Campaigns are ranked from 1 to 11.

Rankings based on their values, where rank 1 is best and rank 11 is worst.
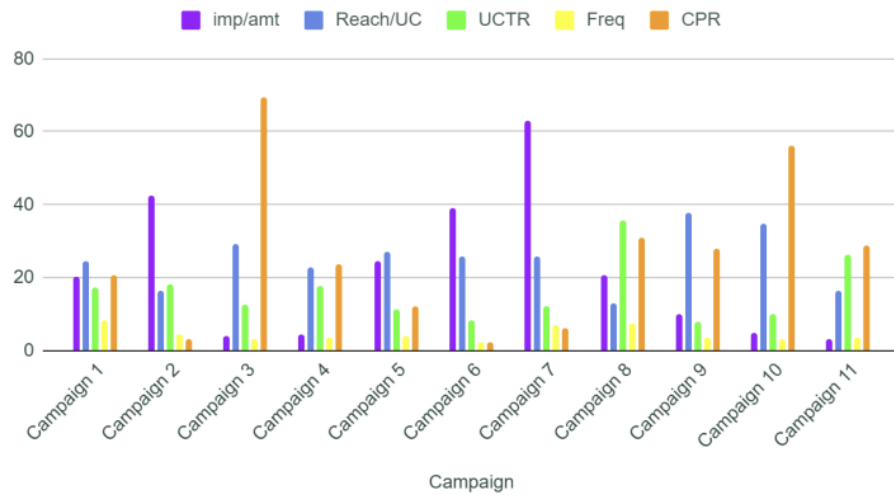

UCTR vs Campaign number

Frequency vs Campaign number

Conclusion

Parameters vs Campaign number

The average is calculated with the help of the 5 ranks obtained for each parameter. The campaigns with the highest rank are to be eliminated.

Conclusion

Campaign Number	Impressions/Amount	UCTR	Reach/(Unique_Clicks)	CPR	Frequency	Average Rank
1	6	5	5	5	1	4.4
2	2	3	3	2	4	2.8
3	10	6	9	11	10	9.2
4	9	4	4	6	6	5.8
5	4	8	8	4	5	5.8
6	3	10	6	1	11	6.2
7	1	7	7	3	3	4.2
8	5	1	1	9	2	3.6
9	7	11	11	7	7	8.6
10	8	9	10	10	9	9.2
11	11	2	2	8	8	6.2

Campaigns **3** and **10** have the highest rank which is 9.2, thus they both are eliminated.

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