

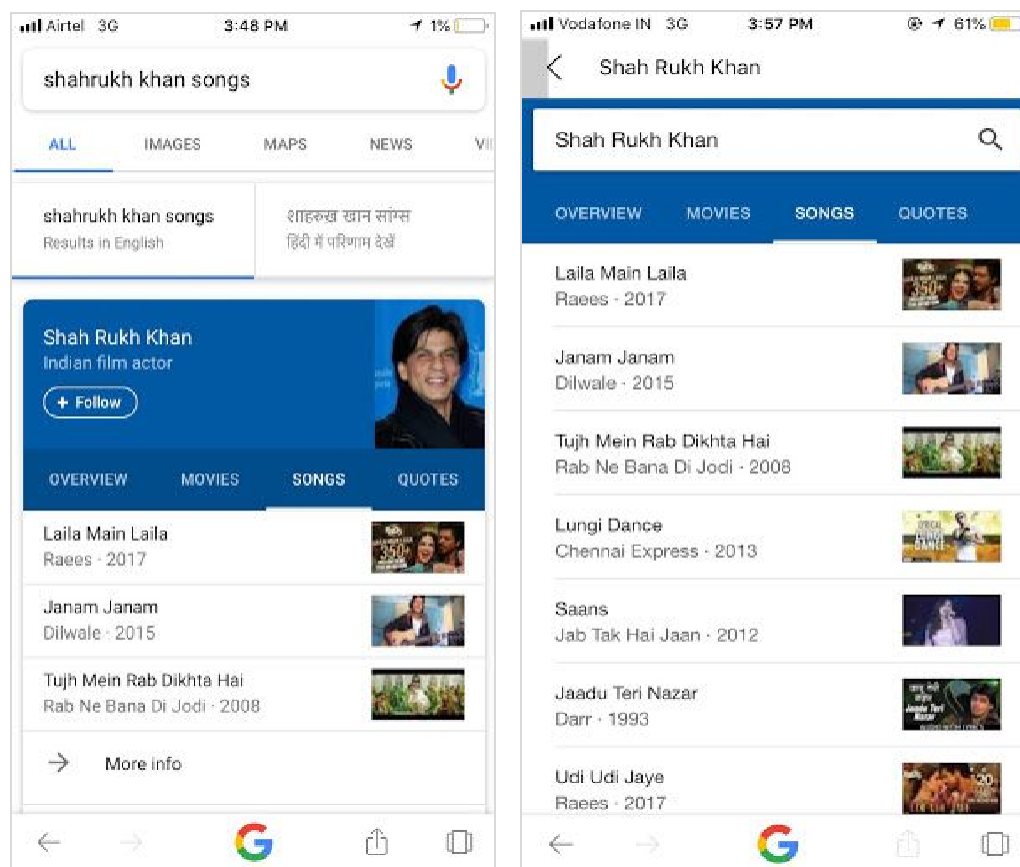
## BIG BANG 2018

Web Banner (Single or Campaign) | Digital | Google Search

### Mass customization through Dynamic Creative deployment

#### ➤ The communication goal

Google has spent years cementing its position as the key source for answers on practically any subject. Movies and Songs are no different. For example, searching for “Shahrukh Khan songs” on sites other than Google might get you a mix of results. Using the Google Search App (GSA) you get a perfectly structured result. Something likethis:



**While the majority of Indians love movies and music, and go to other sources like Bookmyshow for showtimes, tickets etc. Consumer awareness that they could easily search and find their favorite song, artist, movie info on Google Search was very low.**

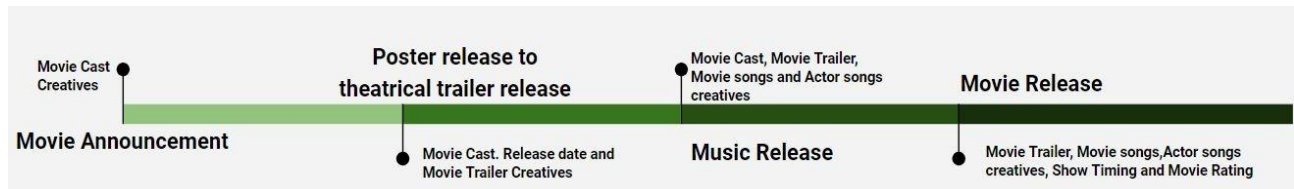
So, we were tasked with driving usage intent for GSA along with building habit as they key source for user’s daily entertainment information needs.

