

# HTC Case Study

## My HTC My Pride Campaign

### Challenges

- To re-build HTC as a brand in the Indian Mobile Handsets Market.
- To make a Presence in a business sector loaded with contenders like Gionee, Micromax and Samsung .

### Target Audience

- We Targeted a niche group ranging from 25 years to 40 years of age.
- Major segment of the audience were from the major metro cities.
- The campaign gained approximately 81% attention from males.



1 Created a customized campaign for HTC India as well as Singapore and achieved a massive foot fall of prospects.

2 Visualization, designing and development of media assets for HTC via Display Ads, Advertorials, Native Ads, EDMs and Blogs



SMART SPENDERS,  
CREATIVE THINKERS

MAKING YOUR BUDGET WORK HARDER BY OUTTHINKING, NOT  
OUTSPENDING THE COMPETITION.

3 Major sections targeted on the network  
**ITVair** - IT News, Technology/ Software, Homepage  
**IWIL India** - Women Leadership Forum, Homepage  
**LawVedic** - Lawyer search, Articles and Blogs



# GROUP AUDIENCE REACH

## AGE GROUP

**15 - 24**

**25 - 34**

**35 - 44**

**45 +**

YEARS

YEARS

YEARS

YEARS

PERCENTAGE BREAKUP ACROSS AGE GROUPS

**16%**

**28%**

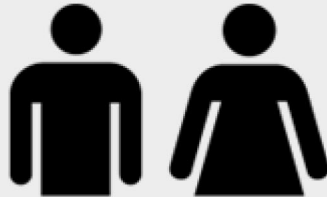
**37%**

**19%**

Targeted audience were mostly between the age of 25 and 40 years.

ACROSS GENDER

**81%**



**19%**

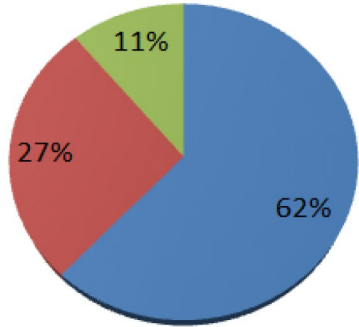
About 81% of males responded and became the major part of the campaign

# STRATEGIES THAT DELIVER RESULTS

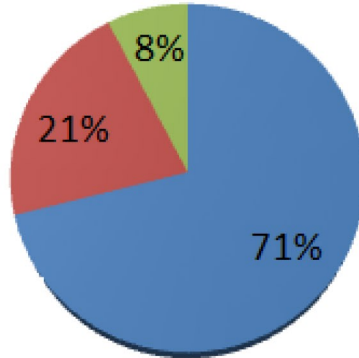


# PERFORMANCE TRACKING

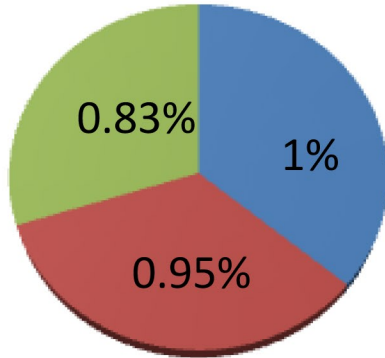
## Star Performer was IT Voir



**Impressions**



**Clicks**



**CTR**

### Campaign Performance Analytics

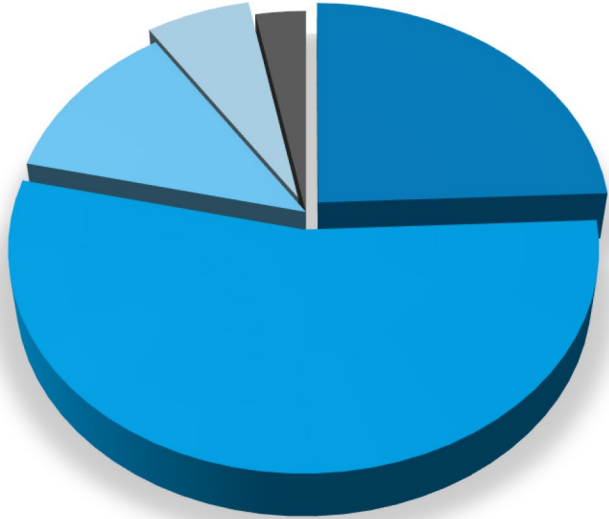
The HTC Campaign was run across ADG Prime Media Network.

