



CASE STUDY

PAST SUCCESS WITH AI CONTEXTUAL

SOOPER

Brief:

The client briefed us on the “Seedhi Saadi Khushi Hai Sooper” campaign, aiming to associate Sooper with moments of joy, small wins, and togetherness.

Strategy:

Our strategy was to leverage Mirrors AI to emotionally connect Sooper with its audience, identifying and targeting moments of happiness, warmth, and small wins within content where the brand’s message of “Seedhi Saadi Khushi” naturally resonated.



Sooper x Hizen

RESULTS

1.9x VTR
on 50sec-skip creative

2.9x CTR
Against Planned CTR