



India's largest digital screen network

Taking **digital ads** beyond personal devices

A digital advertisement for the Motorola Edge 30 Fusion smartphone is displayed within a gold-colored frame. The ad has a magenta background and features the following text: "motorola edge 30 FUSION" at the top, "WORLD'S FIRST SMARTPHONE IN 2023 PANTONE COLOUR OF THE YEAR VIVA MANGENTA" in the middle, and "At just ₹42,999 ₹39,999 LIMITED PERIOD OFFER" with a "Buy Now" button. Below the text are images of the phone in magenta. At the bottom, it says "Available at Reliance Digital Forum Shanti Bengaluru" and includes the Reliance Digital logo with the tagline "PERSONALISING TECHNOLOGY".





Motorola (c/o iProspect) aimed to run a campaign that encouraged people to buy the **Edge 30 Fusion** at their nearest **Reliance Digital** store



**Solution**

- Geofenced residential apartments **within 1km of 54 stores PAN India**
- Dynamic Creatives showing **name & location of the nearest store**



**Scale**

**1263~**  
Screens

**10**  
Cities

**37,500**  
NCCS A Households



**Delivery**

**Programmatic Guaranteed on**



Display &  
Video 360



**Results**

**200% increase in recall rate vs. control**

(as per the Brand Uplift Study conducted through WhatsApp/TG Polls on Society groups | Check appendix for full study)





APPENDIX

# Motorola Study Deep-dive





# To measure the impact of the Motorola campaign, AdOnMo conducted an effectiveness study through WhatsApp/Telegram polls

## Objective

To measure the **impact of Motorola campaign** and **quantify the lift** in awareness of Edge 30 Fusion

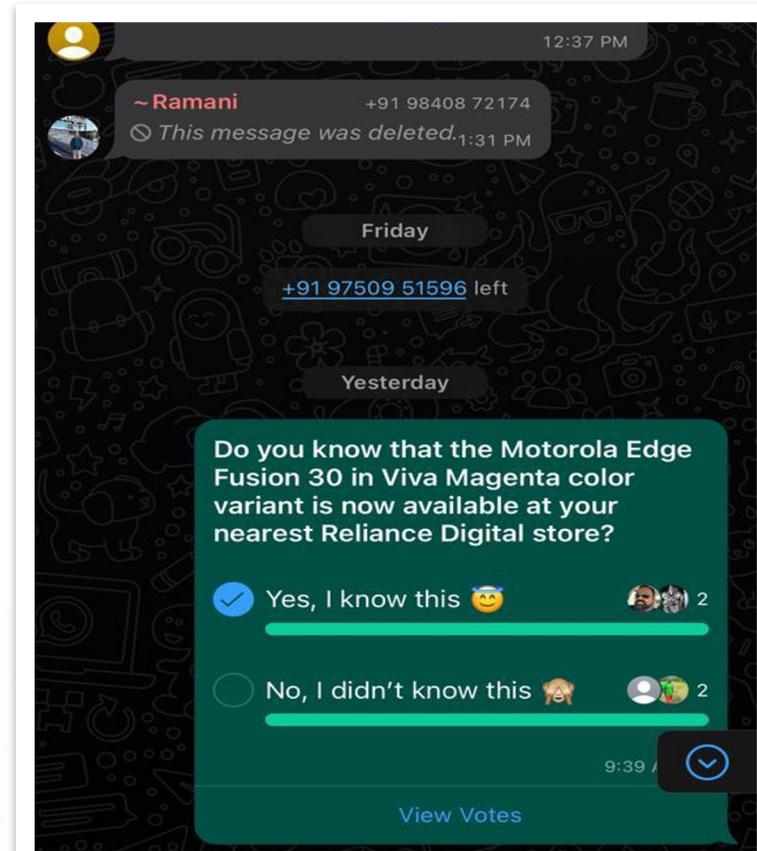
## Approach

We conducted a **Poll** in two sets of societies; Exposed & Control respectively. Exposed being the societies where the Motorola campaign was active on AdOnMo Residential digital screens and control being the one where it was not active.

## Callout

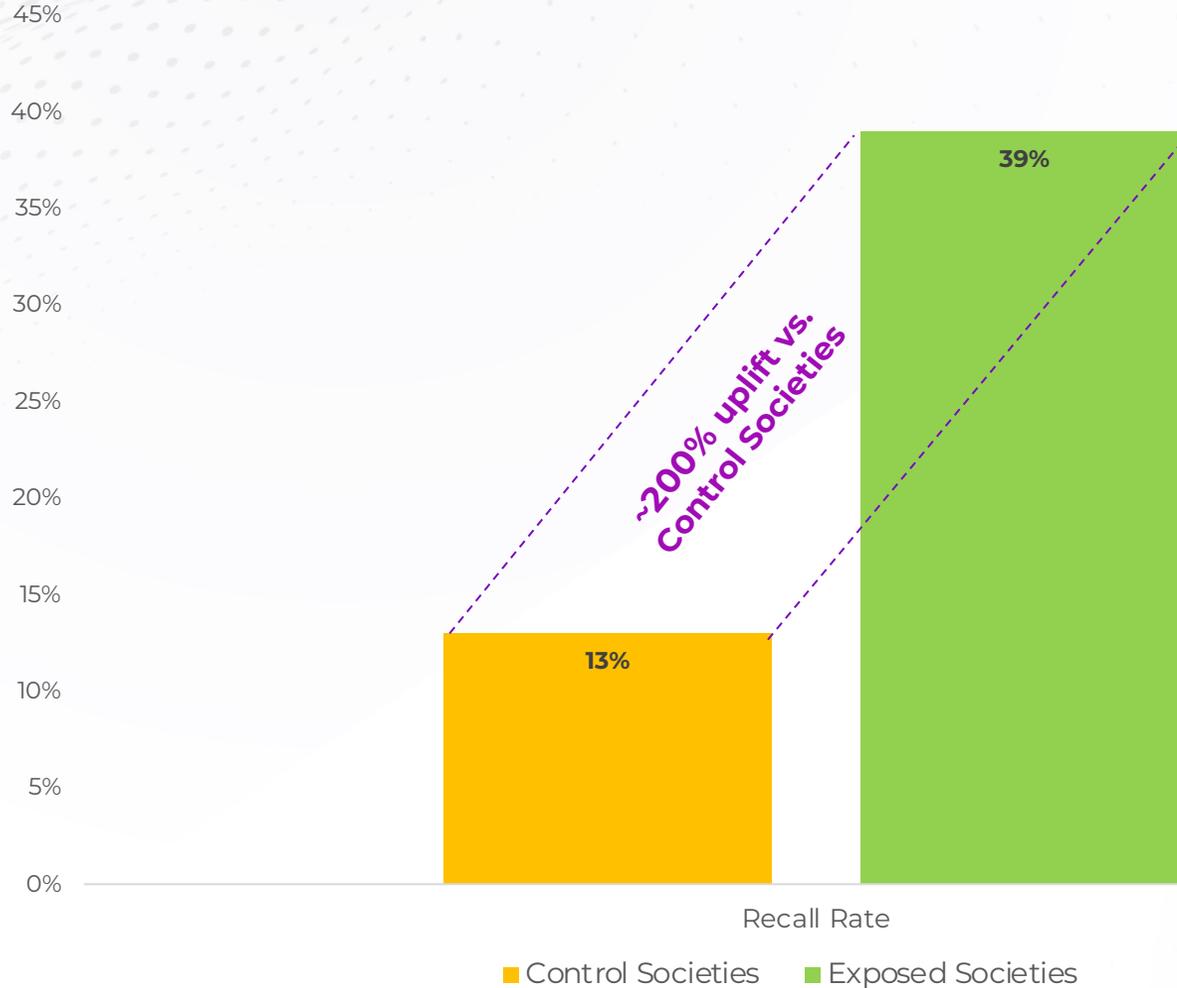
The question is a nested one, which doesn't just check awareness of launch but of **availability at Reliance Stores**

## Question & Response Choices





# The campaign generated ~200% lift in the recall rate among the exposed societies



A framed advertisement for the Motorola Edge Fusion 30 smartphone. The ad features the phone in Viva Magenta color, promotional text, and pricing information. Below the ad is a blue banner with the word 'RESULTS', a purple banner with 'Recall Rate Lift', and a dark blue banner with '~200%'.

motorola edge fusion  
WORLD'S FIRST SMARTPHONE IN  
2023 PANTONE COLOUR OF THE YEAR  
VIVA MANGENTA  
At just ₹42,999 ₹39,999 LIMITED PERIOD OFFER  
IndusInd Bank ₹ 3500 INSTANT DISCOUNT\*  
Buy Now

**RESULTS**  
Recall Rate Lift  
**~200%**

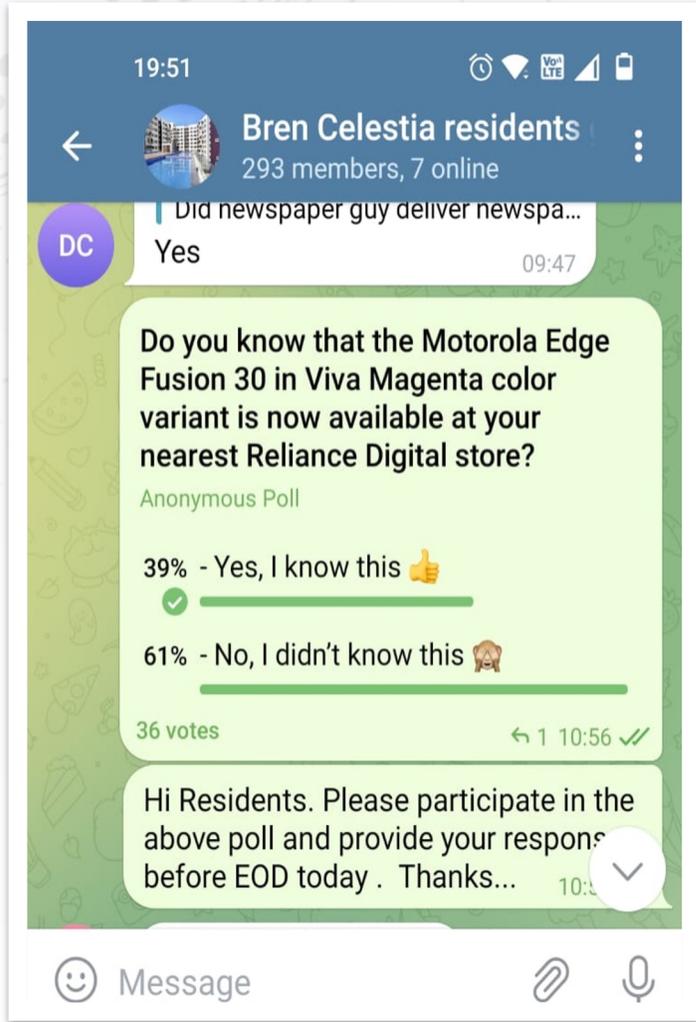
\* The Recall rate is determined based on the % of respondents who knew about the Motorola Edge Fusion 30 availability at the nearest Reliance Digital Store

# Poll Raw Data: Society-wise data & Results Summary

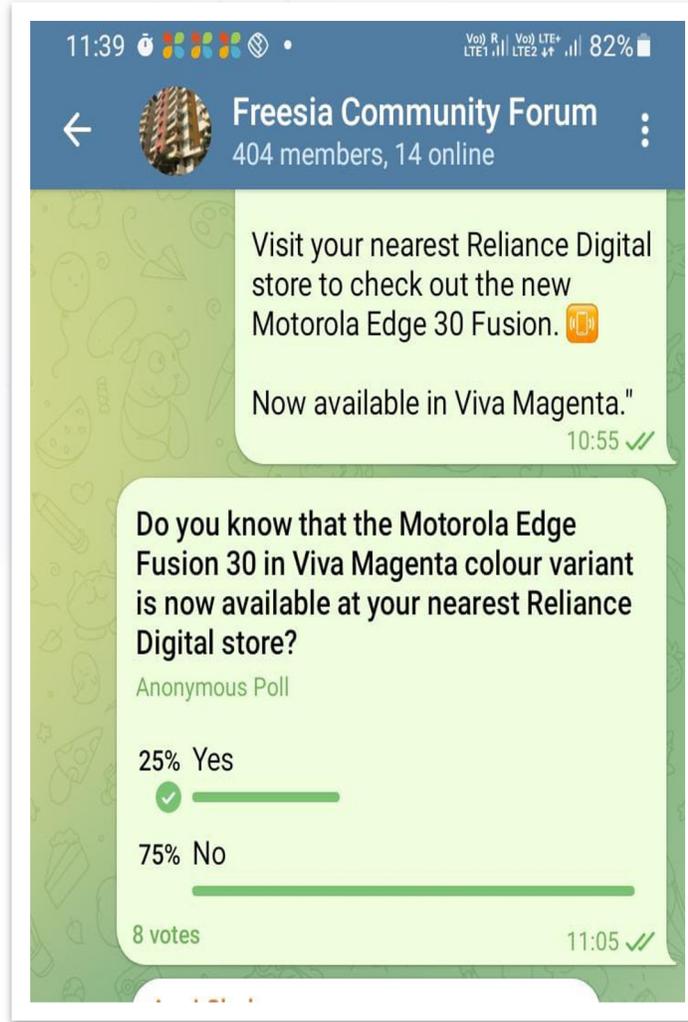
Category	City	Society Name	Yes, I Know this	No, I didn't knew this
Control	Bangalore	Golder Corner	2	17
Control	Bangalore	CBR Akruti	0	17
Control	Chennai	Muktha Nirmaan	3	11
Control	Delhi	Rishab Cloud 9	1	2
Control	Hyderabad	NCC Nagarjuna Residency	4	20
Exposed	Bangalore	Bren Celestia	14	22
Exposed	Bangalore	Oceanus Freesia Enclave	2	6
Exposed	Bangalore	Sri Mitra Spring Valley	5	7
Exposed	Chennai	BBC City Park	6	8
Exposed	Delhi	Lotus Pond	3	4

Poll Results Summary			
Audience Group	Yes, I Know this (a)	No, I didn't knew this (b)	Recall Rate ((a)/(a+b))
Exposed	30	47	38.96 %
Control	10	67	12.99 %
<b>Uplift</b> →			<b>~200%</b>

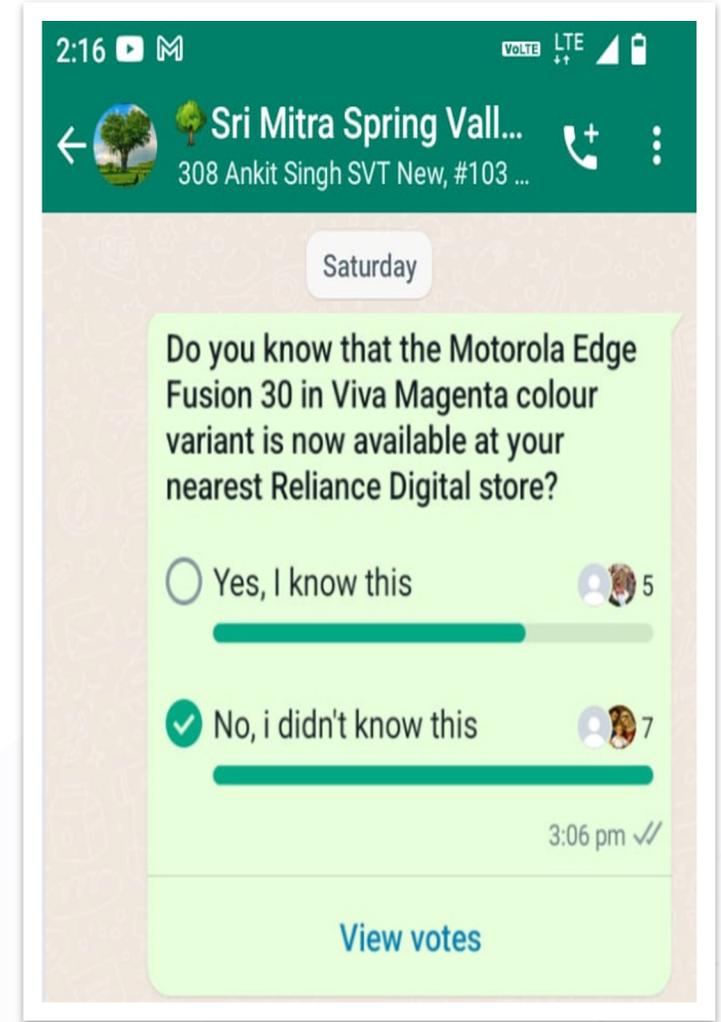
# Appendix



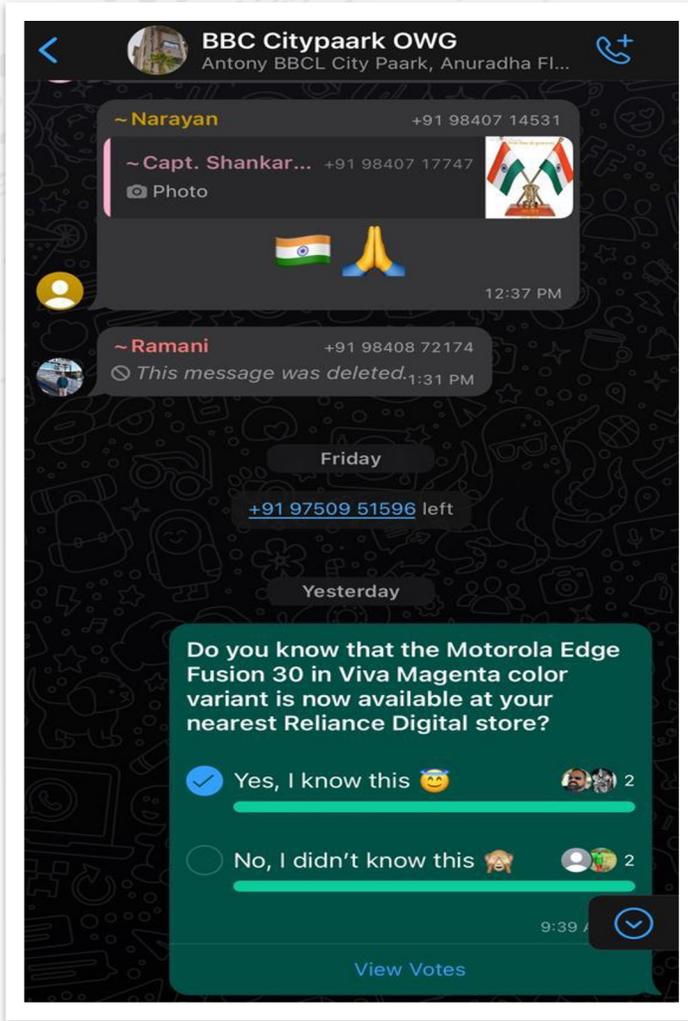
**Bren Celestia**



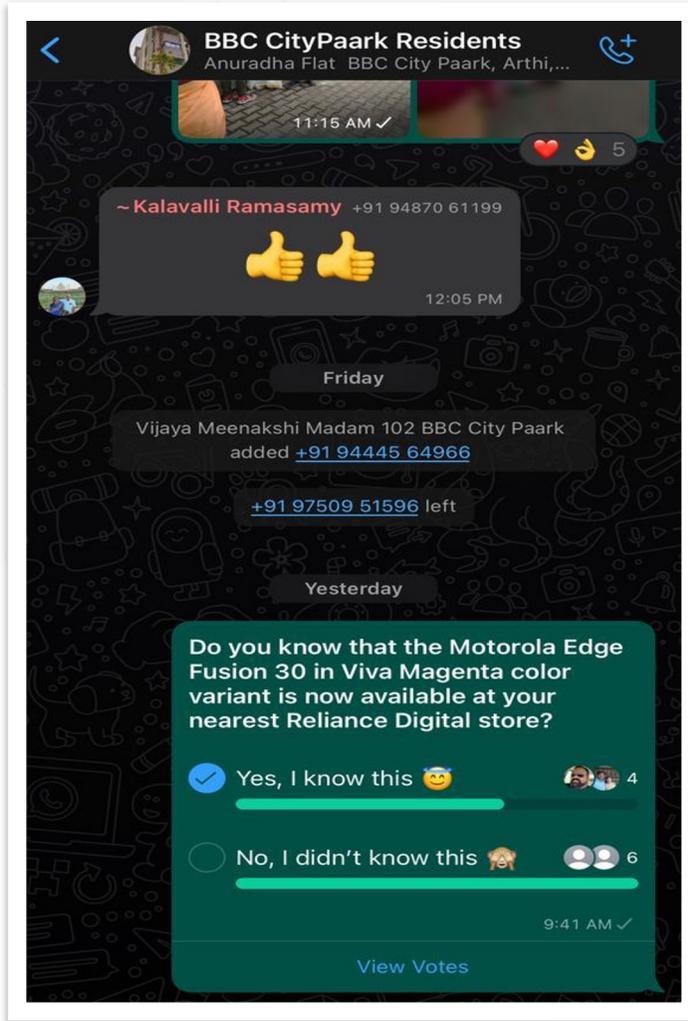
**Oceanus Freesia Enclave**



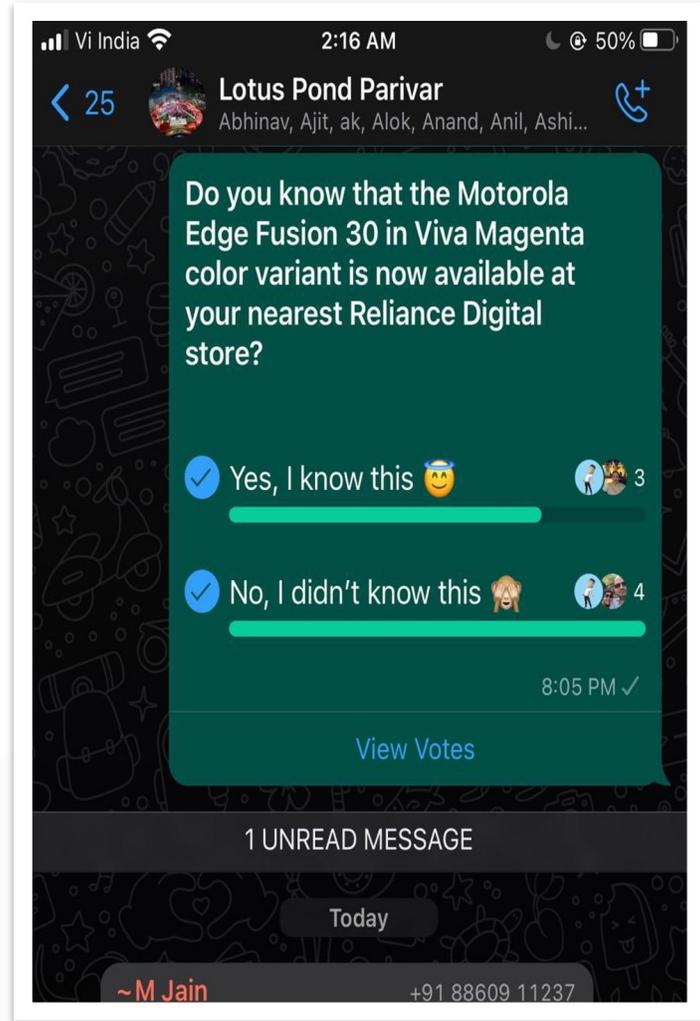
**Sri Mitra Spring Valley**



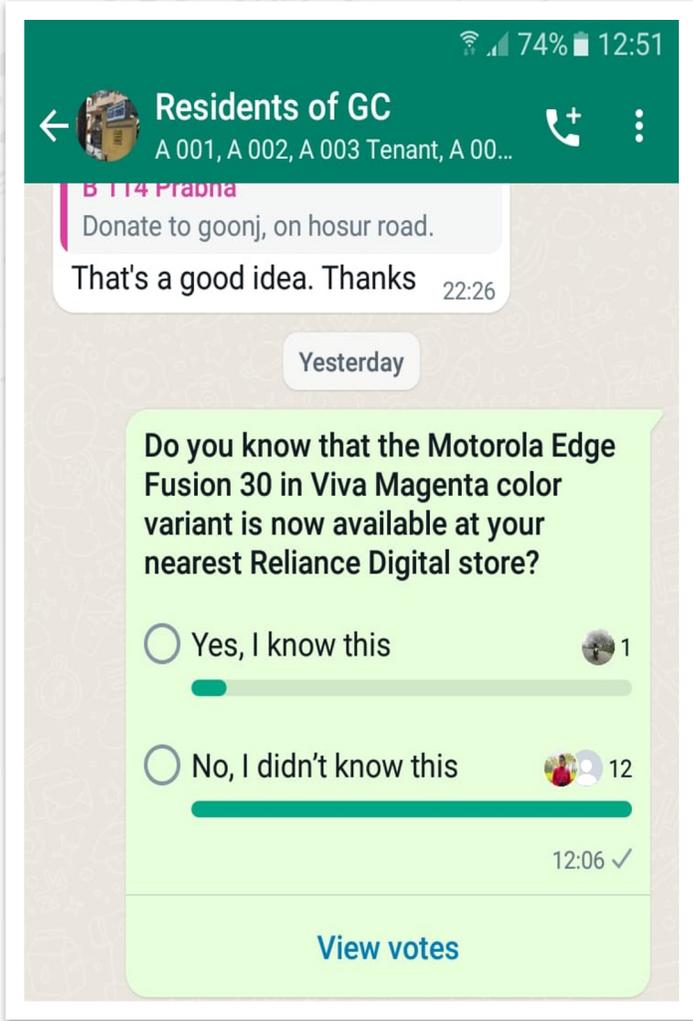
BBC City Park 1



