India State Election
Case Study

Widespread hyper local, awareness campaign for the voter audience in the states of, India.

2023 state election.

Intro
Rajasthan and Madhya Pradesh
2023 State Election

About

Rajasthan is the largest state of India by area, covering about 10.4% of the country's total geographical area. The state election in Rajasthan-India on Nov 2023 was a closely contested battle between the ruling Congress party and the opposition BJP party.

Madhya Pradesh is a state in central India, also known as the 'Heart of India'. It is the second largest state by area and the fifth largest by population. The election was a reflection of the changing political dynamics and realities in Madhya Pradesh. Both the BJP and the INC had their strengths and weaknesses, and the voters made their choice based on various factors, such as performance, credibility, charisma, and local issues.
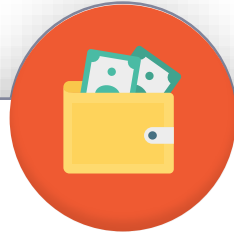
Campaign Goal

Reach the voters audience in the states of Rajasthan and Madhya Pradesh aiming to engage and inform them, on public scandals which the BJP is responsible for while encouraging them to participate in the democratic process.

NUVIAD

Campaign Audience & Targeting

Duration

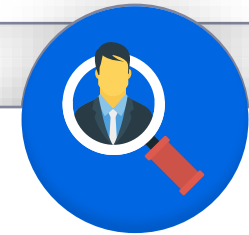40 days.

Budget

$208K

Creative Types

Display ads, In-App & Mobile Web. Push notification ads.

Location

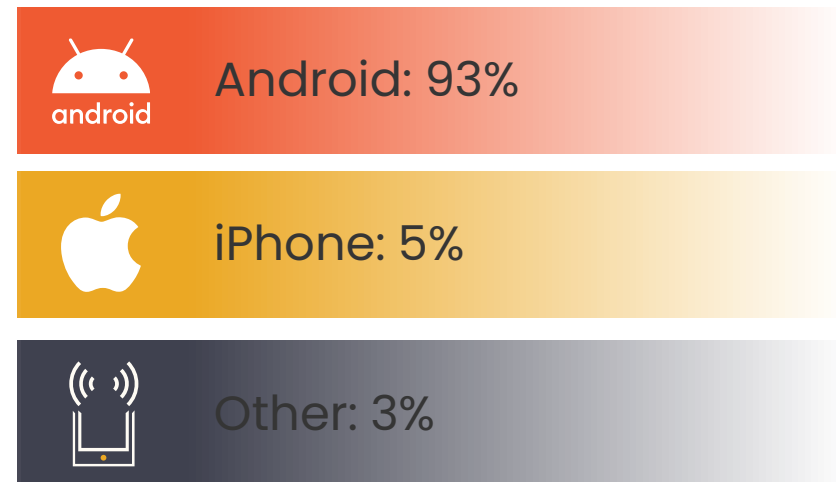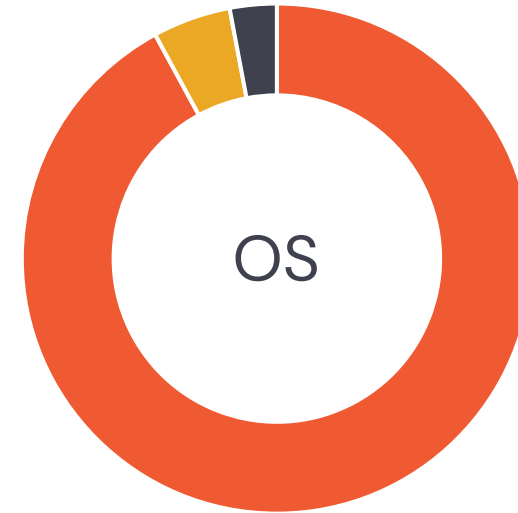Hyper local targeting the states of Rajasthan and Madhya Pradesh, India.

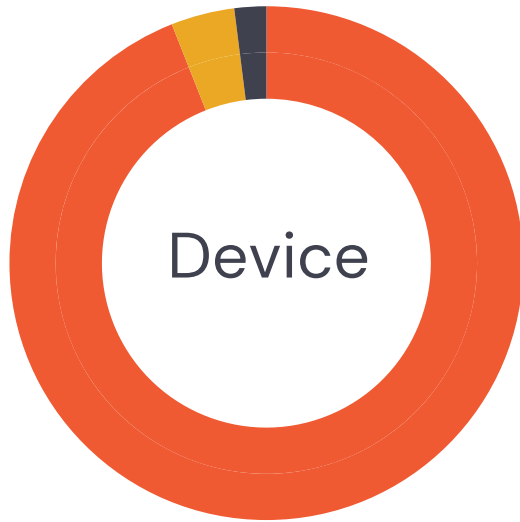**Age Rage**

Above 18

Interest

Voter Audience, mainly of BJP

Audience Technology Performance

Device

OS

	Mobile: 94%

	Tablet: 4%

	Desktop: 2%

	Android: 93%

	iPhone: 5%

	Other: 3%

As percent of impressions.

