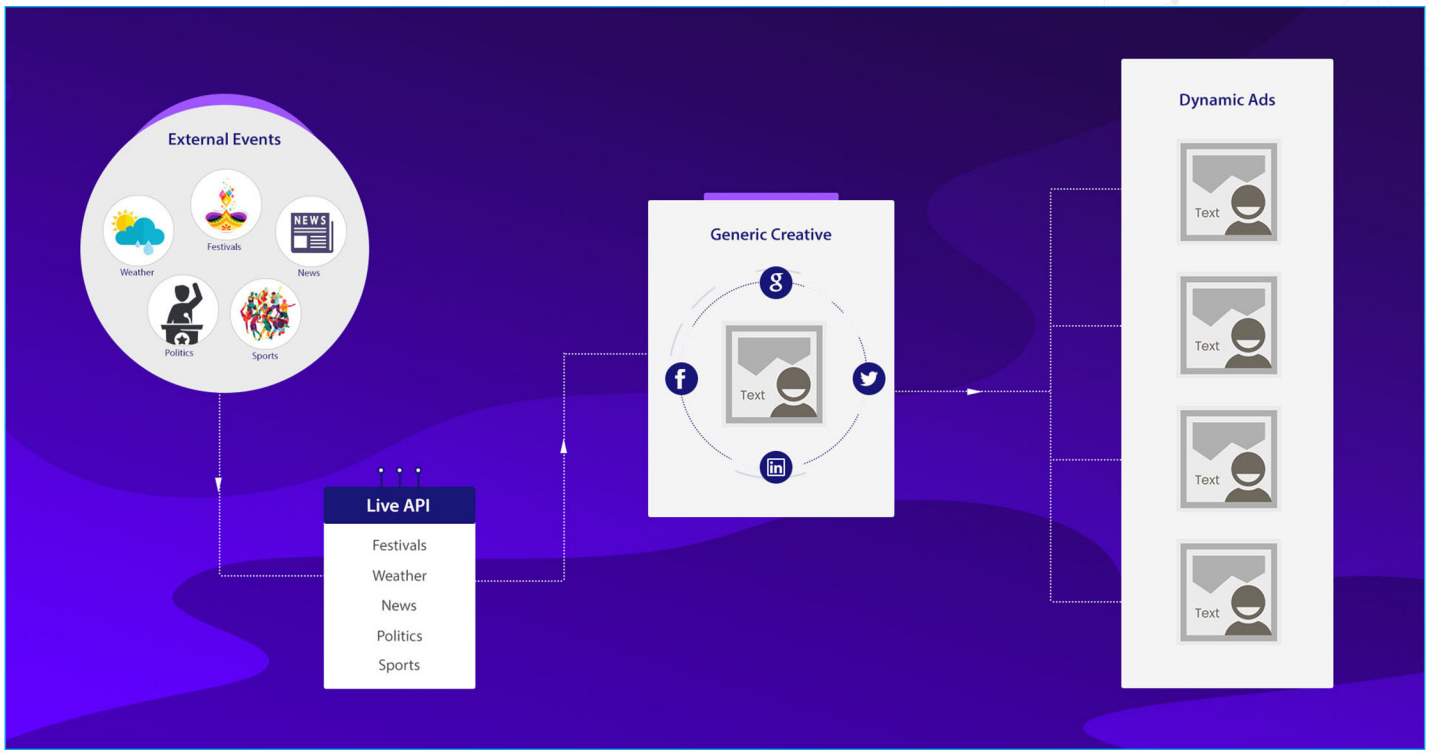
2.2 Live Ads



There are 3000 movies released every year. Each of these movies spends up to 70% of their budget on advertising, and yet most of them remain obscure box office names.

So why is Deadpool an example of great marketing and advertising?

The 2016 movie Deadpool was a huge commercial success, but it was also an example of clever marketing, especially using social platforms. The numbers speak for themselves - 200 million impressions on social media, #1 in DVD and BluRay sales and the Fastest Selling superhero digital HD movie with 1MM+ sales in the debut week.

So what did Deadpool do right?

Deadpool's marketing was based entirely on using real-time events and occurrences to reach a large audience. Targeting specific festivals and celebrations - Christmas and Cinco de Mayo, marketing with pop culture references - Game of Thrones and Coachella, and releasing content based directly on contemporary triggers, Deadpools marketing managed to hook their audience with relatable, fresh content.

In the modern world of rapid news and information, it is crucial to remain relevant to the world with your advertising. And that is where we come in.

Using Live Ads for your digital campaign

Live Ads were created with the concept of using an intelligent setup that allows brands to tap into popular external events like sports, weather, current affairs, politics, etc to make their ads dynamic.

Powered by an efficient Audience Intelligence model working in parallel with the Creative Intelligence, Live Ads uses real-time triggers based on a variety of events - a major sports event like the ICC Cricket World Cup, weather triggers such as monsoons, or popular cultural references and celebrations - Father's Day, Diwali, etc. These ads are then released on a variety of platforms - Facebook, Google, Youtube and many others - reaching a target audience that appreciates and heavily engages with fresh content.

A campaign powered with Live Ads far exceeds the returns from using traditional marketing campaigns. Using advanced targeting and optimization features, these events trigger ads related to a very specific event for a very specific duration, thus making the content extremely relevant and engaging to the viewer.

Live Ads allow brands to build a rapport with their consumers and release original and interesting content with minimal effort and no hassle and ensure superior returns on all advertising spends.