## ➤ The situation analysis

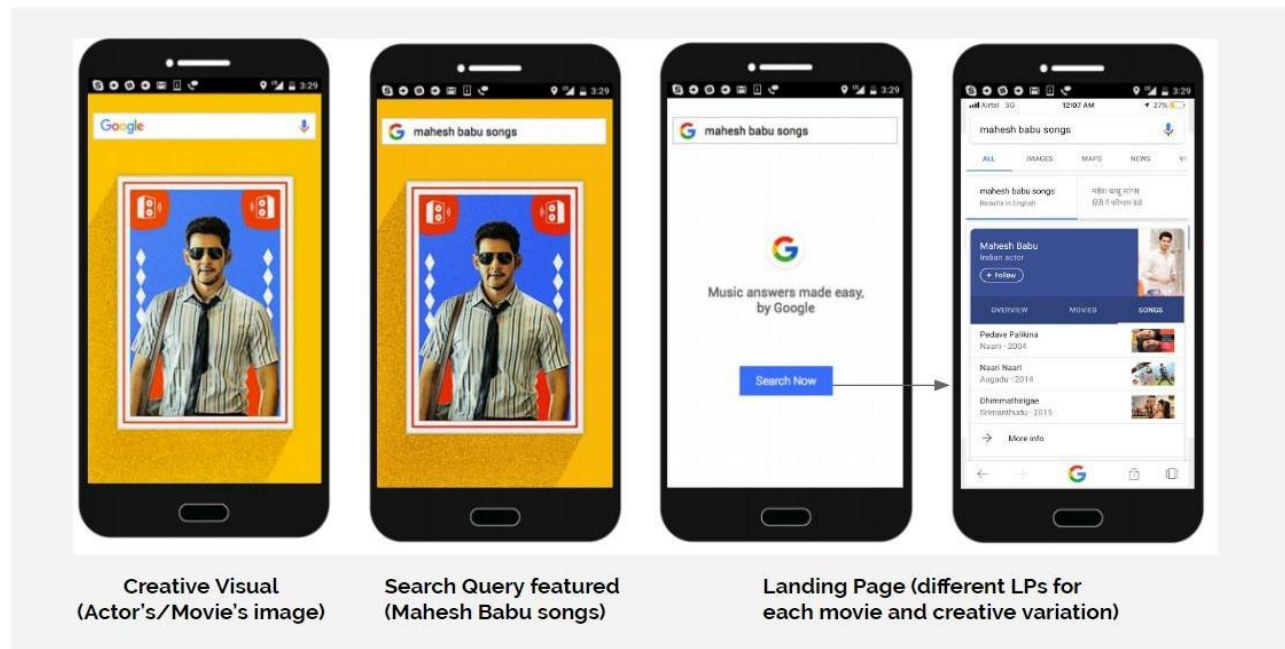
Festive season in Q4 2017, saw the release of a number of major Bollywood and regional movies. This was an ideal opportunity to showcase the relevance of Entertainment searches on Google.

We wanted users to know that whatever they want to know about a new movie being released, they can get answers from Google.

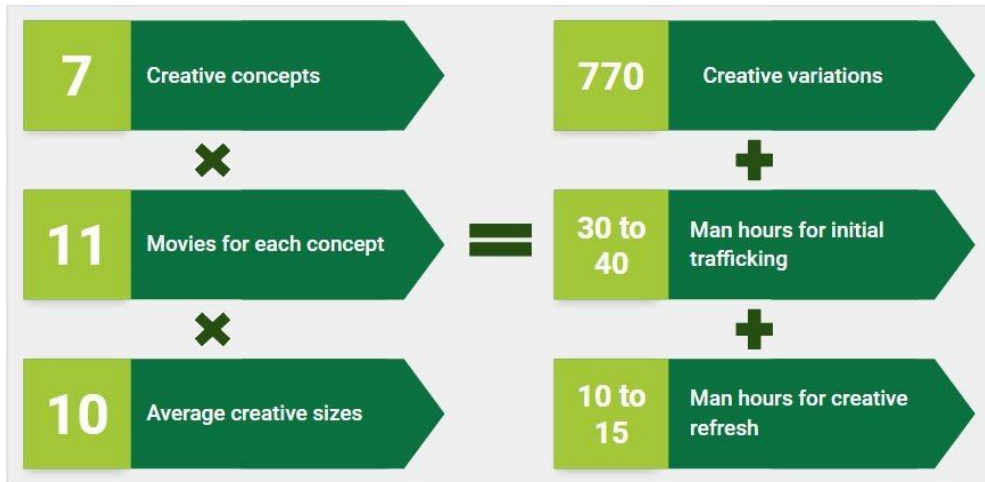
**We took a leaf out of Movie marketing and how they leveraged different aspects across the release lifecycle of a movie.**



