



HOW VIDEO ADS PLAYED A KEY
ROLE IN PROMOTION OF EVENT?



THE EVENT IN BRIEF

India Property Mela is a premier real estate event that gathers the most influential players from all regions of the Indian property industry for 2 days of direct selling, networking and gaining market intelligence through premium event, seminar and dedicated exhibition zones. Event is hosted by Services For NRI at London and surrounding areas.

An opportunity to showcase Indian Projects to international buyers.

CHALLENGES



Reaching more NRIs & PIOs with message India Property Mela 2017 is planned at Reading.



To increase registration of NRIs & PIOs on special website of India Property Mela



To communicate NRIs & PIOs will get solutions related to investment and loan for Indian Property

SOLUTIONS

“

As videos allow to tell story in detail
we focused more on video ads
with combination of image ads.

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SOLUTIONS

Entire strategy was formulated on these three dimensions

INCREASE
REACH

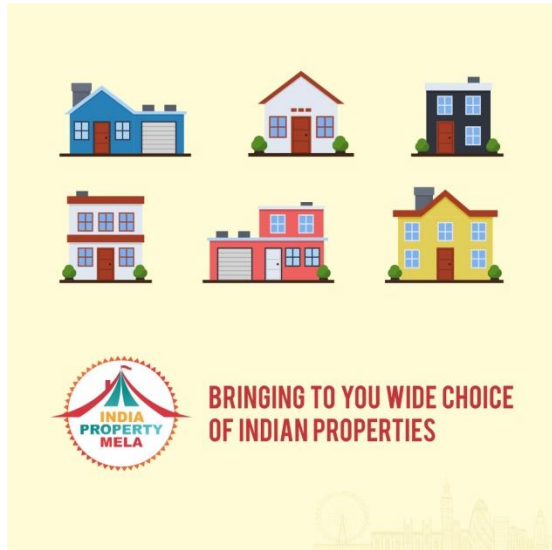
+

INCREASE
VIDEO VIEWS

+

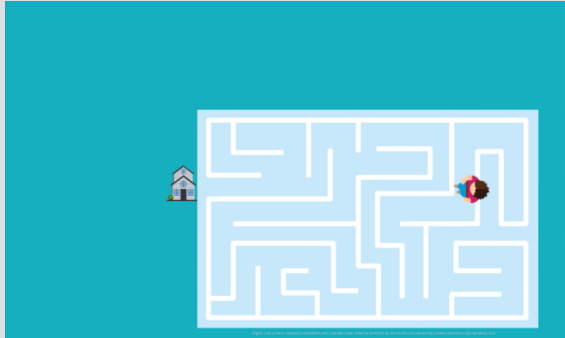
GENERATE
LEADS

SOLUTIONS



Various static ads were prepared to promote different aspects of India Property Mela. Most of them were link click ads so a user can be taken to registration page with single click.

SOLUTIONS



A video to highlight how difficult it is for NRIs to get home loan to invest in Indian properties and how India Property Mela brings a solution to that.

<https://www.youtube.com/watch?v=hlaCAFoDeG0>



This video was created to promote offer of FREE TICKETS TO INDIA. To avail this offer it was necessary to register through link.

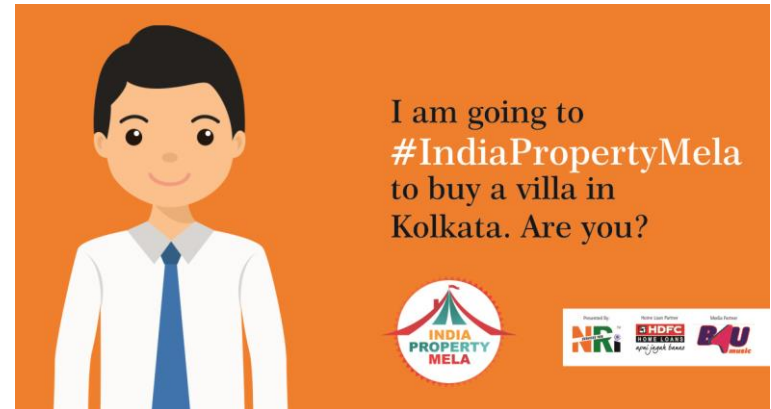
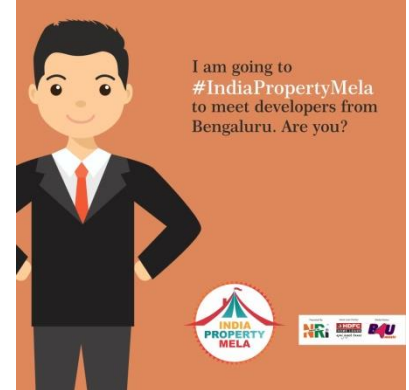
<https://www.youtube.com/watch?v=ViZ8R-l2Szw>

SOLUTIONS



On the opening day of exhibition combination of video and image post to give reminder that 'India Property Mela' is starting today and why various people are visiting the show.

<https://www.youtube.com/watch?v=5TyA7Ytqwgo>



RESULTS

Video Views

Free Ticket To India video reached to 8,083 people and initiated 1,792 actions.

Home Loan Expert video reached to 6,606 people and initiated 1,312 actions.

Both videos had a button to reach to registration page on website.

Reach

Total reach 83,807 people

Leads

Reach of lead ads 33,515 out of which 118 leads generated.



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LET'S
DISCUSS YOUR
REQUIREMENTS