- 1) Impressions:** The highest number of impressions were received on IT Voir as the phones for which the campaign was run were high ended.
- 2) Clicks:** Major number of clicks were received on IT Voir (71%) followed by IWIL India (21%)
- 3) CTR:** The highest CTR was delivered by IT Voir (1%)


Audience were tracked majorly from the Capital for the country followed by a few from Mumbai and Chennai.


# DEMOGRAPHIC OVERVIEW: My HTC My Pride Campaign


## Age Performance Report





■ 18-24 ■ 25-34 ■ 35-44 ■ 45-54 ■ 54-64

- 

**Maximum number of clicks were from Age group 25-34.**
- 

**A higher age group of 35-44 also expressed interest in our campaign**
- 

**The number of Clicks and Impressions peaked up with time.**
- 

**Engagement from Males had a score of 69% and that of females was measured as 31%.**
- 

**A Closed knit plan helped HTC sales team to touch base the filtered leads.**



## Web Statistics



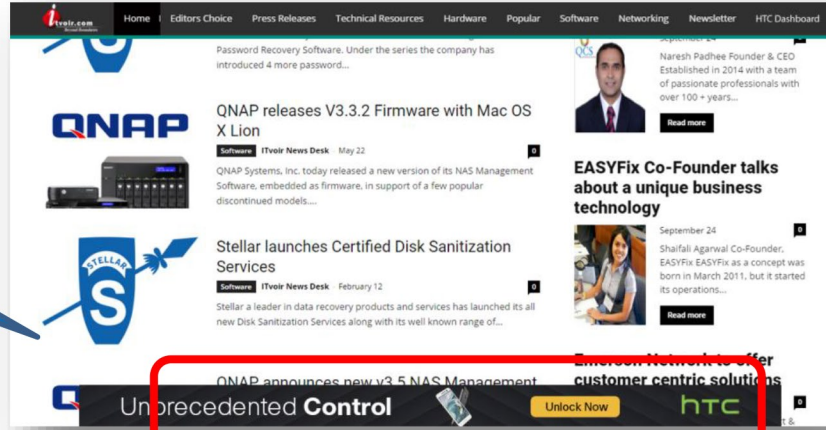
**IT and Tech Users** : 4.5 Lac+  
**Active Users**: 2.5+ lac to 3 lac

**Page Views**: 3.5 million/ month

ITVair is a IT and Tech News Portal that shares the top news in the field. The prime news portal covers IT and Tech news.

**This is a platform dedicated to building a strong readership of IT and Tech specialists**

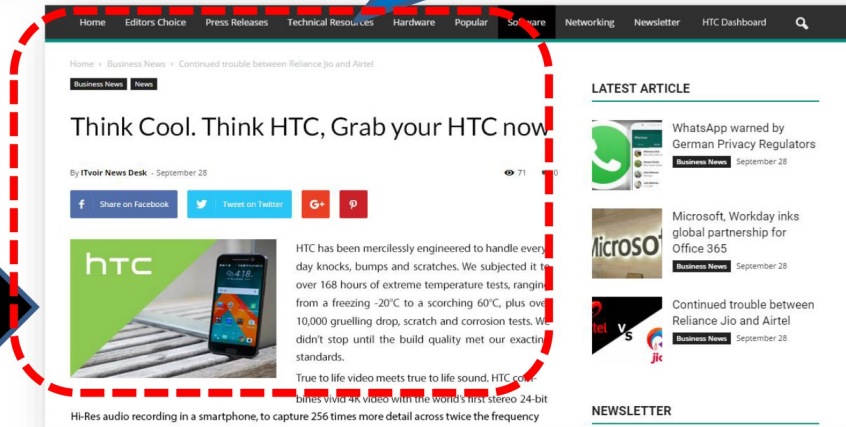
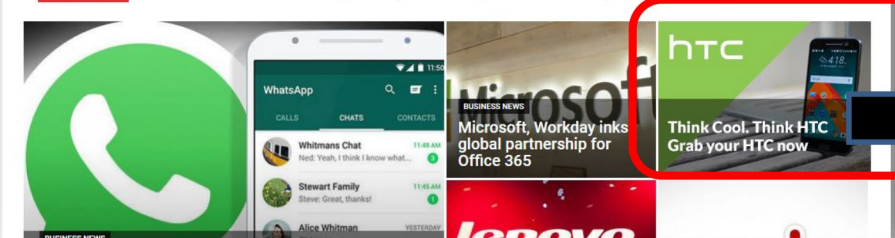
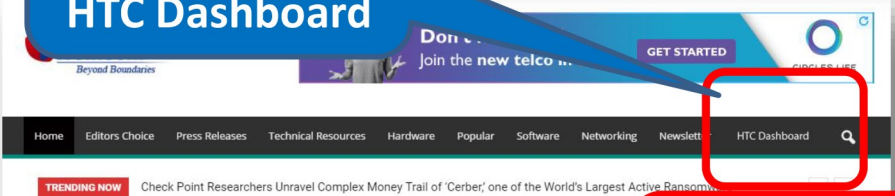
- IT and ITeS Professionals
- Aspiring entrepreneurs
- Established Professionals
- C Level Audience
- News freaks, Tech Enthusiasts
- Prime Decision Makers
- TDMs and BDMs

