

 **MARUTI SUZUKI**
ARENA  **XaXapads** 



*Guiding Your Ugadi Celebrations
with Maruti Suzuki Arena*

Objectives



Unveil Maruti Suzuki
Arena's festive marketing
campaign for Dzire
centered around
Ugadi.



Grab audience attention
& boost engagement
through compelling
festive narrative.



Drive engagement and
conversion actions such
as website visits, test drive
bookings, and inquiries.



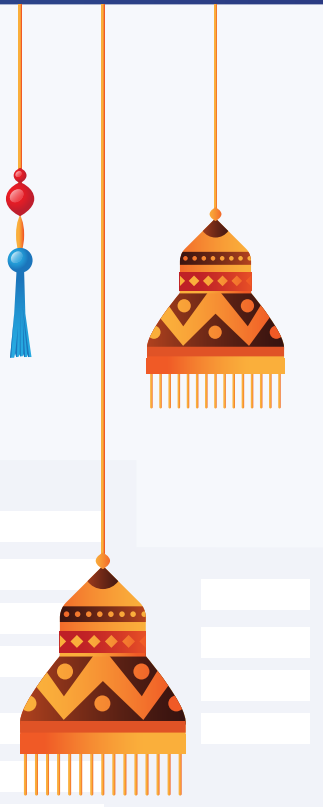
DZIRE
MOVE UP TO A NEW WORLD



Campaign Strategy

Since Maruti Suzuki Arena wanted to showcase the car Dzire specifically during the festival of Ugadi which is considered auspicious to buy new vehicles. We customised a unique framework to fulfil their objectives:

- U** Understand
- G** Gather
- A** Attract
- D** Drive
- I** Inspire



U

Understand The User

Ugadi is primarily celebrated in Karnataka, Andhra Pradesh, and Telangana and to stand apart in these regions we decided to target the audience who:

DEMOGRAPHIC

Gender
Male and Female

GEOGRAPHIC

Location
Karnataka, Andhra Pradesh + Telangana

Age
25-55 years

ATTRIBUTES

Platform
Mobile | Desktop

Placements
Mobile & Desktop Web

Asset
Video

AUDIENCE SEGMENTS:

- Young Working professionals, Families with young children, Entrepreneurs
- Festive enthusiasts
- Smartphone users who are looking to buy first car, tech savvy individuals, online shoppers

