

# **VIDEO ADVERTISING CAMPAIGN FOR IPHONE 14 PRO**

*Budget: ₹75,000 | Duration: 15 Days*

## **1. 3 key competitors of Iphone in the Indian market:**

- i) Samsung (Galaxy S/Fold series)
- ii) Google (Pixel series)
- iii) OnePlus (flagships)

## **2. Unique Selling Propositions (USPs) of Iphone:**

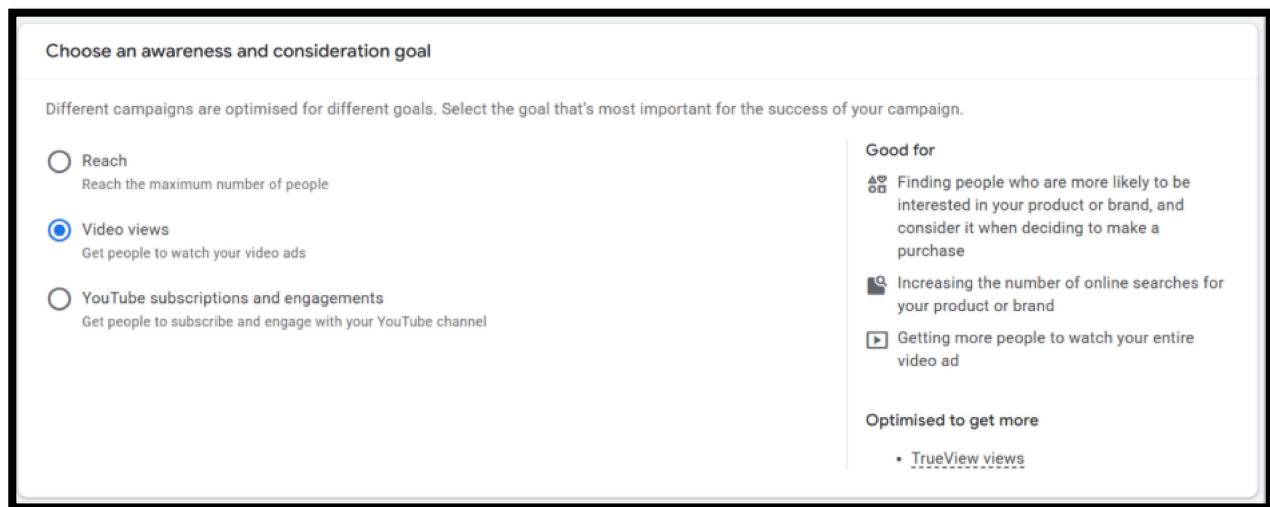
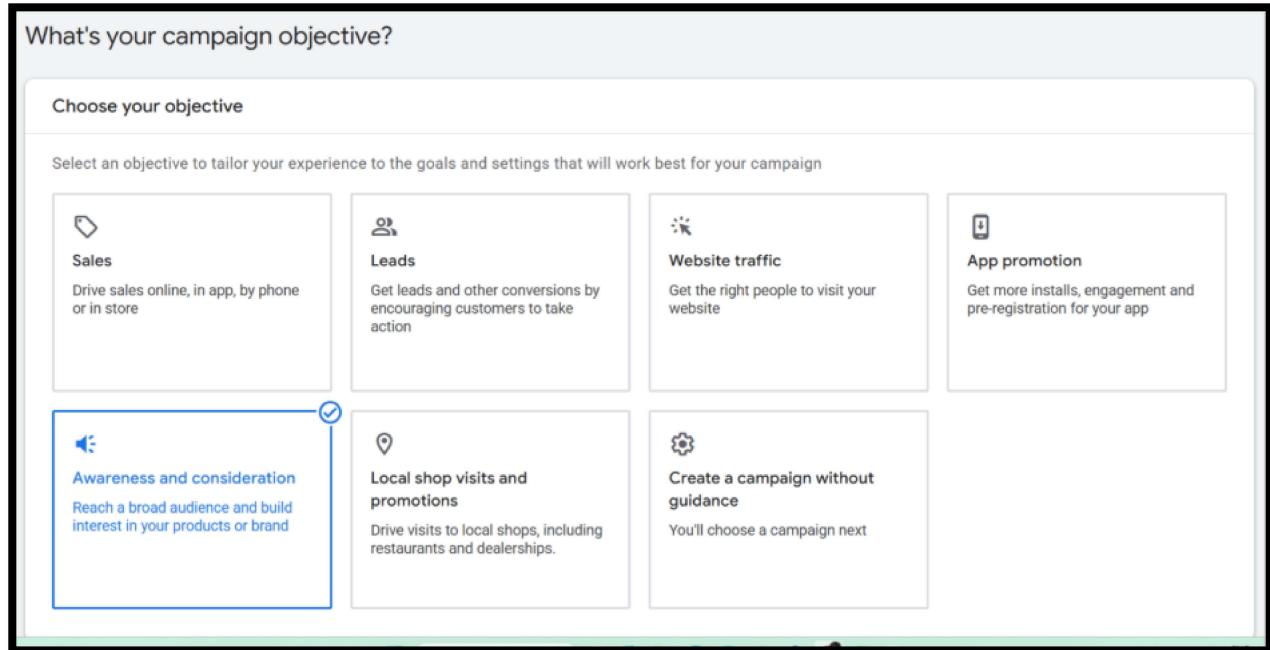
- i) Premium Build Quality & Design – Sleek aesthetics and durable materials that set the benchmark for smartphone craftsmanship.
- ii) Superior Camera System – Advanced photography and videography powered by cutting-edge image processing and pro-level modes.
- iii) Exceptional Performance with A-Series Chips – Ultra-fast, efficient processors delivering unmatched speed, gaming power, and longevity.
- iv) Industry-Leading Security & Privacy – Robust hardware-software security that protects user data better than most competitors

