

CASE STUDY

PAST SUCCESS WITH AI CONTEXTUAL

HBL

Brief:

To amplify the excitement around PSL 10, HBL aimed to bring fans closer to the game through sound. The idea: a platform where users could compose their own AI-generated PSL tunes

Strategy:

We leveraged PSL buzz through triggers like players, team logos, and rival brands to engage cricket fans, while music cues such as Ali Zafar, Young Stunners, Coke Studio, and Spotify connected with music lovers. Targeted ads and strong CTAs drove audiences to HBL's Fantune platform, enhancing engagement with its AI-driven experience.



RESULTS



2.3x

click through rate (against industry benchmark)

1.5x

View through rate (against industry benchmark)



11.6x

click through rate (against industry benchmark)

2.17x

View through rate (against industry benchmark)