

Kohinoor Passion Website Campaign

Campaign Objectives

- ❖ To publicize the re - launch of the kohinoorpassion.com website.
- ❖ To enlarge subscription base by driving relevant TG to the official website which is a repository of sex education.
- ❖ Optimum use of Yahoo!'s sound targeting tools to generate awareness about Kohinoor range of products to the relevant TG.

The Yahoo! Solution

- ❖ Y! India's strong reach identified to achieve maximum reach to identified TG.
- ❖ The Campaign communication was targeted to two groups – 18-24 and 18-35.
- ❖ One set of generic banner creatives talking about how one can get educated on sex related topics were aptly targeted to 18-24 year age group.
- ❖ One set of product specific banner ads (Kohinoor Extra-time) were targeted to 18-35 age group.
- ❖ Large reach Y! Communication properties like Y! India mail & Y! India My were used for greater reach. Yahoo! India Matrimony and Y! India movies were also utilized with an aim for affinity-targeting.
- ❖ Day-to-day monitoring of the campaign helped optimizing delivery.

Campaign Results

- ❖ The ad units on Yahoo! received average CTR of 2.41%.
- ❖ During the campaign period of 10 days the kohinoorpassion website acquired 1800 new registrations, ie. Approx 180 registrations per day!



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Campaign Summary

- ❖ Yahoo!'s rich media banners helped illustrate the special attributes of the Kohinoor Xtra Time range of condoms to the relevant TG.
- ❖ Yahoo! capitalized on its large user database and was able to ensure a substantial increase in the number of new registrations on the website.

Client Quote

"The Youth in India have a thirst for information and their most preferred source, has inevitably been seeking e -knowledge through the Internet. TTK-LIG., Manufacturers of Kohinoor Pleasure Condoms (India's largest condom brand) and Durex (Worlds No. 1 Condom Brand), appreciated the need to provide to the youth in India, authentic, educative as well as interesting information on various aspects relating to Sex, Sexuality, Relationships and Safe Sex to enable them to prepare themselves proactively for an exciting sex life. It therefore partnered with Yahoo India!, one of the largest and most popular Portals in India to launch and promote Kohinoorpassion.com to not only be an authentic reference website but also to provide credible, interesting information on various aspects of Sex so that the audience is well informed on ways and means to derive maximum pleasures and happiness in ones sexual life that lead to a more satisfying sexual relationship. Wishing everyone a happy expedition to knowledge on Sex."

**Mr.J.Srinivasan,
Chief Executive
TTK-LIG LTD. & SSL TTK LTD**