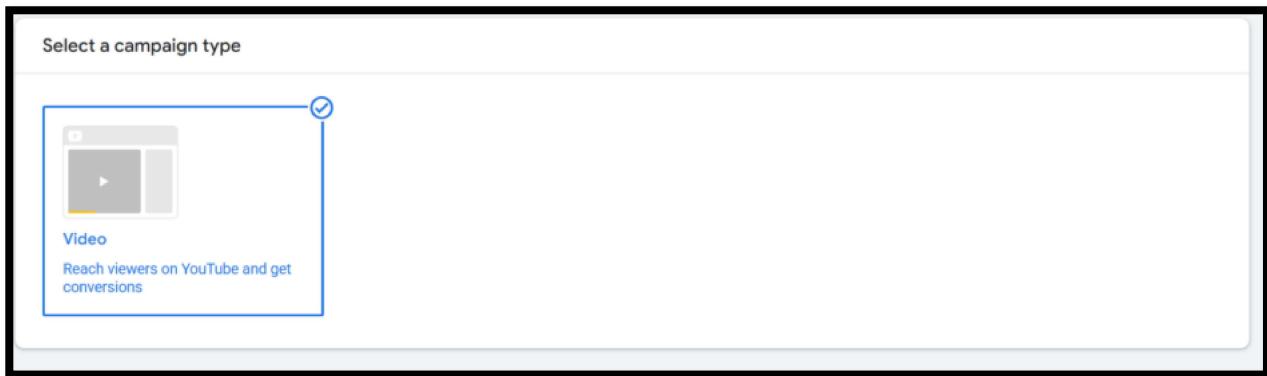
## **3. Campaign Objective: Awareness and Consideration**

The objective is Awareness and Consideration to maximize reach and capture user attention through impactful video ads. It is suitable because iPhone 14 Pro is a premium product that requires audience education and interest-building before conversion.

## 4. Google Ads Setup Screenshots:

### i) Objective selection screen:





## ii) Budget, dates and ad schedule:

A screenshot of a "Budget and dates" configuration form. It starts with a section for "Enter budget type and amount" where "Campaign total" is selected and the value is set to ₹ 75,000.00. Below this, there are fields for "Start date" (set to 11 Dec 2025) and "End date". Under "End date", there are two options: "Ends in" (with "2 weeks" selected) and "25 Dec 2025" (which is highlighted with a blue circle). At the bottom, a light blue info box contains the text: "A ₹75,000.00 campaign total amount is similar to a ₹5,000.00 daily budget amount that runs for 15 days." with an information icon.