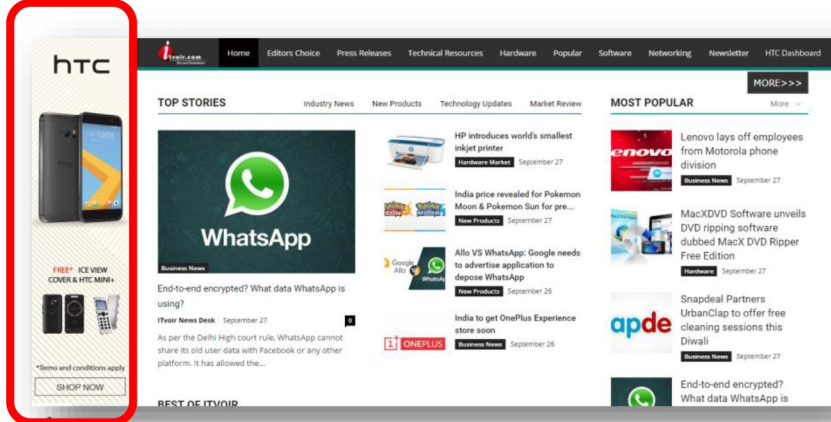


Catfish Banner

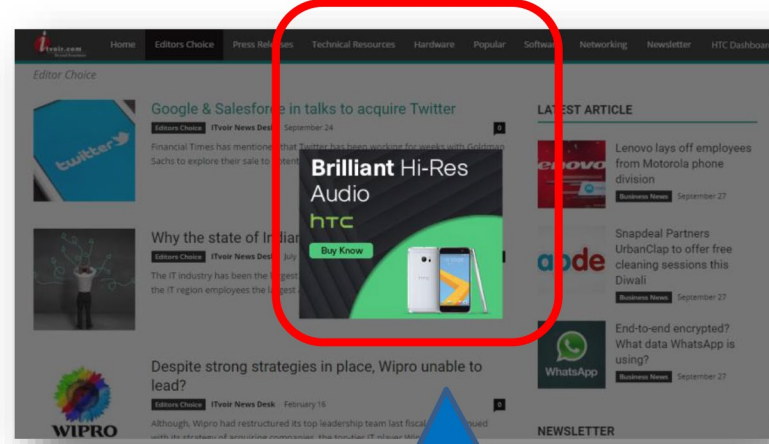
Sponsored Menu Tab for HTC Dashboard

Sponsored Story Box on Home Page, Redirecting to Story Page on ITVair

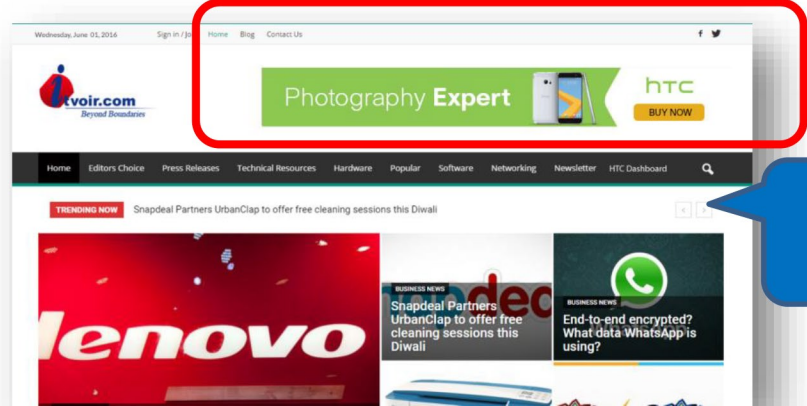




Skyscraper ad



Interstitial Banner



Leaderboard Banner



Newsletter Branding: IT Voir Newsletter to 80000+Users with HTC Banner on Header

Digital Mailer : 3 EDM Shots to a Database of 50000 Users





**Photography Expert**  
htc  
BUY NOW

Like 1.7K | f | t | g+ | in | Sign In

Home | About Us | Programs & Events | Join IWIL Community | Membership | News | Jobs | Media Library | Forum | Donate to Support

Leaderboard Banner



**World-class display**  
htc  
Buy Now

Like 1.7K | f | t | g+ | in | Sign In

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**Awareness programs**

IWIL conducts entrepreneurship awareness programs for inspiring regions of the country, with an objective of awakening the inner capabilities...

- Motivation for initiating start-ups and realizing their ideas
- Introduction to available and emerging opportunities
- Introduction to available resources and possible methods
- Discussion on innovative business ideas

Interstitial Banner

## Web Statistics



**Dedicated Community:** 2 Lac+  
**Active Users:** 3000+

**Page Views:** 2 million/ month

A perfect platform for legal stalwarts and people seeking legal advice; join us and get the right solution.

## We have an active community of 800+ bloggers on Law Vedic

The visitors are:

- Consumers
- Mass Audience
- Legally Aware audience
- Legal Stalwarts
- Lawyers

The screenshot shows the LawVedic website interface. At the top left is the LawVedic logo with the tagline 'Your Legal Destination'. The top right navigation bar includes 'ALL SERVICES', 'FAQ', 'LOGIN/SIGNUP', a search icon, and a menu icon. The main content area features an article titled 'Domestic Violence Against Women: Causes And Cure' dated 