



A Multi-lingual, Multi-screen Summer Campaign with VDO.AI

How a consumer appliance brand turned IPL hype and summer heat into high engagement with geo-fenced CTV wrappers, 3D Display units, and interactive OLV formats.

I'm Midea cool.





Challenge



Stand out and convert early in India's fiercely competitive summer AC market, where multiple brands fight for consumer attention just ahead of peak demand.

Insight



In a category driven by seasonal buying behavior, combining regional relevance and personalised creative delivery can fast-track awareness to consideration, especially in high-intent markets.

Objective



- Build high visibility before peak summer
- Use contextual, multilingual formats for more local relevance
- Connect with high-intent audiences in Tier 1 and Tier 2 cities

Regional, Relevant, & Results-Driven

CTV: Geo-fenced + multilingual creative in Hinglish, Tamil & Telugu

OLV: Contextual video formats to mirror home scenarios

Display: 3D cube creative + continuous optimizations

Top performing audience:
Women aged 35–44

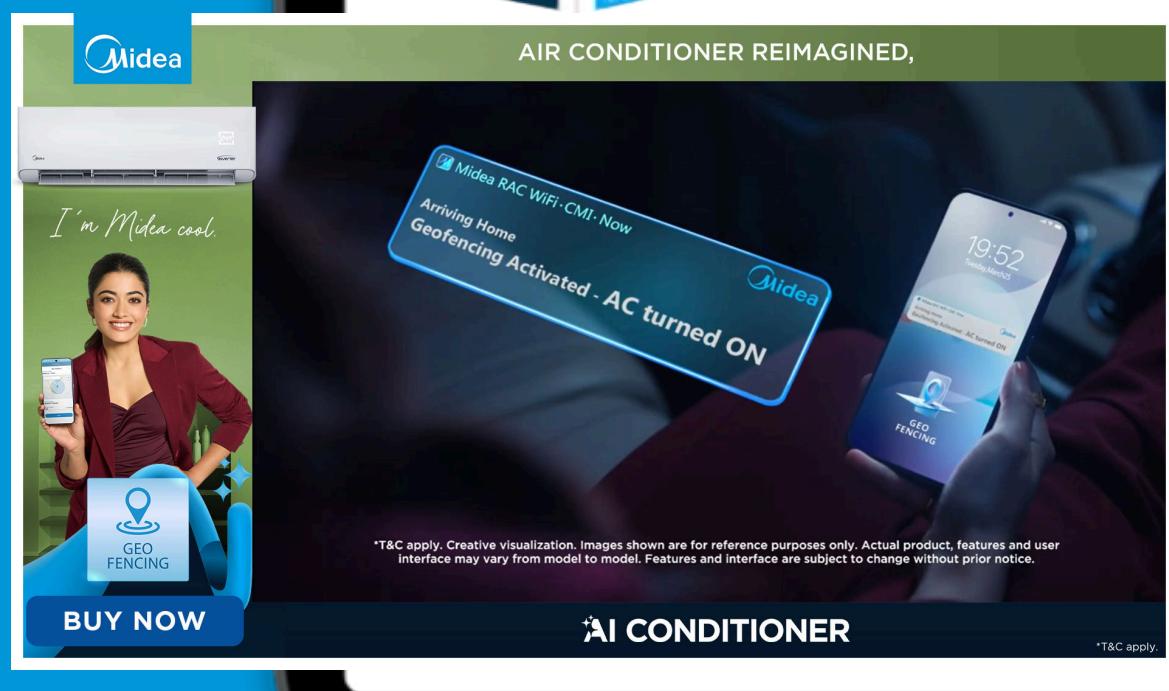
Most engaged cities:
Lucknow & Patna led CTRs,
despite fewer impressions
than metros

Top Platforms: JioCinema,
MX Player, Zee5 (CTV) | ABP
Live, AajTak (OLV/Display)

Unlocking The Potential Of Your Ad

In the vast and competitive digital landscape, it's crucial to ensure your advertising strategy is designed to reach the widest and most relevant audiences. By believing in providing your brand with the high-quality reach and attention you deserve, we can help you create a comprehensive approach to digital advertising, we can help you connect more effectively in the cookieless era, optimize your existing creatives, and protect your assets. Let's dive into the five key points that make us your ideal partner for success.

ADVERTISEMENT



0.40%

Click Through Rate on OLV



10 Mn+

Total Campaign Impressions



93.58%

(vs Industry Benchmark of 85%)

Video Completion Rate on CTV



Want To See What Multiscreen Innovation Can Do For Your Brand?

Reach out to us at hello@vdo.ai
to know more.