**Ad schedule**

Mondays - Fridays ▾	06:00	to	09:00	x
Mondays - Fridays ▾	17:00	to	23:00	x
Saturdays - Sundays ▾	10:00	to	23:00	x

[Add](#)

Based on account time zone: (GMT+05:30) India Standard Time

- iii) List of keywords research for the campaign, with their search volume and competition:

A	B	C	D
Keyword	Search Volume	Competition	
apple store	5000000	Medium	
apple mobile	500	High	
iphone	50000	Low	
apple	5000	Low	
apple phone	50000	Medium	
iphone phone	5000	Low	
apple in	500000	Medium	
apple buy	500	Low	
iphone store	50000	High	
apple s	5000	Medium	
iphone products	5000	Low	
apple iphone store	50000	High	
iphone 14 price	500	Low	
iphone online store	5000	Medium	
iphone 14	500000	Low	
apple sales	5000000	High	
apple company	5000000	High	
apple inc	500000	High	
iphone shop	500	Low	
apple offer	500	High	
apple india	5000	High	
apple devices	500	Medium	
iphone center	5000	Low	
the apple store	50000	Medium	

iv) Target audience setup:

**Locations**

Select locations for this campaign ⓘ

All countries and territories

India

Enter another location

**Demographics**

People with the following demographics ⓘ

Gender

Female    Male    Unknown ⓘ

Age

18 ▾ to 44 ▾  Unknown ⓘ

Additional demographics

Parental status

Parent    Not a parent    Unknown ⓘ

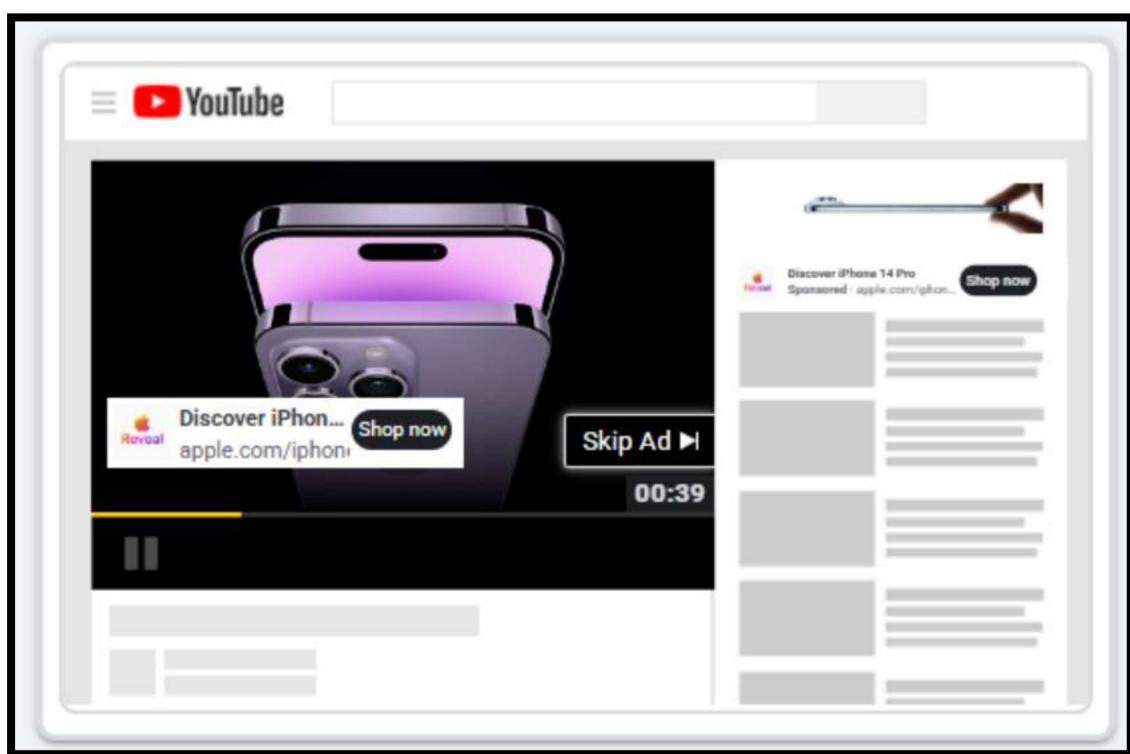
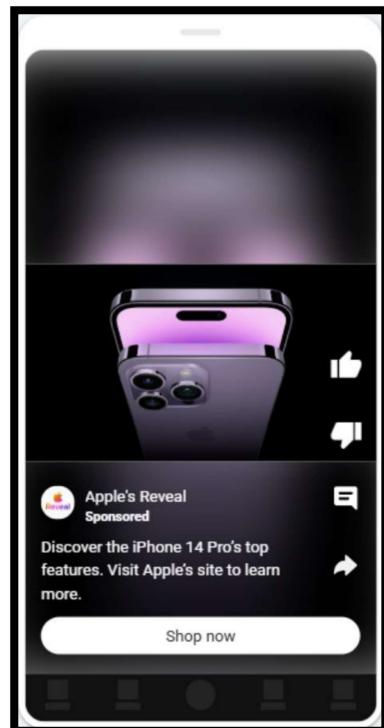
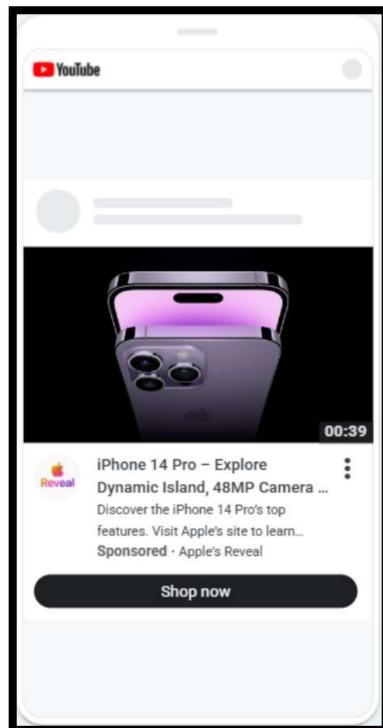
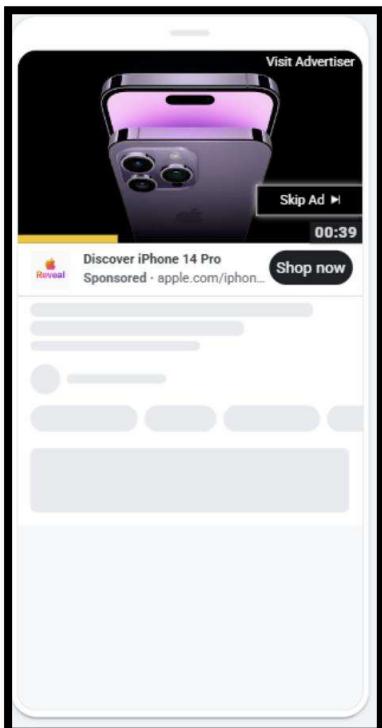
Household income

