

## How we urged people to continue binge watch while we took care of their eyes

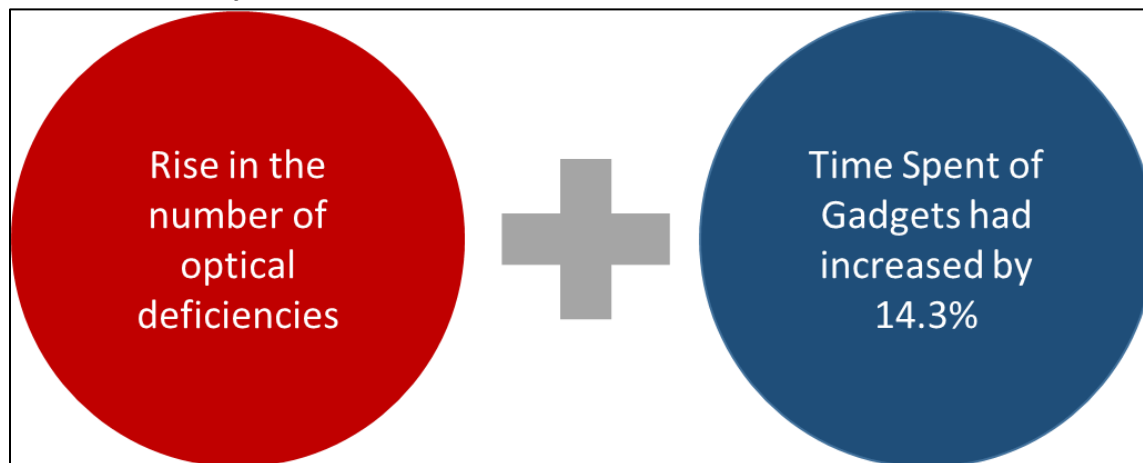
### Marketing Objective

Titan Eyeplus had started a new product called Gadget Lens. They understood that there was a huge market gap in the existing eye problems with increased usage of gadgets like smartphone, computers, and laptops. The objective was to increase the awareness of Gadget Lens with the consumers which lead to sale.

### The Target Audience

People who are using gadgets extensively day on day and are unaware of the harmful effects of bluerays affecting their eyes. Any person who is addicted to their phone or their laptop and use their gadgets more than 1 hour a day.

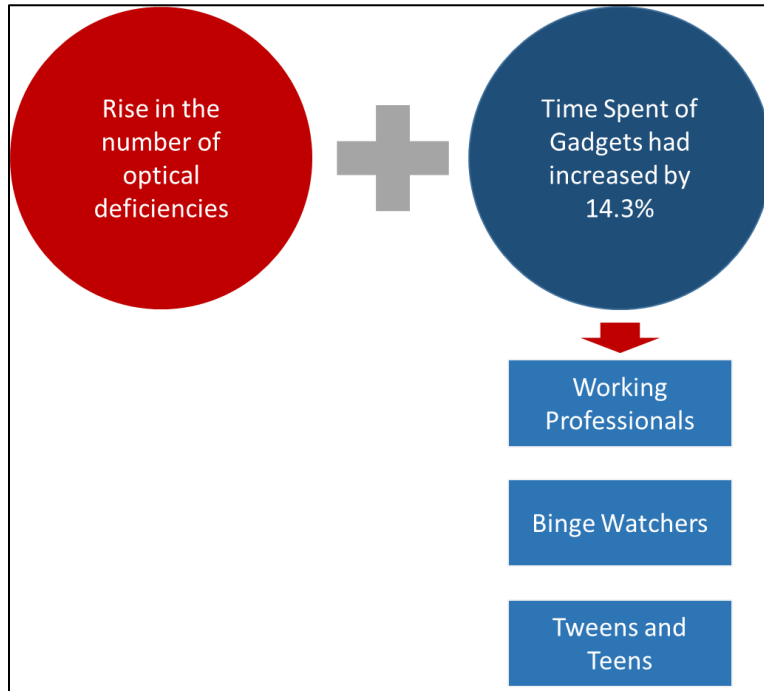
### The Situation Analysis



**The Rise in optical deficiency:** According to Ophthalmology Journal Research Half of the world's population could be short-sighted by 2050. That's a surge from the current 34 per cent that struggles with seeing distances.