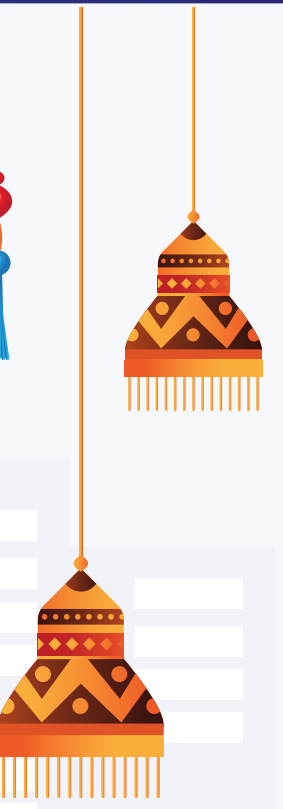
TOP PERFORMING AUDIENCE

Gender
Male

Age
25-45 years

GEOGRAPHIC

Location
Karnataka

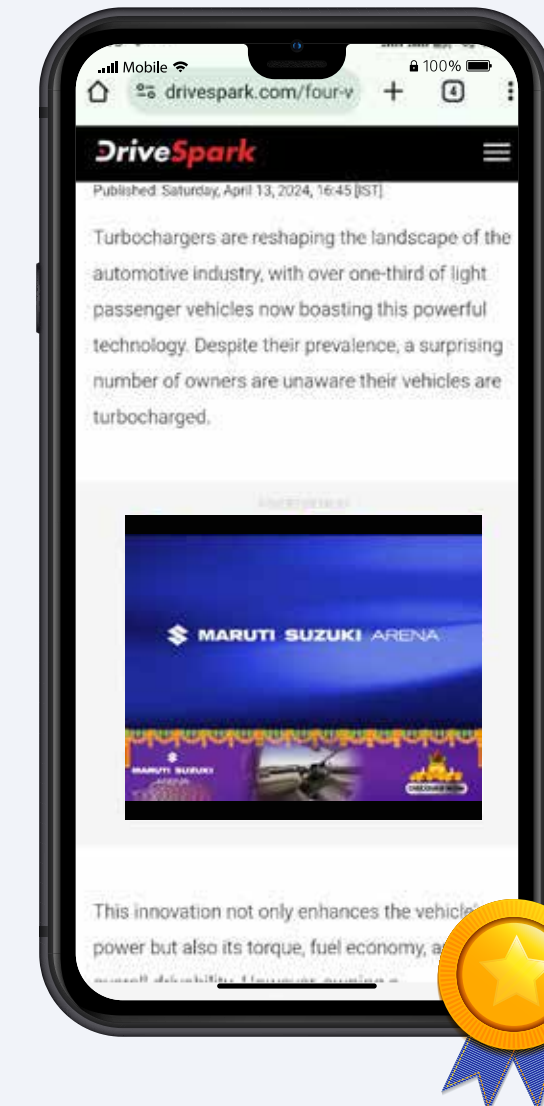
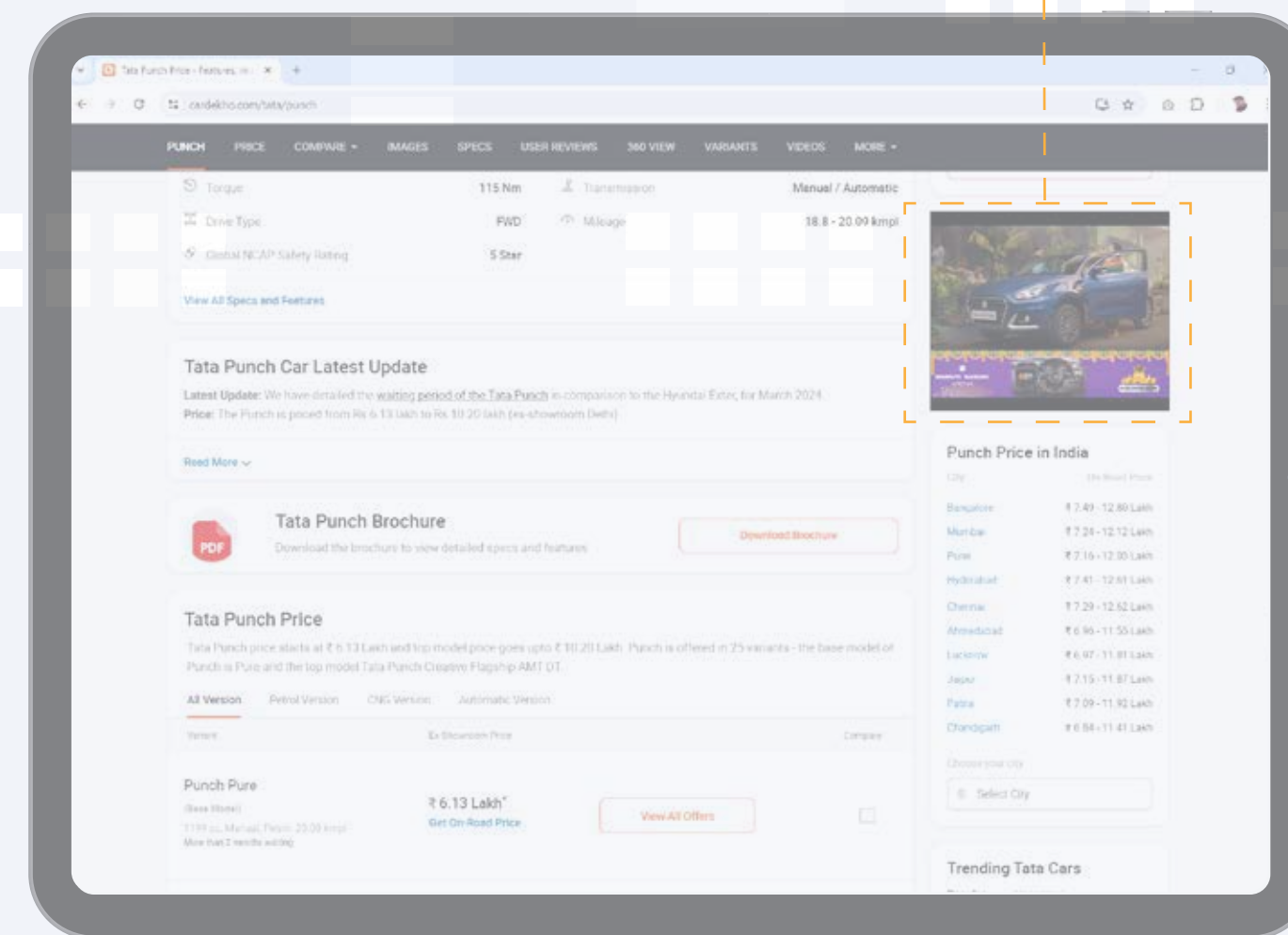
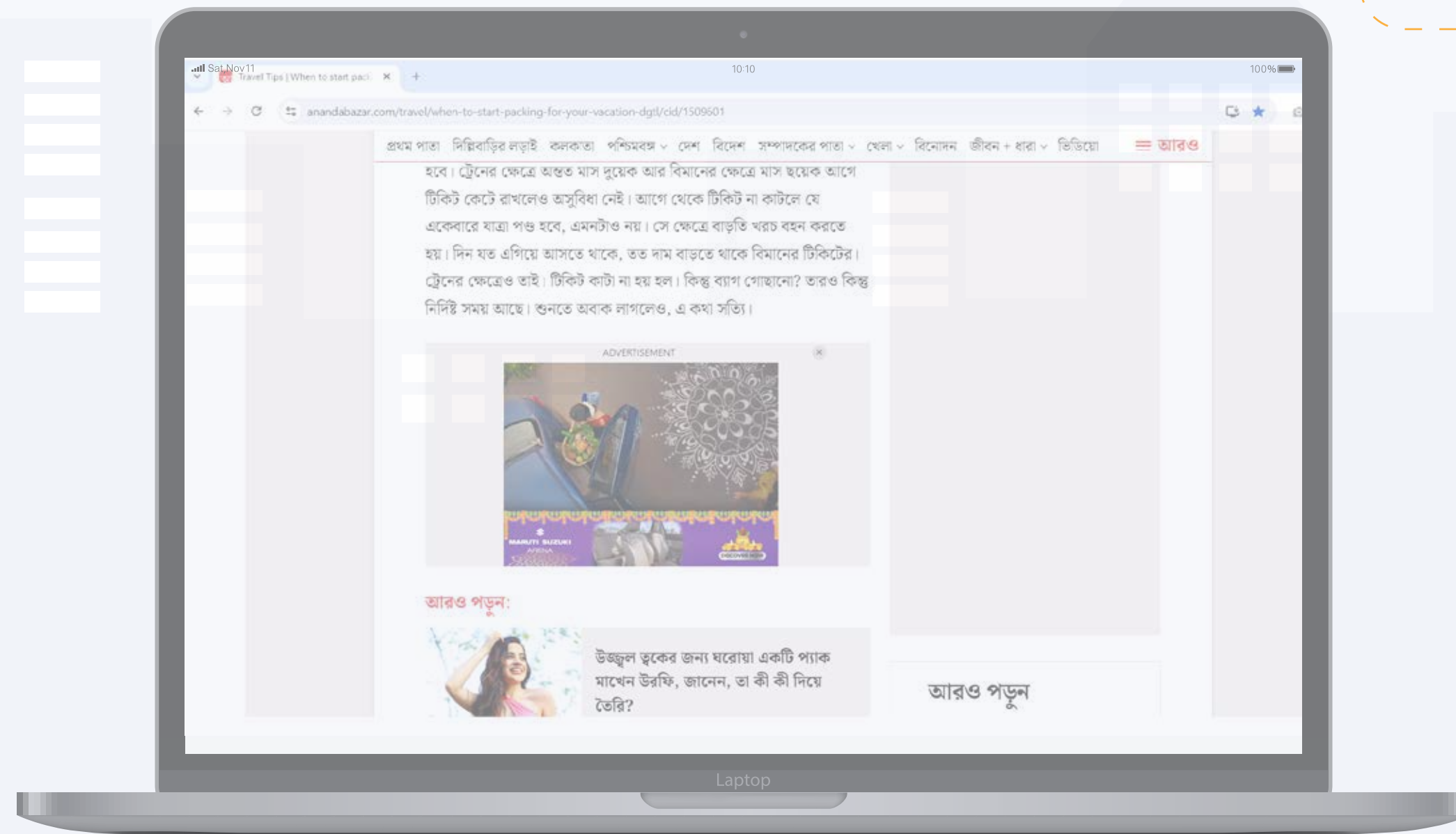


