



Yaar Hain Tou Paar Hain alludes to the moments of Friendship, and Adventure. From Hanging out with Friends to doing Adventure Sports.

Mirrors identified the provided triggers within the content that reflects Mountain Dew's brand message of "Yaar Hain Tou Paar Hain"



Contextual Triggers:



We fenced objects such as Dirt Bikes, Off-Road Trucks, Mountains etc. as they were relevant to the brief of the campaign



Targeted Brands (Logos) like Redbull, Monster Energy, Prime and others which resonate with the campaign.



Actions related to Adventure, Adrenaline such as Mountain Climbing, Sky Diving etc were identified as relevant triggers.



Audio/Text related to Friendship and Adventure were selected to relate with the campaign's communication.

Results:

The campaign, launched on June 17th, exceeded expectations, performing significantly well against the KPIs

32.03% VTR on Skip

3.08% CTR on Skip

1.3M Reach

Top Contextual Verticals:



Objects: Videos with relevant Objects such as Off-road trucks resulted in a CTR of 3.07% on Skip creative



Logos: Videos which were fenced for having relevant Logos resulted in a CTR of 3.06%

Results Summary

	Impressions	Views	VTR	Comp. Views	CVR	Clicks	CTR
Skip	3,185,235	1,020,153	32.03%	1,014,374	31.85%	98,262	3.08%



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HIGHLIGHTS

292%

Rise in CTR, against Planned

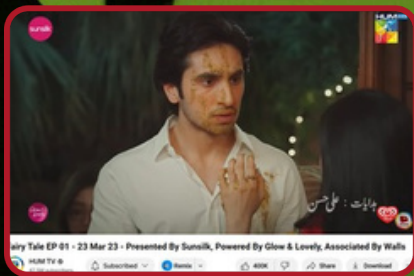
32.03%

View Through Rate

0.70%⁺

CTR on multiple days

Top Videos



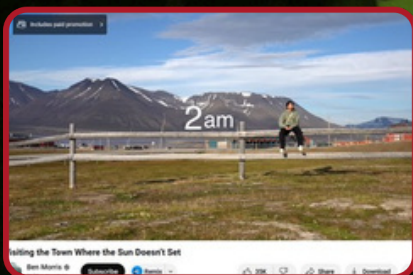
https://www.youtube.com/watch?v=ocOPicDPYSA&ab_channel=HUMTV



https://www.youtube.com/watch?v=Bj5zxv6HMLk&ab_channel=Rajab%E2%80%99sFamily



https://www.youtube.com/watch?v=AnZaX60Douo&ab_channel=CreamWala



https://www.youtube.com/watch?v=AdHV8zTfvsU&ab_channel=BenMorris



https://www.youtube.com/watch?v=NfYggsfWhe8&ab_channel=PakistanCricket



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