

Canon Campaign

Campaign Objectives

- To reach out to Digital photography enthusiasts thru Y! India photos, Y! India photos being contextually most relevant property where surfers are exposed to digital imaging solutions.
- Drive maximum reach to Canon Powershot Digital Camera travel offer through Yahoo! India mail.
- Optimize Yahoo!'s sound targeting tools and rich media options to enrich client's communication objective.



The Yahoo! Solution

- The Canon Powershot Travel promotion – “Only Powershot can take you to Switzerland” - offer was supported through innovative and thematic advertisement on Y! India Photos and Y! India Mail Properties.
- Yahoo! helped Canon target users who had declared “travel” as one of their areas of interest while registering for the Y! India Mail.
- Rich media banners were used to grab user attention and also showcase the special feature of Canon Powershot Camera of viewing the pictures on LCD before actually clicking them.
- Yahoo! capitalized on its large user base and was able to ensure minimum fatigue factor by frequency capping ad units to once/ unique user / day



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Campaign Summary

- Over 17,000 Yahoo! India users visited the Canon Powershot Digital Camera website
- Canon Powershot creatives were served to over 40,000 unique Visitors/ day for a month.
- Yahoo! did a Mid campaign analysis which reflected that surfers who had declared their interest as "travel" in the Yahoo! Mail property were the ones who responded maximum to this campaign.
- The Canon Powershot Campaign was revised to target only those who had declared Travel as their area of interest which lead to an increase in CTRs.
- Yahoo!'s user demographics occupational analysis reflected that the TG of Executives/ Managers & tech savvy people clicked more on Powershot Digital Camera banners to garner information.



Client Speak

We found Yahoo! Photos property a highly relevant placement for our digital imaging solutions communication. Through this Yahoo! property, we reached out to digital photography enthusiasts with high impact rich media ads.

On Yahoo! Mail, our ad exposures were frequency capped to maximize the campaign's reach. Also, Yahoo!'s mid campaign analysis provided an insight into the profile of users whose response rate to our ads was higher, namely, executive managers and travel enthusiasts. This insight helped us to refocus the remaining half of the ad exposures to this audience thereby maximizing our ROI.

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