# Digital Advertising Awards

**CLIENT DETAILS:-**

Company*: SonyLIV

Full Name*: Manish V. Dhanwani

Designation*: Senior Manager Marketing

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**DETAILS ABOUT THE CAMPAIGN:-**

1. Name of the Entry*: Best Messaging Campaign

2. Details about the campaign*:

SonyLIV, one of India's leading premium OTT platform is leveraging its technology to bring the power of rich media to its push notifications, making them a first mover in the OTT space. SonyLIV's latest offering will allow users to view video previews in push notifications, even on a locked screen om iOS devices without any additional redirection/navigation. This feature allows the user to view the video on his device without being redirected thereby offering a seamless experience to the user to watch his favorite content on the GO. The results have been exciting so far, with 3x higher click-through rates (CTR), increased session durations and higher than average view times.

3. Describe the campaign in brief - Marketing challenges and objectives*:

SonyLIV establishes an effective match between the videos on the platform and each user's preferences by determining the users' propensity or affinity towards a specific category over others. Thus, each user receives contextual and relevant videos and can start playing the same without the hassle of being redirected to the website or within the app.

The challenge was to offer a seamless 1 CLICK video playing experience and break through the clutter of a flooded notification mechanism that a user faces from across various brands/apps he has installed.

4. State the idea/solutions/innovation about the campaign*:

1 CLICK video play on the user's device without any redirection – making SonyLIV 1$^{st}$ player in the OTT space to have innovated and delivered a seamless solution to the user. It's a never done before

innovation which analyses the user's device and segments the video in a manner to deliver the best in industry viewing experience.

1 click checkout was an innovation done few years ago and parallel to the same technology, a 1 CLICK video experience will revolutionize the video viewing habits of the user.

5. Describe how was the campaign executed?*:

Database was first segregated basis an RFM module implementation. Then the video to be promoted was chosen basis the RFM module and the Target group was devised accordingly. The video was then downloaded and optimized for best mobile video experience to avoid consumption of data from user's handset. The video was then uploaded and sent the campaign was sent to the users.

6. State the results of the campaign – quantifiable/achievements and recognitions?*:

The results have been exciting so far, with 3x higher click-through rates (CTR), 1.5x increased session durations and 2X higher than average view time.

The dropouts decreased by 5% as the user was able to get the essence of the content and this yielded in fetching AVOD consumption higher by 1.2%

7. Share the links of the site/webpage with password if any? : -

**Supporting's for the case study:**
**https://s3-ap-southeast-1.amazonaws.com/pn-liv/Anil+Uploads/MTD+Promo_1.mp4**

**https://s3-ap-southeast-1.amazonaws.com/pn-liv/Anil+Uploads/Power+Season+1.mp4**

**Economic Times Features the innovation.**

**https://tech.economictimes.indiatimes.com/news/internet/clevertap-partners-sonyliv-to-introduce-video-push-notifications/67160**770

8. Entry AV(You tube link): Attached in the email

9. Start date of entry*: September 2018

10. Social Media link(s):

Facebook

https://www.facebook.com/SonyLIV/

Instagram

https://www.instagram.com/sonylivindia/?hl=en

Youtube –

https://www.youtube.com/channel/UCOQNJjhXwvAScuELTT_i7cQ

Twitter –

https://twitter.com/sonyliv

11. Upload supporting materials? (Maximum 5 files can be uploaded):

File 1: Brief presentation (to be uploaded on website) - (Please upload file less than 10 mb limit.)*

File 2: (Please upload file less than 2mb)

File 3: (Please upload file less than 2mb)

File 4: (Please upload file less than 2mb)

File 5: (Please upload file less than 2mb)