The challenge in going after movies and use-case specific communication was to build **hundreds of creative variations** and perform the task of manually swapping them on the go. For each of the creative, the following factors varied:



We had partnered with **11 top movies**, had **7 different use cases for each** (movie songs, actor songs, cast, trailers, release date, showtimes, reviews) and **10 creative sizes**. This meant that to do justice to our media approach, we had to build **a total of  $11 \times 7 \times 10 = 770$  creatives** across 10 different publishers with different start and end dates. This would have taken 30-40 man hours for initial setup (trafficking) and an additional 10-15 hours of weekly time for creative refresh across publishers.



### ➤ The media solution

To attain a seamless and efficient way of executing this mammoth task we developed a custom built dynamic creative solution, leveraging DoubleClick stack.

Using our approach, only 11 placeholder creatives needed to be developed, acting as a frame to easily swap the content in the ad from the backend. This was then configured programmatically using a feed and a set of content rules.

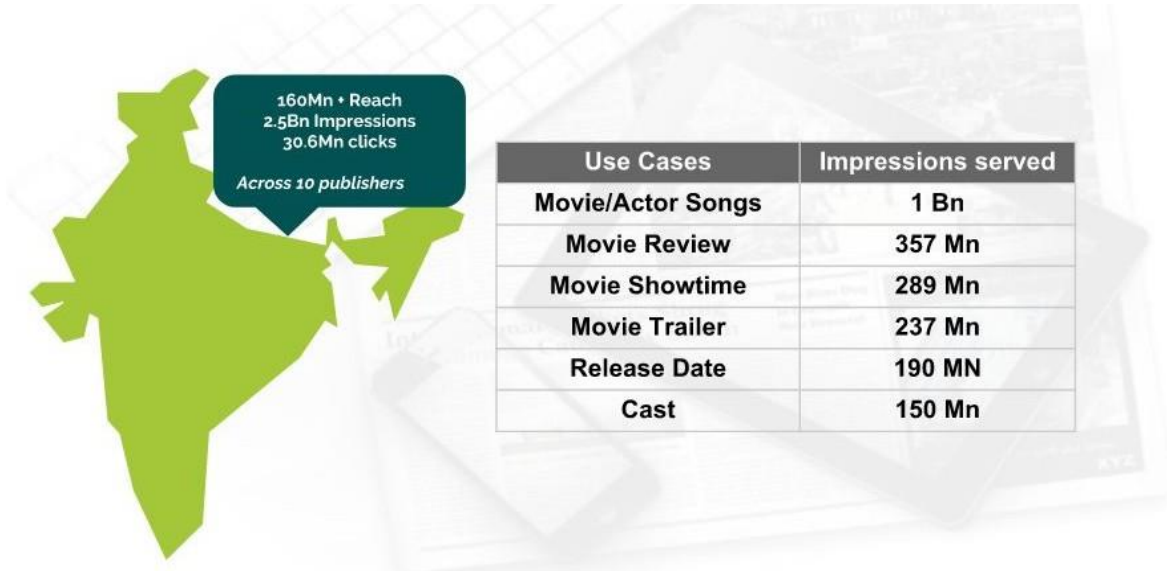


Dynamic creatives helped us stay relevant at every impression as the user always saw something new.

