

Sify Case Study

Hero Honda CBZ Limited edition

Campaign Objective:

- ❑ Create Launch impact and awareness about New Hero Honda CBZ Limited Edition.
- ❑ Simulate interest among core audiences about the New CBZ limited edition.

The Sify Solution:

- ❑ Splash Sify Home page with an exclusive innovation on the day of the launch to ensure maximum reach and recall.
- ❑ The innovation had the right visuals and effects that initiated tremendous user interaction and recall.

Results & Summary:

- ❑ Recorded a CTR of 26.12%, the maximum yield for any automobile launch.
- ❑ 6 Lakh impressions delivered on the day of launch .

