

CASE STUDY

PAST SUCCESS WITH AI CONTEXTUAL

Brief:

Pakistan ka Food Scene campaign focused on various cultural cuisines within the country. Main objective was to reach the foodies.

Strategy:

The strategy mainly focused on Actions as key contextual triggers. Mirrors was used to detect actions related to food such as Cooking, Eating, Munching, BBQ and even Drinking.



7UP x Hizen

RESULTS

45%

View Through Rate

3 Mn+

Impression

1.11%

CTR