24 Sep, 2016, with 73 views and 0 comments. Below the article is a 'READ MORE' button. A prominent green banner with a red border is highlighted, containing the text 'Photography Expert' and 'BUY NOW' next to an HTC smartphone image. To the right of the banner is a 'Quick Call' box with the number '91-97 1115 7666'. Below the banner are sections for 'LATEST ARTICLES' and 'FEATURED ARTICLES'. On the right side, there are 'TOP ARTICLES' including 'Live in relationship..' (16 Sep, 2016) and 'Right To Information: Its Scope And Need..' (29 Aug, 2016).

Leaderboard  
Banner

## Web Statistics



**Dedicated Community:** 1 Lac+  
**Active Users:** 50K +

**Page Views:** 2 million/ month

IWIL is an initiative to foster impregnable woman leaders & embolden the women-led business ecosystem to frame a future of socially & economically independent women.

This is a platform dedicated towards women empowerment and encouragement of women entrepreneurs, getting readership from

- **Aspiring entrepreneurs**
- **Women Entrepreneurs and Working Women**
- **Homemakers**
- **Youth**
- **Women aged 18 to 55 yrs**
- **Men aged 25 to 55 yrs**



## ADG Prime Media Network

We are an Online Media House with top-of-the-line Assets in the genres of IT News, Women Empowerment and Legal Landscape. We develop cost-effective and highly successful B2B and B2C marketing strategies for a wide range of clients and budgets.



## HTC

HTC brings brilliance to life through leading innovation in smart mobile device and experience design. Beginning with a vision to put a personal computer in the palm of our customers' hands, we have led the way in the evolution from palm PC to smartphone.

At HTC, the Pursuit of Brilliance is the impulse to create, to venture into the unknown with an unwavering dedication to bring innovative design to life.



## Contact us:



**+1 604-999-2365**



**info@adgonline.ca**



**Unit 300 – 15300 Croydon, Drive Surrey, BC, V3Z 0Z5**