### Time spent on Gadgets

Adults in India will spend 1 hour, 13 minutes each day with digital media (desktop/laptop and nonvoice mobile) in 2017, an increase of 14.3% over 2016—nearly triple the 4.9% growth rate of total media time. Much of this rise will come from nonvoice mobile use, which will reach 53 minutes – e Marketer



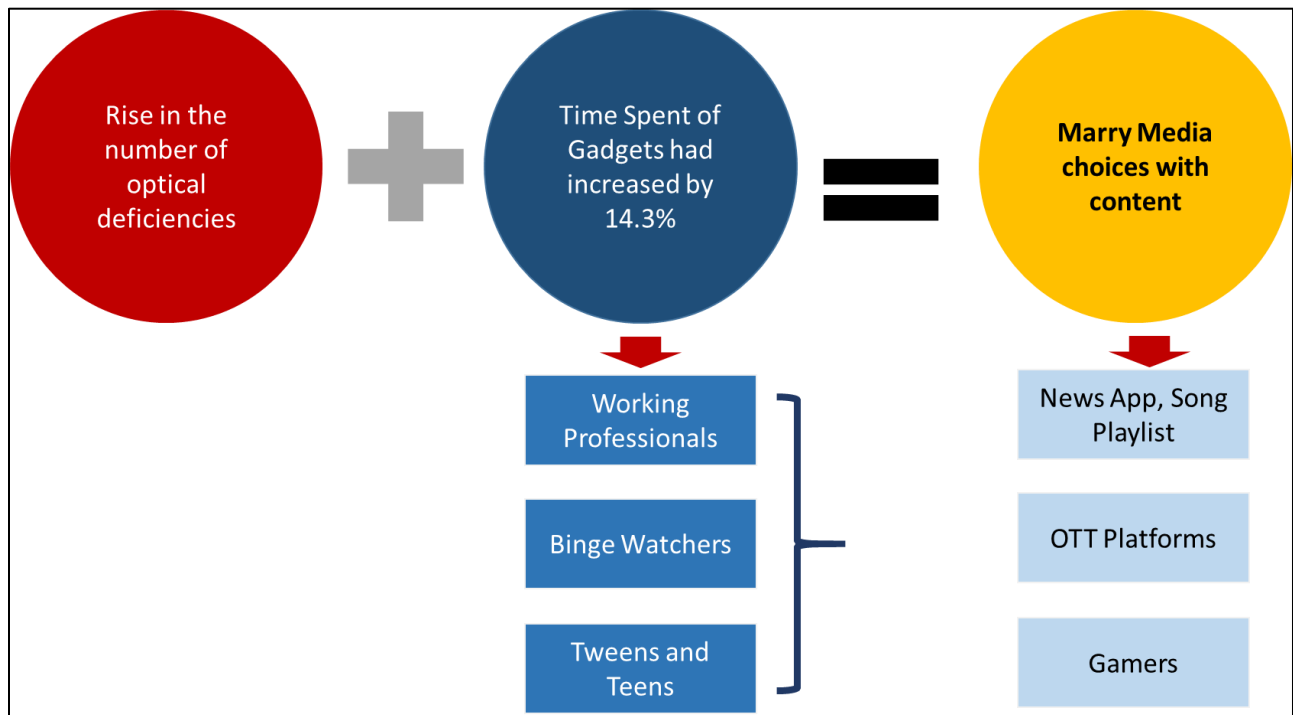
Consumer insight:

After deep-diving we understood the consumer based on the timing and the kind of content they were consuming

- Working professional:** Working professionals in IT, Media, Research, and marketing spent Working minimum 6 hours a day on computers
- Bing Watchers:** With increase in usage of Netflix, Hotstar and other OTT players there has been significant increase of binge series watchers
- Tweens and Teens:** The time spent on gaming and on shows had increased by 27%

The Solution

Marrying Audience insights with media and creative



We customized creative as per the content which was being watched by the consumers.

