

Revive

HIZEN
silverpush



With **Revive by Gatorade**, it's about those moments when life doesn't slow down and neither do you. From early-morning hustle to late-night hangouts, from powering through a tough day at work to finding energy for a quick game with friends, **Revive** is there to help you bounce back, rehydrate, and keep going.

Contextual Triggers:



We fenced Creative celebrities: Hania Amir, Fahad Mustafa & Bilal Abbass as they were relevant to the brief of the campaign



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



Actions such as Drinking Water, Wiping sweat etc were identified as relevant triggers.

Electrolytes
Isotonic Heat
Hydration
Summer
Paseena Pyaas
Bachat

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

Results:

The campaign, launched on August 27th, exceeded expectations, performing significantly well against the KPIs

67.21% VTR on Skip

0.47% CTR on Skip

Up to 94% VCR on NSkip

Top Contextual Verticals:



Faces: We fenced brand faces such as Fahad Mustafa etc which resulted in a CTR of up to 0.85%



Text/Audio: Videos which were fenced for having relevant cues like Electrolytes, Hydration etc resulted in a CTR of upto 0.37%

Results Summary

Creatives	Impressions	VTR	CVR	CTR
Skip	1,223,510	67.21%	66.86%	0.47%
14sec NSkip	458,638	-	92.69%	0.23%
Pyaas - 6sec	458,489	-	94.06%	0.23%
Rs.50 - 6sec	459,178	-	93.91%	0.23%
Shop - 6sec	459,495	-	94.07%	0.21%

Revive

HIGHLIGHTS

156%

*Rise in CTR, against Planned
on Skip*

192%

*Rise in VTR, against Planned
on Skip*

Top Videos



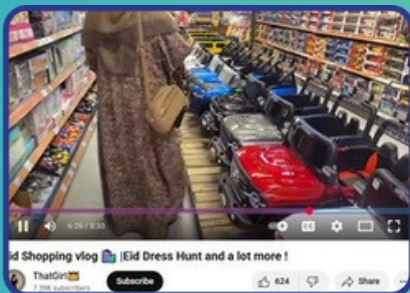
<https://www.youtube.com/watch?v=027nt1hMfR4>



https://www.youtube.com/watch?v=0d_yiRlXzL0



<https://www.youtube.com/watch?v=5j3KeoZM2ms>



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



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



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



<https://www.youtube.com/watch?v=9-Slo-Q73cY>



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



<https://www.youtube.com/watch?v=9ZParSylHtM>

CASE STUDY

PAST SUCCESS WITH AI CONTEXTUAL **Revive**

Brief:

The client briefed us that Revive should be positioned as the go-to drink, supporting consumers in their daily hustle, helping them rehydrate, refresh.

Strategy:

Our strategy was to leverage Mirrors AI to connect Revive with its audience by identifying contextual moments related to hydration, affordability, and shopping, ensuring the brand appeared when consumers were most likely to seek refreshment, re-energize, or make a quick, value-driven purchase decision.



RESULTS

67%

View Through Rate

152% Rise in

Click Through Rate