



"Healthy future se qeemti kuch nahi" alludes to the moments of care, nourishment, and growth. From a child's first steps to their dreams for tomorrow, every sip of pure water nurtures their potential. Mirrors identified the relevant triggers within the content that reflect Nestlé Pure Life's brand message of "Healthy future se qeemti kuch nahi."



Contextual Triggers:



We fenced Creative celebrity Sarwat Gilani as she was relevant to the brief of the campaign



Targeted Brands (Logos) like Aquafina, Dasani and others which resonate with the campaign.



Actions such as Drinking Water, Kids Playing etc were identified as relevant triggers.



Audio/Text related to Hydration, Kids Health were selected to relate with the campaign's communication.

Results:

The campaign, launched on YouTube on Sept 09th, exceeded expectations, performing significantly well against the KPIs

0.76% CTR on N-Skip

88% VCR on N-Skip

Top Contextual Verticals:



Faces: We fenced the available inventory of Sarwat Gilani & achieved a CTR of 1.13%



Actions: Videos having relevant actions were fenced such as Drinking Water, Kids Playing etc resulted in a CTR of 0.91%

Results Summary

	Impressions	Comp. Views	VCR	Clicks	CTR
Non-Skip	2,038,114	1,784,589	87.56%	15,527	0.76%



HIGHLIGHTS

2.53x

Rise in CTR, against Planned

1.13%

CTR on Celebrity Trigger

Top Videos



<https://www.youtube.com/watch?v=CK3bVG1H10>



<https://www.youtube.com/watch?v=0AUmgiO5d4c>



<https://www.youtube.com/watch?v=i03zg0vtzJc>



<https://www.youtube.com/watch?v=giNIXbbOCCQ>



https://www.youtube.com/watch?v=GEw_iCJVgfs



<https://www.youtube.com/watch?v=INSYgUbIVcw>



https://www.youtube.com/watch?v=LdL648_jQSY



<https://www.youtube.com/watch?v=6YY5ZTx03IM>



<https://www.youtube.com/watch?v=psiHfenhrXs>



CASE STUDY



Brief:

Nestlé Everyday should be positioned as the go-to choice for moments of togetherness—from morning tea to family time. It's the taste that adds warmth & comfort to everyday moments.

Strategy:

Our strategy was to leverage Mirrors AI to connect Nestlé Everyday with its audience by identifying contextual moments around family time, togetherness, morning tea, etc. By fencing celebrities like Sajal Ali and Hamza Sohail, the brand appeared during moments when consumers were most likely to seek comfort, and the warmth of shared experiences.

PAST SUCCESS WITH AI CONTEXTUAL

RESULTS

**110% Rise in
View Through Rate**

**229% Rise in
Click Through Rate**