

THE LAND OF THE FUTURE

CONNECTED TV

 **Xapads**



NEOM



Challenges

Neom is called the land of the future, with an ambition to redefine livability, business and conservation at its heart. They approached Xapads to harness the power of CTV advertising to:

1

Highlight this new city being created

2

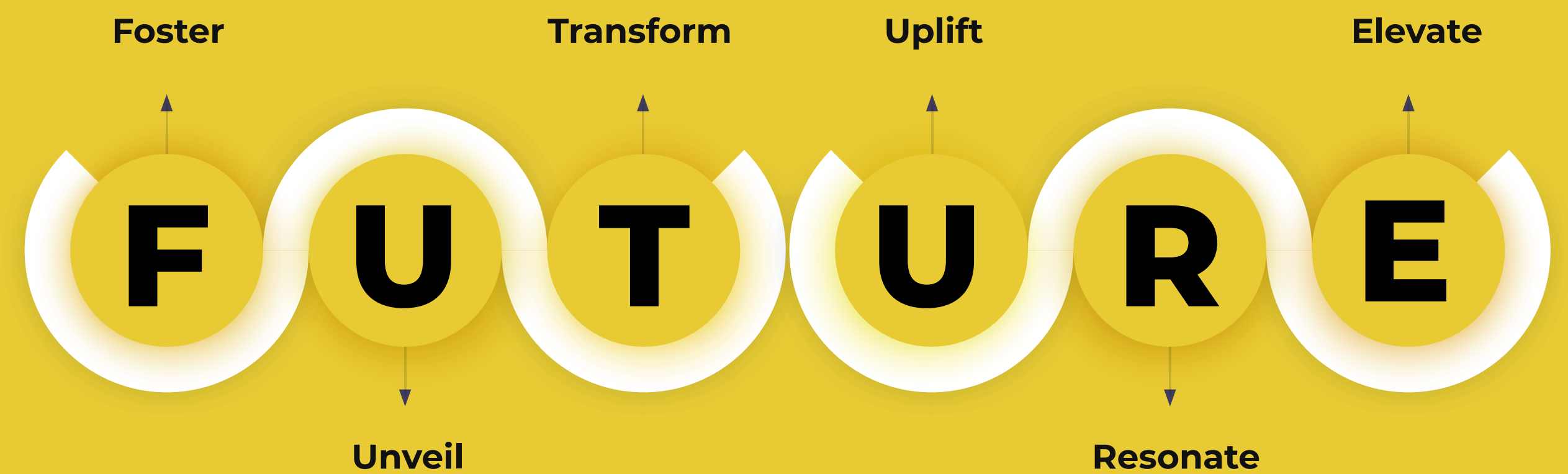
Generate user interest about Neom





Campaign Strategy

Since Neom is a future-oriented, sustainable and innovation-driven economy, to align with the campaign challenges we decided to create a customized framework:





Foster Visionary Living

Since Neom is a innovative new concept it needed advertising that would educate the user and pique their interest. For which we decided to showcase the video featuring USPs of Neom.



Unveil Opportunities

To ensure that the ad reaches the right audience we decided to highlight Neom on CTV at premium inventor at Disney+Hotstar. These Pre-roll ads o helped unveil the diverse opportunities.





Target Audience

To grab attention and reach the right users who will be interested in Neom we decided to showcase the CTV ads to HNI people while also targeting:

Demographic



GENDER:
Male / Female



AGE:
18- 45 years



Geographic

GEO:
Pan India



APPOGRAPHIC:
Target people who have
Disney+Hotstar App



TARGETED CATEGORY
Electronics| Travel | Hotel | Fashion

Attributes



PLACEMENTS:
PreRoll In-App



PLATFORMS:
Mobile / TV



AUDIENCE SEGMENTS:
Users interested in Entertainment + Sports

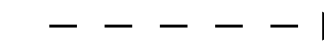
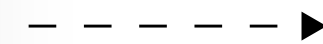


LAND OF THE FUTURE



Uplift Sustainable Practices

Highlight NEOM's dedication to conservation and sustainable practices, resonating with environmentally conscious audiences on Disney+ Hotstar and specifically excluded war related content. Our AI We were able to deliver this deal without any backlogs and abiding the KPI's assigned by the Agency.





Resonate with Aspirations

creating a connection between their desires and what NEOM has to offer with audience.

**E**

Elevate Brand Presence

The successful strategies implemented helped reach a wider audience and was hosted exclusively on Disney+ Hotstar. Here are the results:

**60M+**

Impressions

**8M+**

Reach

PAN India





Thank You!

INDIA | UAE | UK | SINGAPORE | INDONESIA | RUSSIA | US

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