G

Gather Audience Attention

Develop attention-grabbing **vernacular-rich media creatives via DV 360** that resonate with the Ugadi spirit, featuring vibrant visuals, festive music, and culturally relevant content to captivate viewers and encourage interaction.

Vernacular-Rich Media Creatives via  **Display & Video 360**

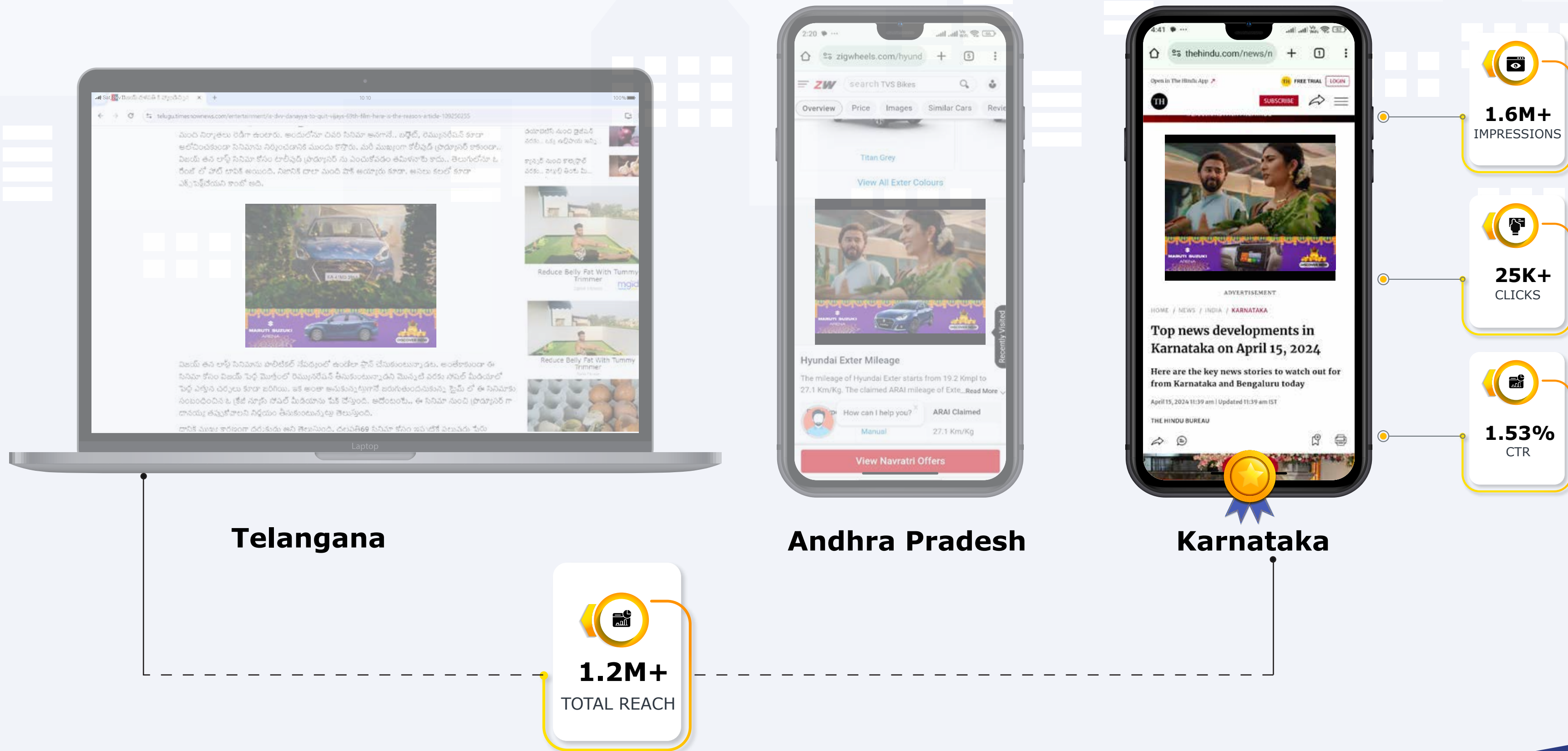


Mobile placements proved to be more effective, generating over **2.7M+ Impressions** and **37.7K Clicks**, with **83.79%** of the allocation **targeting Mobile devices**.