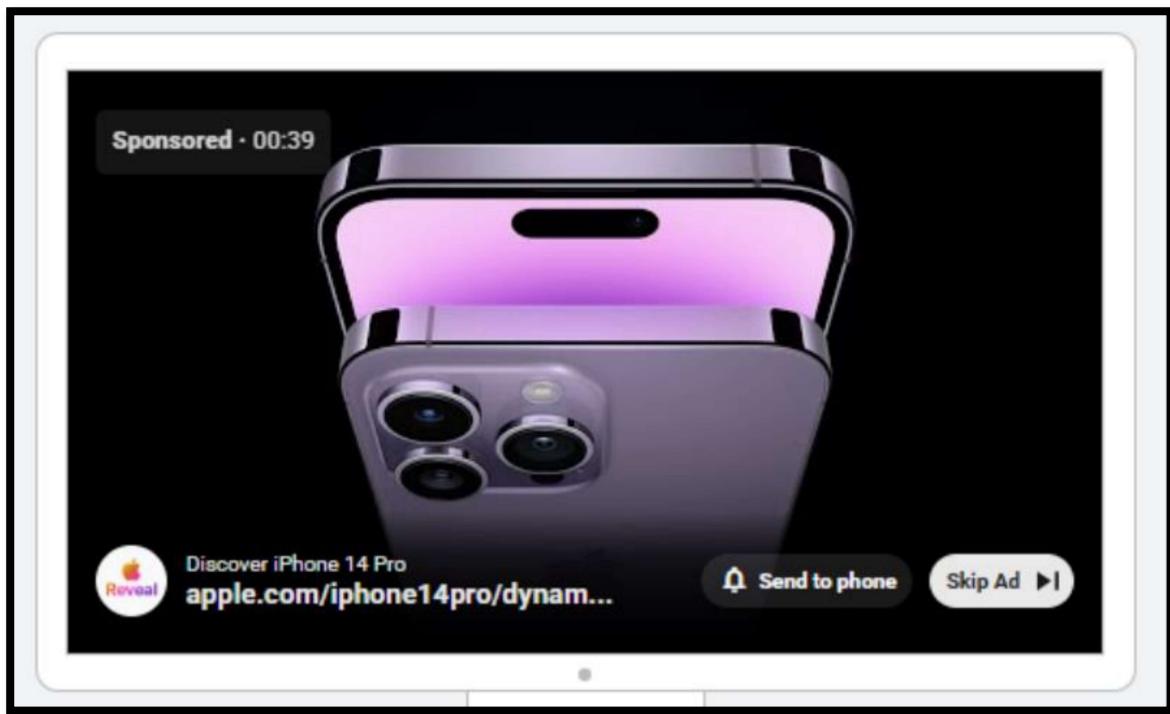
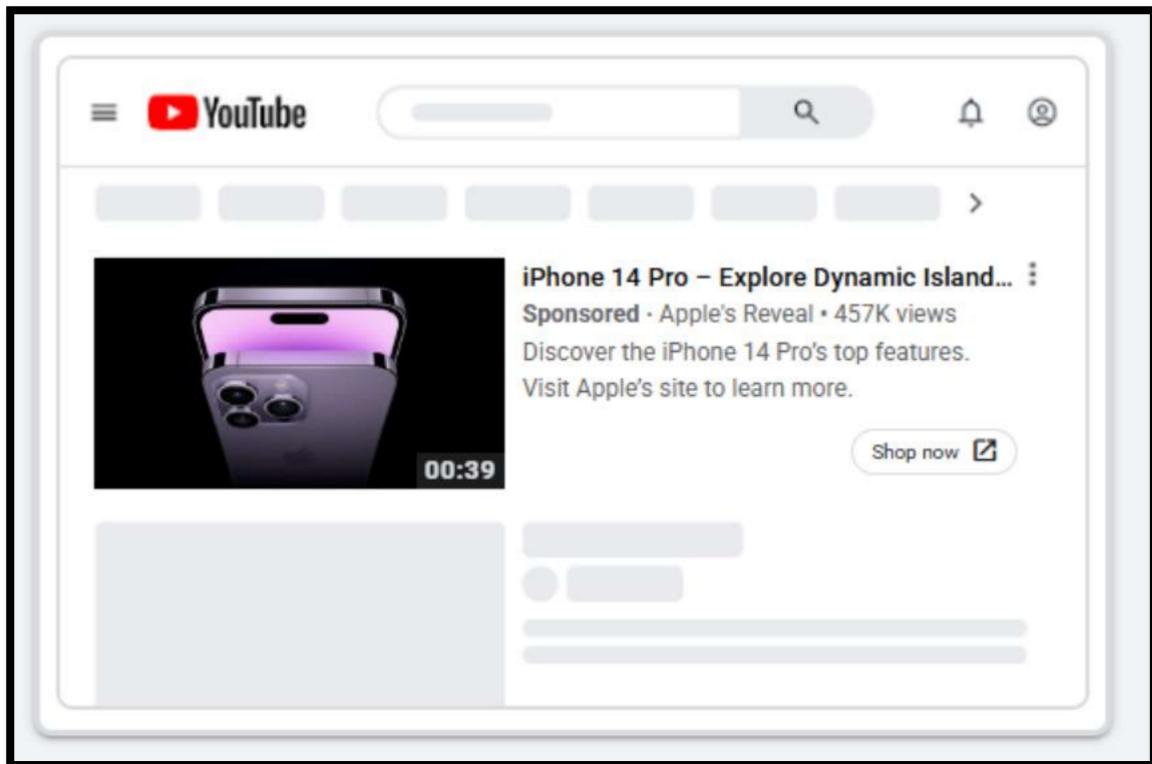
Top 10% ▾ to 30% ▾  Unknown ⓘ