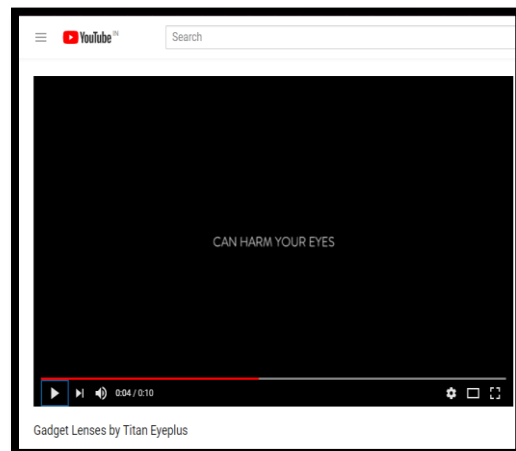
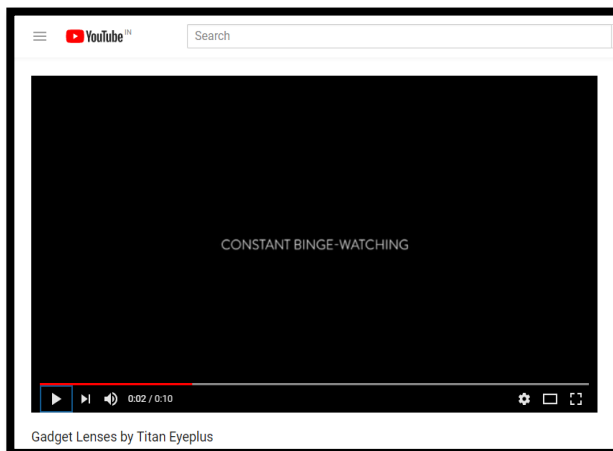
For Example: With the growing popularity of Netflix and Hotstar, there has been a steady growth of online content consumers. Since it is a lesser-known fact that gadgets emit gadget rays, one is not cautious while binge-watching. Riding on the hype of an episode release, we generated content leveraging the popularity of one of the most famous shows of all time – **Game of Thrones when the 7<sup>th</sup> season** released last year.

We leveraged the **cricketing season** and retargeted people watching match on TV on Facebook through the finger printing technology with the communication of Gadget Lens.

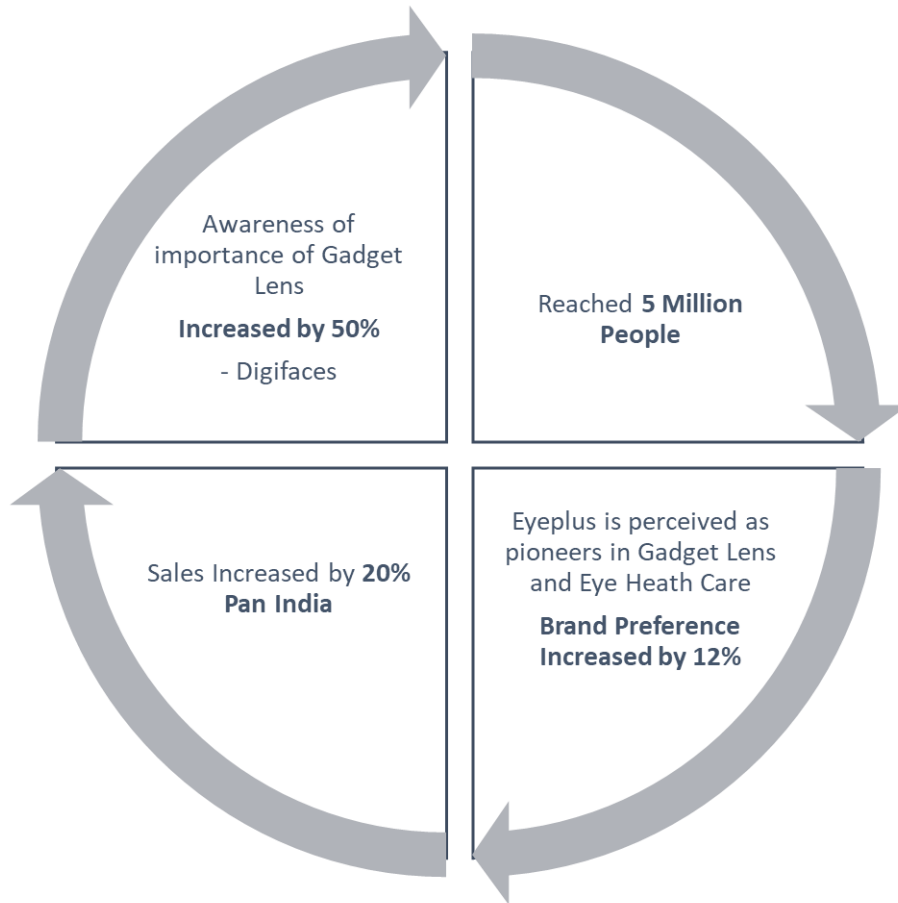
On YouTube we targeted **custom channels** which users generally binge-watch and used innovative midrolls to educate them on harmful effects of blue light emission.



All set for the cricket match today? Don't let the harmful gadget rays beat your excitement. Switch to gadget lenses from Titan Eyeplus, today. Link in bio. #TitanEyeplus #GadgetLens#Eyewear



## The Results:



**What makes this innovation so unique?**

We used smart media data and audience streaming understanding to come up with contextual creatives which had a positive impact on the brand.

We used real-time understanding on what is popular across mediums to come up with creative solutions which focused on not only awareness of the problem but cleverly gave Titan Eyeplus as solution to the problem.