

# Dharavi bank sponsorship helped brands across categories to drive massive reach and engagement



## OBJECTIVE

Drive Brand Awareness and maximise reach amongst the target audience M25+

## SOLUTION

India's biggest web show and 1st OTT Debut of super star Suniel Shetty – Dharavi bank was releasing on MX Player which had received massive buzz in media. We leveraged this as an opportunity for brands across categories to reach their audience at scale both through the inshow inventory and high visibility through ATL campaigns

## LEADING TO STELLAR RESULTS



**2879 Mn+**

Views delivered from Dec'22- Jan'22



### COTT Week: 18th Dec – 24th Dec 22

Shows	Reach	Unique viewers (In Million)*
Dharavi Bank (MX Player)	2.86%	14.17
Cat (Netflix)	1.57%	7.80
Pitchers S2 (ZEE5)	0.84%	4.19

### COTT Week: 25th Dec – 31st Dec 22

Shows	Reach	Unique viewers (In Million)*
Dharavi Bank (MX Player)	2.26%	11.20
Cat (Netflix)	1.16%	5.75
Pitchers S2 (ZEE5)	1.06%	5.24