

Swiggy New Customer Acquisition Campaign

Client Name: Swiggy

Campaign Duration: 21 Days

Campaign Period: April – May 2016

Marketing Objective :

Increase awareness and consideration about the brand in terms of absolute number of people who know about it and will prefer using it.

Advertising Objective :

- 1) To increase number of orders post campaign period.
- 2) Increase user base post campaign

Role of Outdoor In The Campaign :

Hyperlocal targeting of TG in areas where Swiggy is operational

Target Audience :

20-32 years old, College students/working professionals, E-commerce savvy, SEC A/B, living away from their hometowns

Markets (Cities) : Mumbai

Innovation Done: Yes

The objective of doing Innovation was to –

- 1) Highlight Swiggy logo to get it visually registered in the minds of the TG
- 2) Highlight Swiggy's business (i.e. food delivery app) as concisely as possible

Innovation was executed on a big medium on one of the busiest roads of Mumbai and were able to fulfill the above objectives by –

- 1) Using a cut-out of Swiggy logo in the middle of the creative and making it protrude upwards. Using LED lights around the edges of the logo. This helped in visual registration of brand “Swiggy”.
- 2) Using cut-outs of the food units (burgers on wheels) and making them protrude outwards. This helped in conveying the business that Swiggy is into

Strategy:

We used a mix of High Impact Billboards, Foot-Over bridges and Bus Shelters. A total of 100 media were taken across Mumbai (selected operational areas of Swiggy) for a period of 21 days. Billboards & Foot-Over bridges were mostly situated on the main arterial roads and junctions, this largely catered to office and college goers during the weekdays. These helped in delivering Impact and Awareness.

A mix of Backlit and Nonlit Bus Shelters were taken which were situated on small interior roads of residential areas which in turn connected to main roads, these largely catered to the TG during the weekends while they were at home. These acted as Frequency & Reminder media.

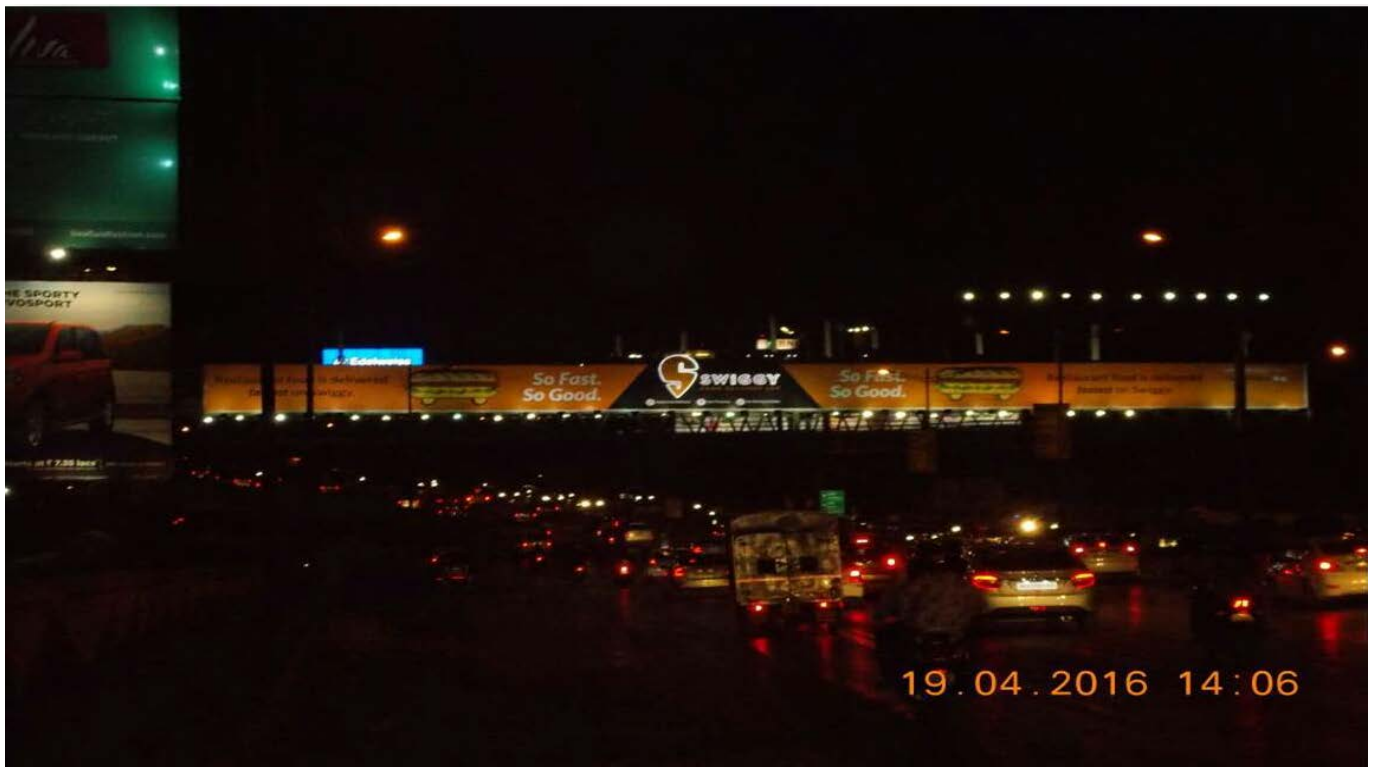
Result:

- 1) Swiggy clocks 1 Million Orders in month of April 2016

<http://tech.economictimes.indiatimes.com/news/startups/online-food-ordering-platform-swiggy-clocks-1-million-orders-in-april/52160664>

- 2) Swiggy records 25% growth in orders in April 2016 compared to March 2016

<http://trak.in/tags/business/2016/05/07/swiggy-growth/>







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