Interests & detailed demographics			
Add any interests, detailed demographics or life events related to your customers			
iPhones	In-market: other	> 10B	(X)
iPhone Information	In-market: other	> 10B	(X)
Technology	Affinity	> 10B	(X)
Technophiles	Affinity	> 10B	(X)
Mobile Enthusiasts	Affinity	> 10B	(X)
New Technology Products	In-market: other	> 10B	(X)
Gadget Gifts	In-market: other	> 10B	(X)
Luxury Shoppers	Affinity	> 10B	(X)
Shopping Enthusiasts	Affinity	> 10B	(X)
Mobile Phones	In-market	> 10B	(X)
iOS Phones	In-market	> 10B	(X)
The Latest Mobile Phones	In-market: other	> 10B	(X)
Mobile Phones	In-market: other	> 10B	(X)

Campaign name	Iphone 14 Pro  Video views  2025-12-11		
Ad formats	In-stream, In-feed, Shorts		
Bid strategy	Target CPV		
Budget and dates	₹75,000.00 in total	Start date: 11/12/2025	End date: 25/12/2025
Networks	YouTube, Video partners on the Google Display Network		
Locations	India (country)		
Languages	All languages		
EU political ads	Doesn't have EU political ads		
Related videos	Add videos related to your video ads to help increase engagement		
Product feed	Not set up: Add your Google Merchant Centre (GMC) feed to show products with your ads		

v) Screenshot of your Ad creative:





## vi) Estimated campaign results:

