



WHAT

ITW recommended Herbalife to collaborate with the ICC Men's Cricket World Cup 2023 as an associate partner for Disney+ Hotstar for digital streaming



OBJECTIVES

To increase brand awareness, creative recall, enhance brand favorability and improve purchase intent for Herbalife's products among a target audience of people aged between 15 and 30.

EXECUTION

With Virat Kohli as the brand ambassador, ITW strategically deployed various digital assets such as a 30-second video creative, three L-bands and static images were shown to enhance audience engagement.

The L-bands were placed strategically: one activated when Virat Kohli appeared on the screen, another during death overs to boost traffic and the third during peak user engagement moments. These initiatives aimed to maximize the campaign's effectiveness and reach a broad audience during key moments of the World Cup.

RESULTS

The campaign reached an audience of over 113 million and successfully served around 78% of the impressions during India's matches. Post campaign brand lift study reported an increase in each of the desired metrics - **brand awareness (+8%), creative recall (67%), brand favorability (+7%), purchase intent (+6%).**