A

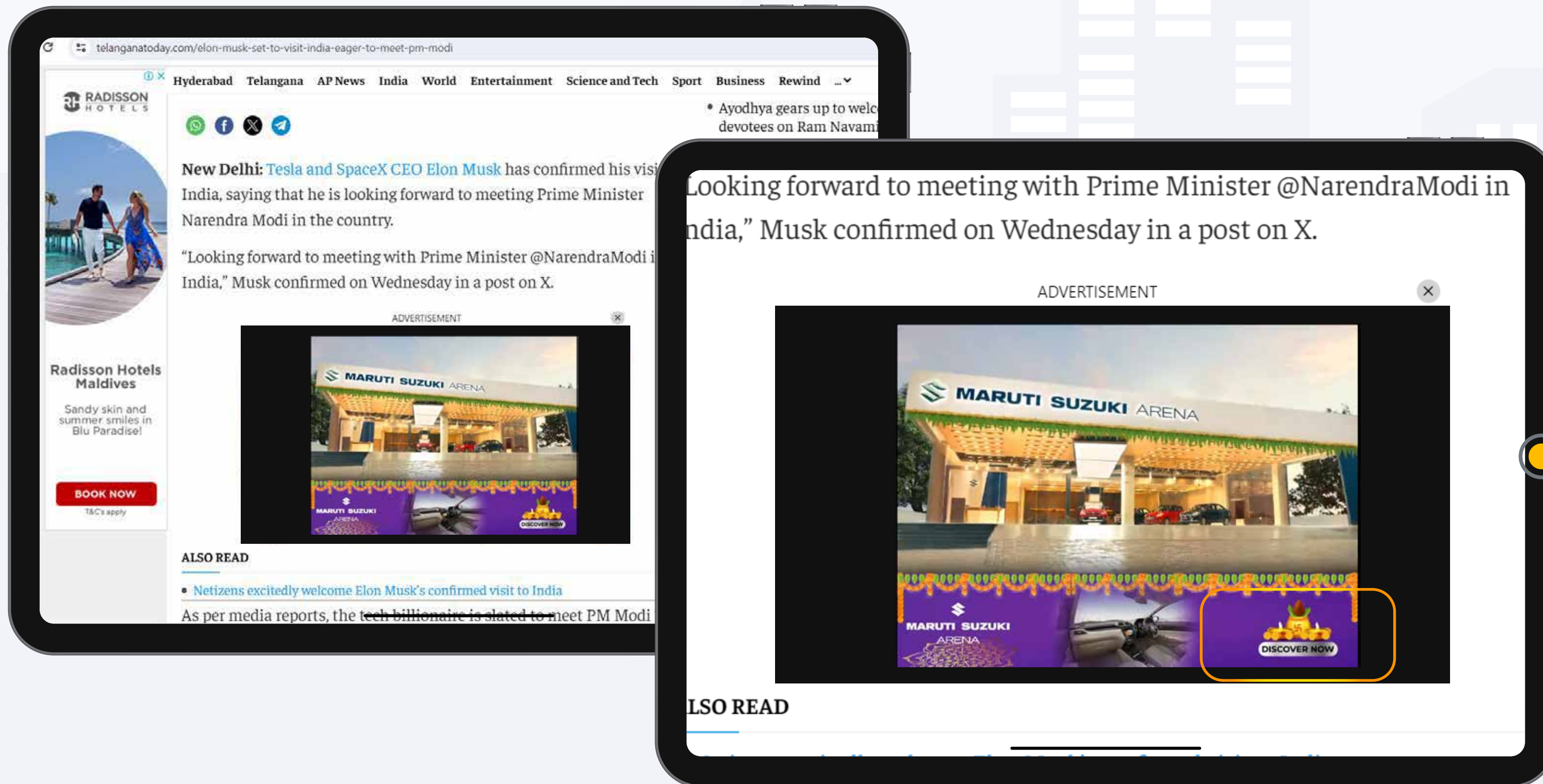
Amplify Reach in Region

Utilize targeted advertising to reach potential customers in **Karnataka, Andhra Pradesh, and Telangana**, driving clicks, views, and engagement with Maruti Suzuki Arena's Ugadi-themed content.




Drive Engagement & Conversion

Encourage viewers to take action by providing clear call-to-action messages in the ad creatives, prompting them to visit the Maruti Suzuki Arena website, schedule a test drive, or inquire about special Ugadi offers.



42.7K+
VIEWS/CLICKS

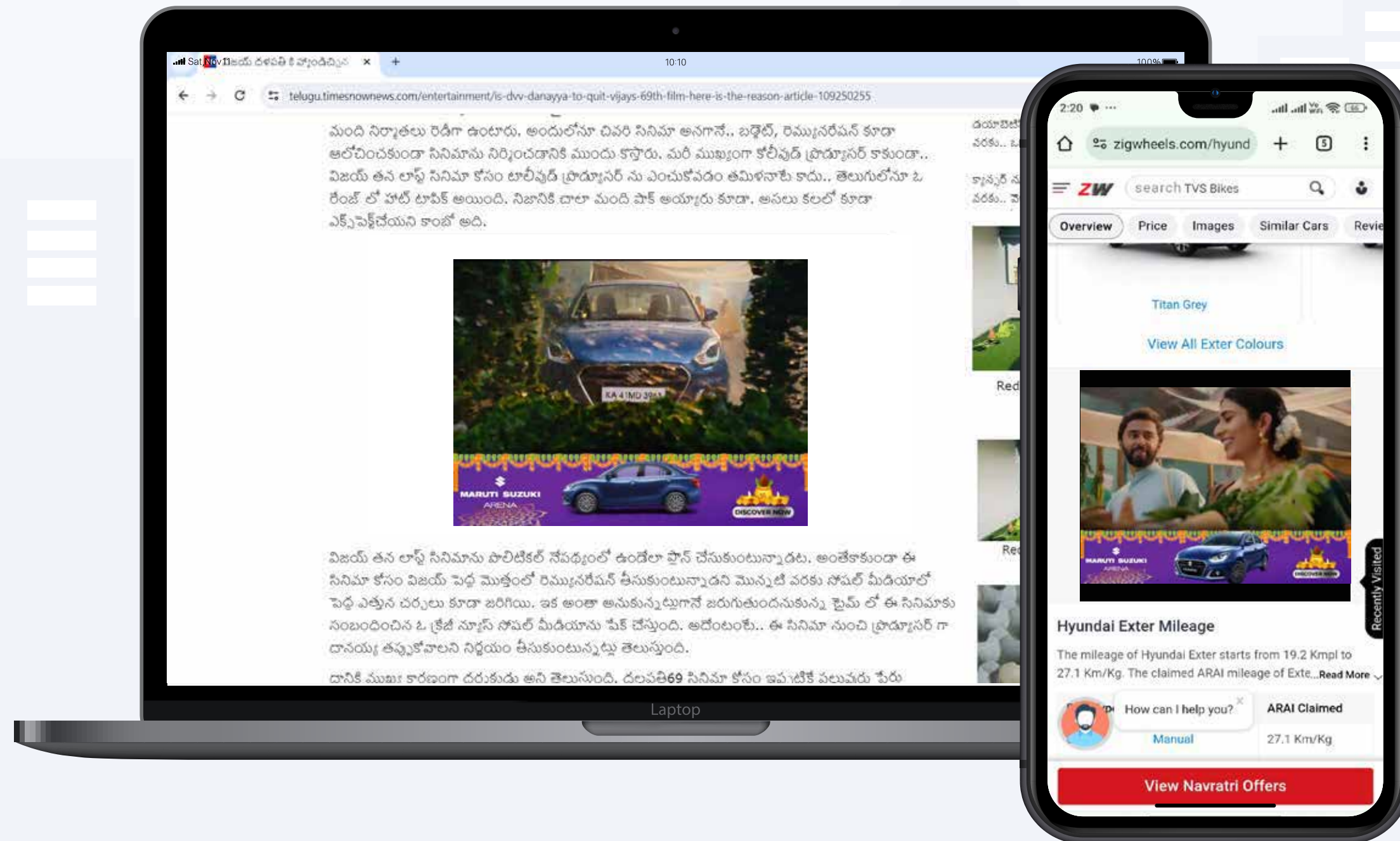
85% of total impressions are viewing the 3-second video.

 *Since it was a rich media ad, there was a single creative size available in multiple languages.