Creative Performance

Impressions

Size	Impressions
300x250	152M
320x50	124.6M
320x480	19M
320x100	14.5M
300x50	13M
320x180	12M
728x90	11.8M
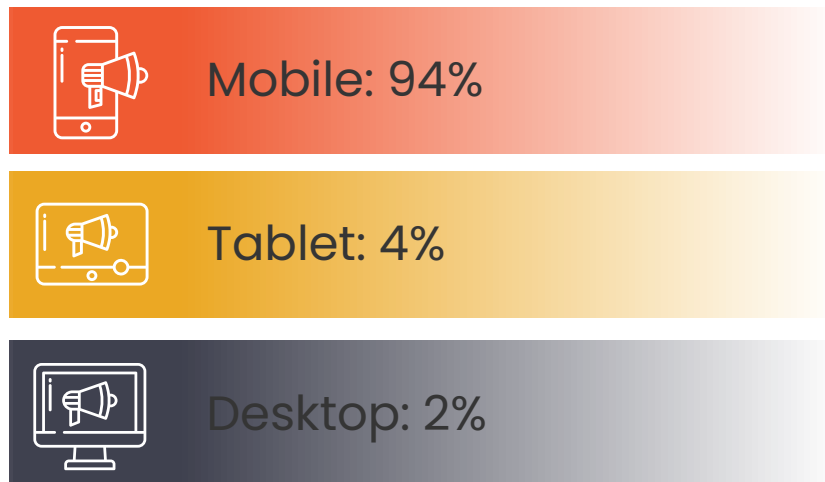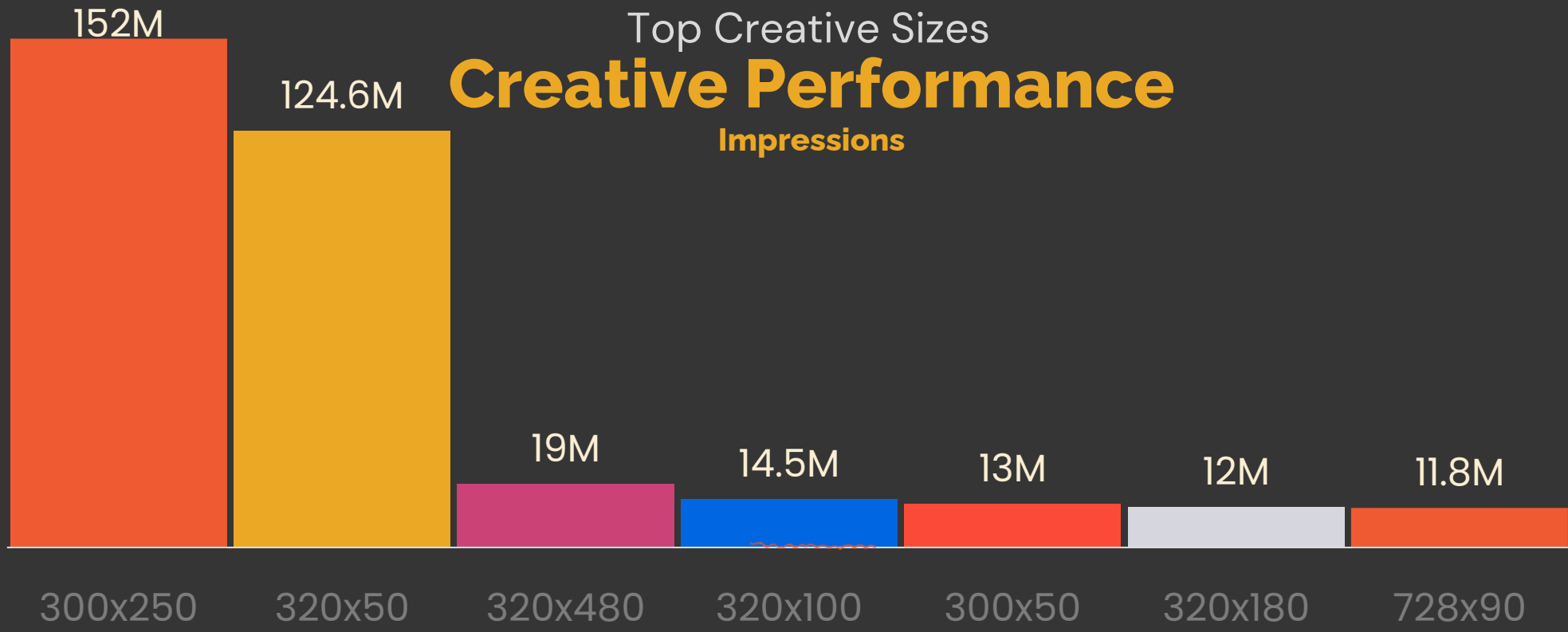
Ads Displayed in:

(some of the top sites and apps)

Results

Impressions	Clicks	CTR	eCPM	eCPC
+386 M	+2.5 M	0.67%	$0.54	$0.08

Outcome

By leveraging data-driven targeting and massive spread and real time optimization, we not only achieved impressive engagement rates to ensure awareness to the pressing matters in India, but also contributed to the democratic process by encouraging voter participation in both states the voting percentage passed the 71%.

Rajasthan and Madhya Pradesh
2023 State Election

Campaign Goal

Reach the voters audience in the states of Rajasthan and Madhya Pradesh aiming to engage and inform them, on public scandals which the BJP is responsible for and to show that there is no a better alternative in the upcoming elections, encouraging them to participate in the democratic process.

Campaign Audience & Targeting

Location: Hyper local targeting the states of Rajasthan and Madhya Pradesh, India.

Interest: Voter Audience, mainly of BJP.

Budget: $208K

Age Rage: 18 and above

Duration: 40 Days

Results

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