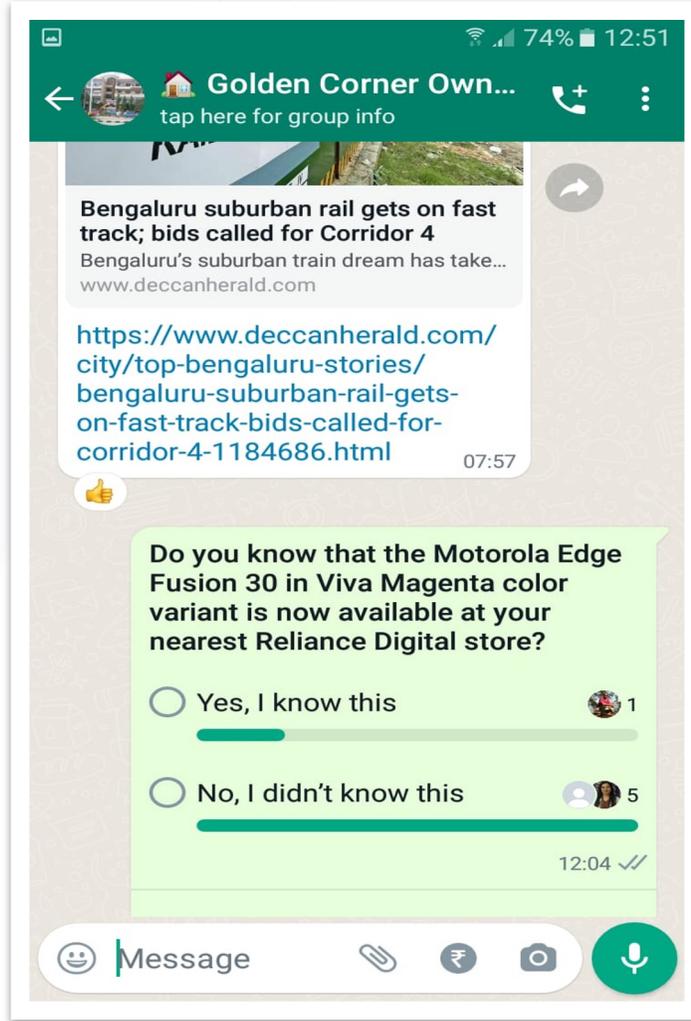
BBC City Park 2



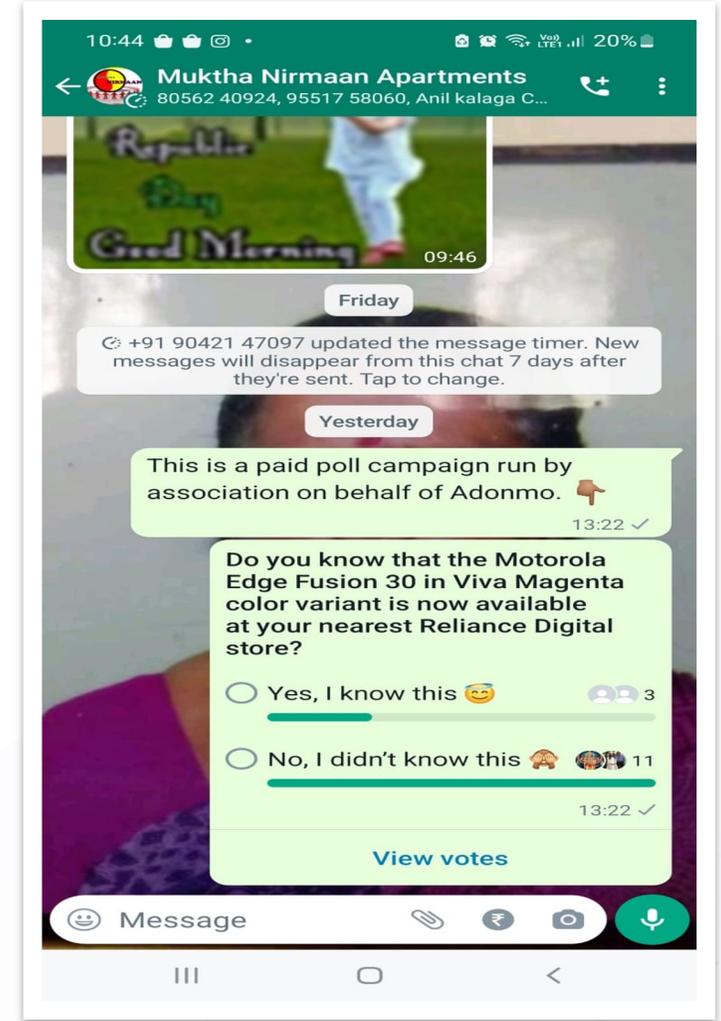
Lotus Pond



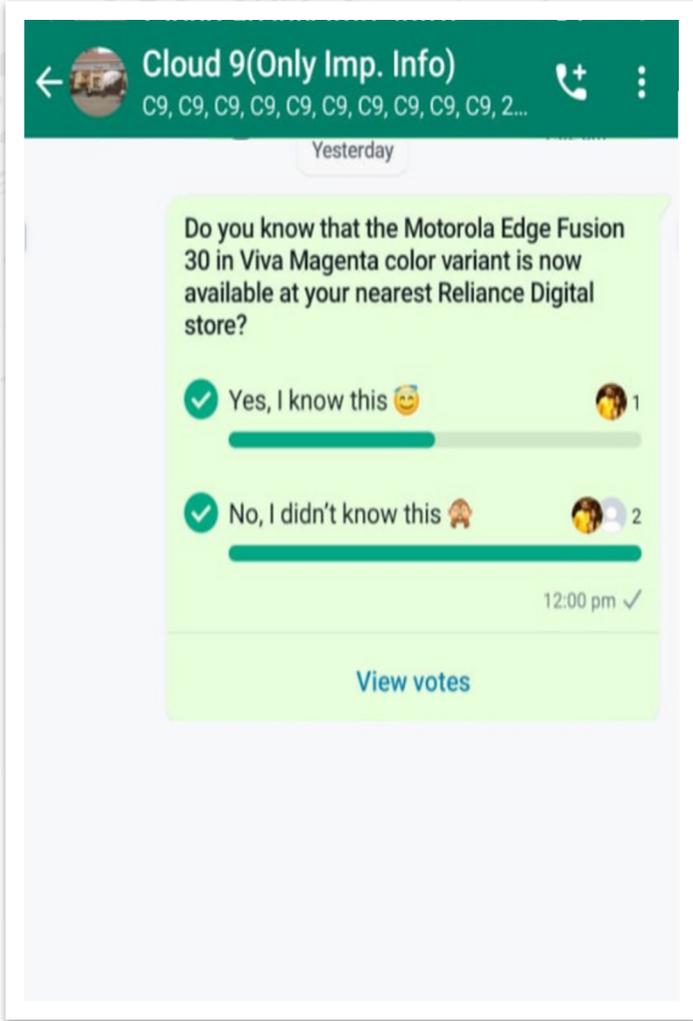
Golden Corners 1