I

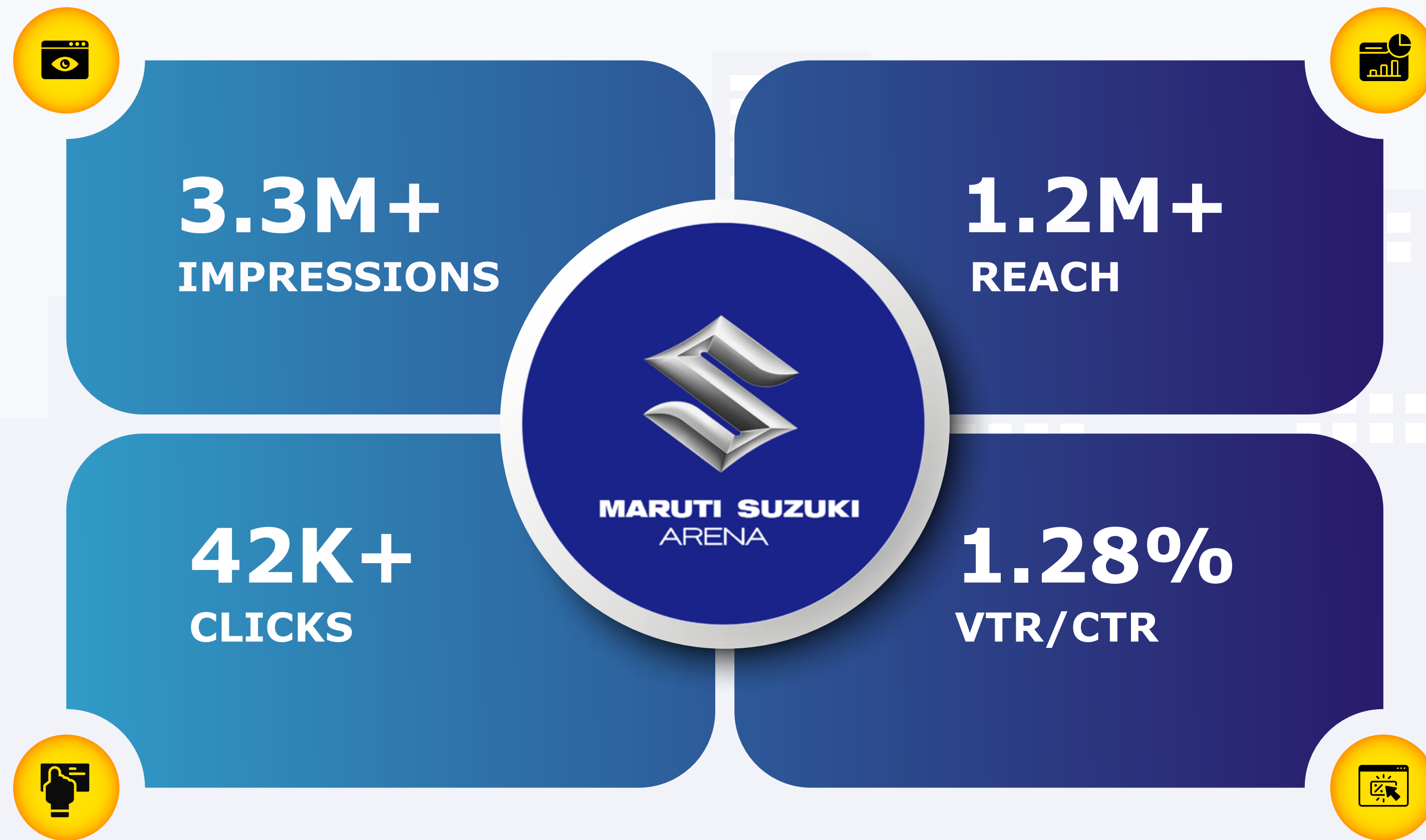
Inspire Brand Advocacy

Create memorable brand experiences during Ugadi festivities while highlighting that buying a vehicle is auspicious. This fosters brand recall, community engagements and also loyalty among Maruti Suzuki Arena Desire customers.




Results

With our meticulous planning the campaign achieved the following results:



Report: State Wise

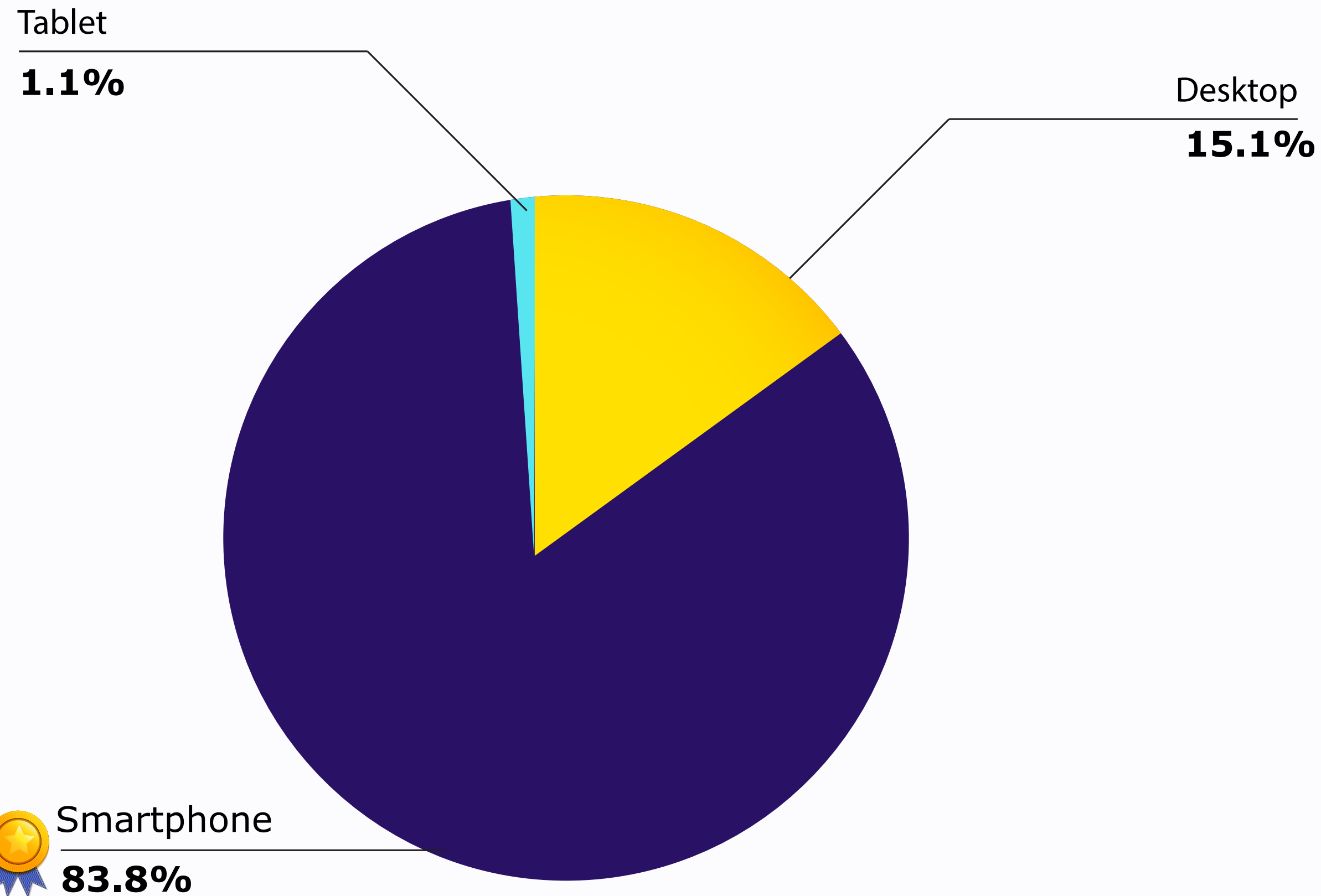
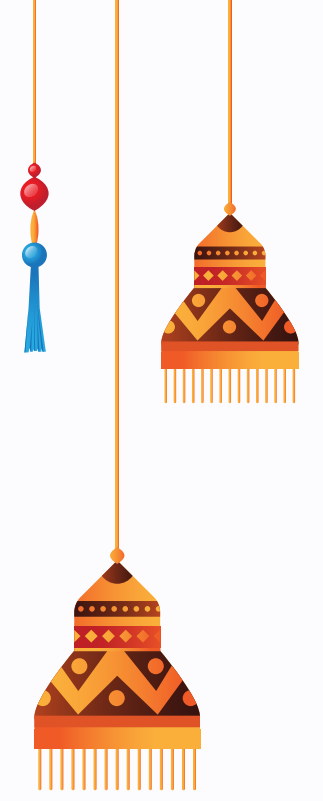
Here are the state wise details of the campaign:

State	Impressions	Clicks	CTR
Andhra Pradesh	625,451	7,298	1.17%
 Karnataka	1,666,645	25,515	1.53%
Telangana	1,040,718	9,968	0.96%
Total	3,332,814	42,781	1.28%



The Karnataka market demonstrated strong performance, securing a market share of 59.64% in the results.

Report: Device Wise



Sum of Total Impressions



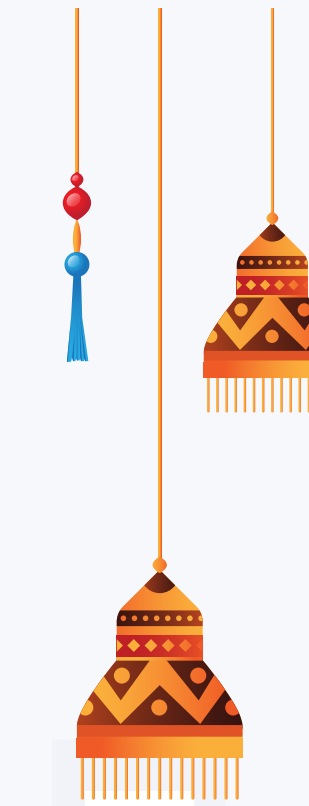
About Xapads

Started in 2008, Xapads is an India-based global Ad-tech platform offering 360° Digital Marketing solutions. Xapads brings in technology-driven advertising offering 360-degree digital marketing. With direct access to more than 75k Publishing partners and direct integration with major OEMs, Xapads is able to reach over 1.9B users. Their proprietary AI / ML driven programmatic engine allows to generate performance programmatically while maintaining high standards of brand safety and transparency. We offer a bouquet of Cross Device & Multi Geo Supply across Display and Performance.

Xapads has been expanding its operations and infrastructure to ensure continued innovation at global scale. With a team of 160+ spread globally, Xapads currently operates offices across India, US, Singapore, UAE, Indonesia, and Russia.



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