- **Creative Complexity:** We developed one creative shell per ad size and use our tools to swap content that populates the ad on the fly.
- **Trafficking turnaround:** We trafficked a single creative ID per ad size, instead of a creative for each unique creative iteration.
- **Ad relevance:** We used advanced dynamic creative targeting rules to tailor content to the viewer on every single impression.

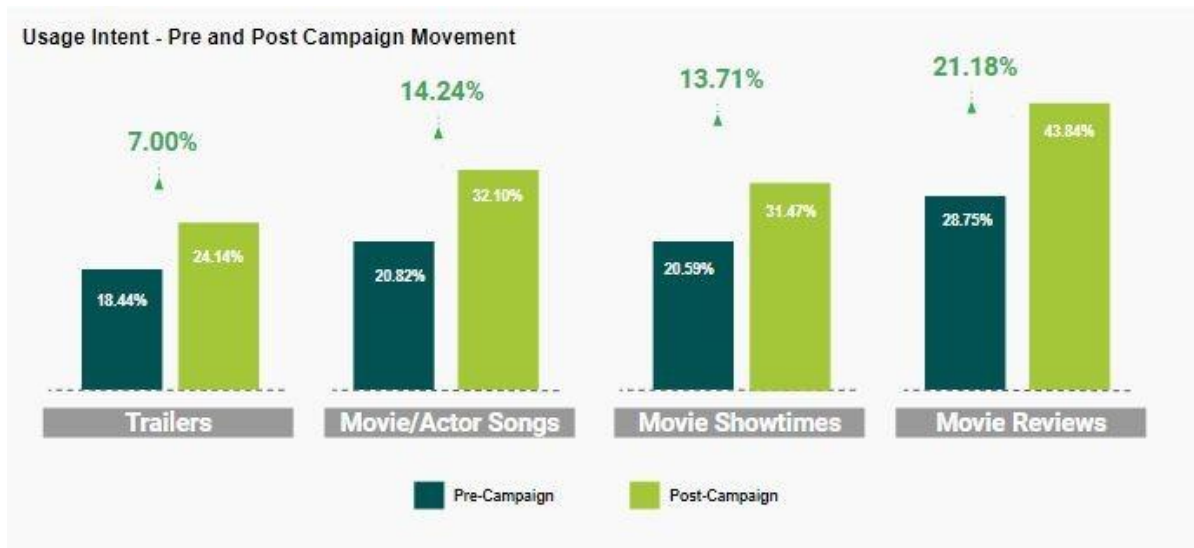
➤ **The scale of execution**

The dynamic creative solution was deployed to facilitate the creative transition across 3 months of the campaign in two phases. We reached out to **160Mn+ users**, delivered **2.2Bn Impressions** and **30.6Mn clicks** across India. This was executed through the development of **483 unique dynamic creative keys** embedded onto the custom solution, that were linked to **4000 placements to guide DoubleClick** in serving the right creative at the right instance across the set movie timeline.



How did the innovation deliver the goal?

Our primary KPI was to drive usage intent lift, and this campaign did exactly that:



Even more importantly, the integrated paid media campaign delivered well above and beyond the client's targeted growth in DAUs, with **digital contributing 45% of the total budget**:



### ➤ What makes the innovation differentiated and unique?

- We customized the Doubleclick solution to suit the massive needs of this campaign, while simultaneously freeing up tons of time to focus on strategy rather than execution.
- We pioneered a strategic phasing approach that allowed us to tailor this technology specifically to meet our needs and match the intuitiveness that users have come to expect from Google; by deploying contextual creative thought.
- We used our proprietary tool “EKG” (which monitors abnormalities in campaign delivery, viewability, content verification, in-geo accuracy and ad fraud,) to ensure each of these dynamic impressions is 100% brand safe.

### ➤ The implementation challenges

This was a campaign of numerous firsts and hence challenges. With 770 creatives we needed to ensure that production of the banners was suited to the dynamic serving format.

Related to this, we also had to take all stakeholders through a detailed understanding of every step of completing and managing the creative matrix.

Training our own team comprehensively on the ins and outs of Doubleclick as well as creative production basics.

Given the complexity of this campaign, we deployed an automated monitoring system, that ensured that any time a banner was serving too much, or a media metric seemed to be trending oddly we were immediately flagged and course-corrected.