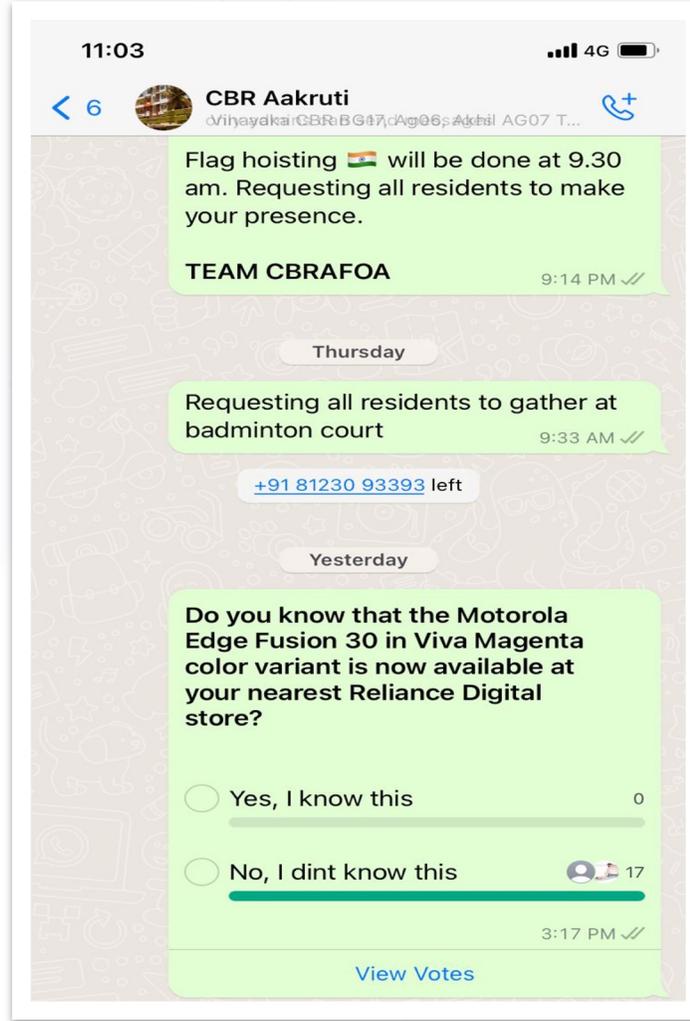
Golden Corners 2



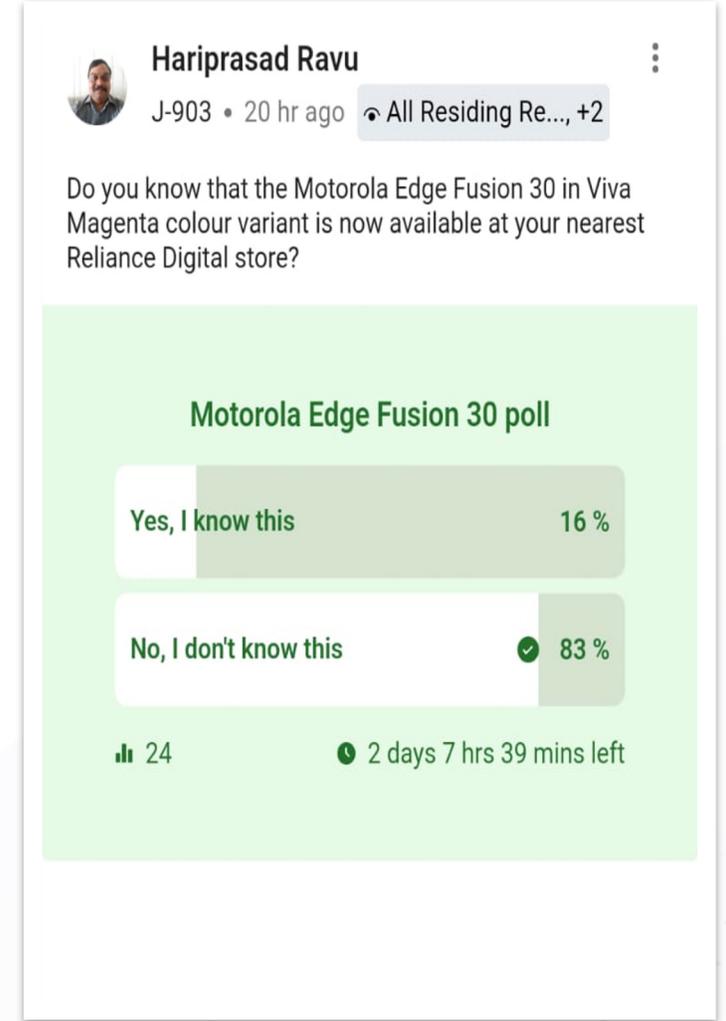
Mukhta Nirmaan



Rishab Cloud 9



CBR Akruti



NCC Nagarjuna Residency