

BBKK

(phase 2)



Contextual Triggers:



We fenced Creative celebrity as Chef Zakir as he is relevant to the brief of the campaign



Targeted Brands (Logos) like Shan, K&N's, foodpanda and others which resonate with the campaign.



Actions related to Biryani, eating etc were identified as relevant triggers.

Yakhni Pulao
Kabli Pulao
Biryani Pulao
Fish Biryani
Chana Pulao
Food Zarda
chicken Pulao
Karachi Biryani

Audio/Text related to food were selected to relate with the campaign's communication.

Results:

The campaign, launched on Nov 1st, exceeded expectations, performing significantly well against the KPIs



1.35% CTR on N.Skip

82.45% VCR on N.Skip

647.5k Reach

Top Contextual Verticals:



Brands: Videos with relevant Brands such as Shan foods and Mehran resulted in a CTR of 1.32%



Celebrity: Videos which were fenced for having relevant celebrities resulted in a CTR of 1.38%

Results Summary

	Impressions	Views	VTR	Comp. Views	VCR	Clicks	CTR	Frequency
NonSkip (YT)	867,265	685,002	-	720,734	82.45%	11,765	1.35%	1.35



Aj kiya pakega

(phase 2)

Contextual Triggers:



We fenced Creative celebrity as Chef Gulzar as he is relevant to the brief of the campaign



Targeted Brands (Logos) like Shan, K&N's, foodpanda and others which resonate with the campaign.



Actions related to Cooking, eating etc were identified as relevant triggers.

Spicy BBQ
Biryani Pulao
Haleem Kofta
Handi Nihari
Recipe
Qourma

Audio/Text related to food were selected to relate with the campaign's communication.

Results:

The campaign, launched on Nov 13th, exceeded expectations, performing significantly well against the KPIs



4.33% CTR on Skip

15.71% VTR on Skip



0.39% CTR on Skip

53.26% VTR on Skip

Top Contextual Verticals:



LOGOS: Videos with relevant LOGO such as Shan foods resulted in a CTR of 0.39%



Faces: Videos which were fenced for having relevant faces such as chef Gulzar etc. resulted in a CTR of 0.45%

Results Summary

	Impressions	Views	VTR	Comp. Views	VCR	Clicks	CTR	Frequency
Skip (Meta)	1,131,316	177,734	15.71%	10,376	0.92%	49,023	4.33%	2.23
Skip (YT)	1,286,085	685,002	53.26%	682,057	53.03%	4,965	0.39%	1.52



Aj kiya pakega

Contextual Triggers:



We fenced Creative celebrity as Chef Gulzar as he is relevant to the brief of the campaign



Targeted Brands (Logos) like Shan, K&N's, foodpanda and others which resonate with the campaign.



Actions related to Cooking, eating etc were identified as relevant triggers.

Spicy BBQ
Biryani Pulao
Haleem Kofta
Handi Nihari
Recipe Qourma

Audio/Text related to food were selected to relate with the campaign's communication.

Results:

The campaign, launched on Nov 1st, exceeded expectations, performing significantly well against the KPIs



3.93% CTR on Skip

15.12% VTR on Skip

56% Reach



0.49% CTR on Skip

42.46% VTR on Skip

58% Reach

Top Contextual Verticals:



LOGOS: Videos with relevant LOGO such as Shan foods resulted in a CTR of 0.56%



Action: Videos which were fenced for having relevant Action resulted in a CTR of 0.52%

Results Summary

	Impressions	Views	VTR	Comp. Views	VCR	Clicks	CTR
Skip (Meta)	1,438,708	217,500	15.12%	10,835	0.75%	56,477	3.93%
Skip (YT)	3,486,666	1,480,606	42.46%	1,463,306	41.97%	17,125	0.49%



HIGHLIGHTS

292%

Rise in CTR, against Planned

32.03%

View Through Rate

0.70%⁺

CTR on multiple days

Top Videos

