

Case Study

MYFITNESSTM

 **CLOUD TV Ads**

www.cloudtvads.com

MyFitness

Objective

Strengthen **brand visibility** among **health-conscious audiences**, especially in **Metro, Tier 1 & Tier 2 cities**.

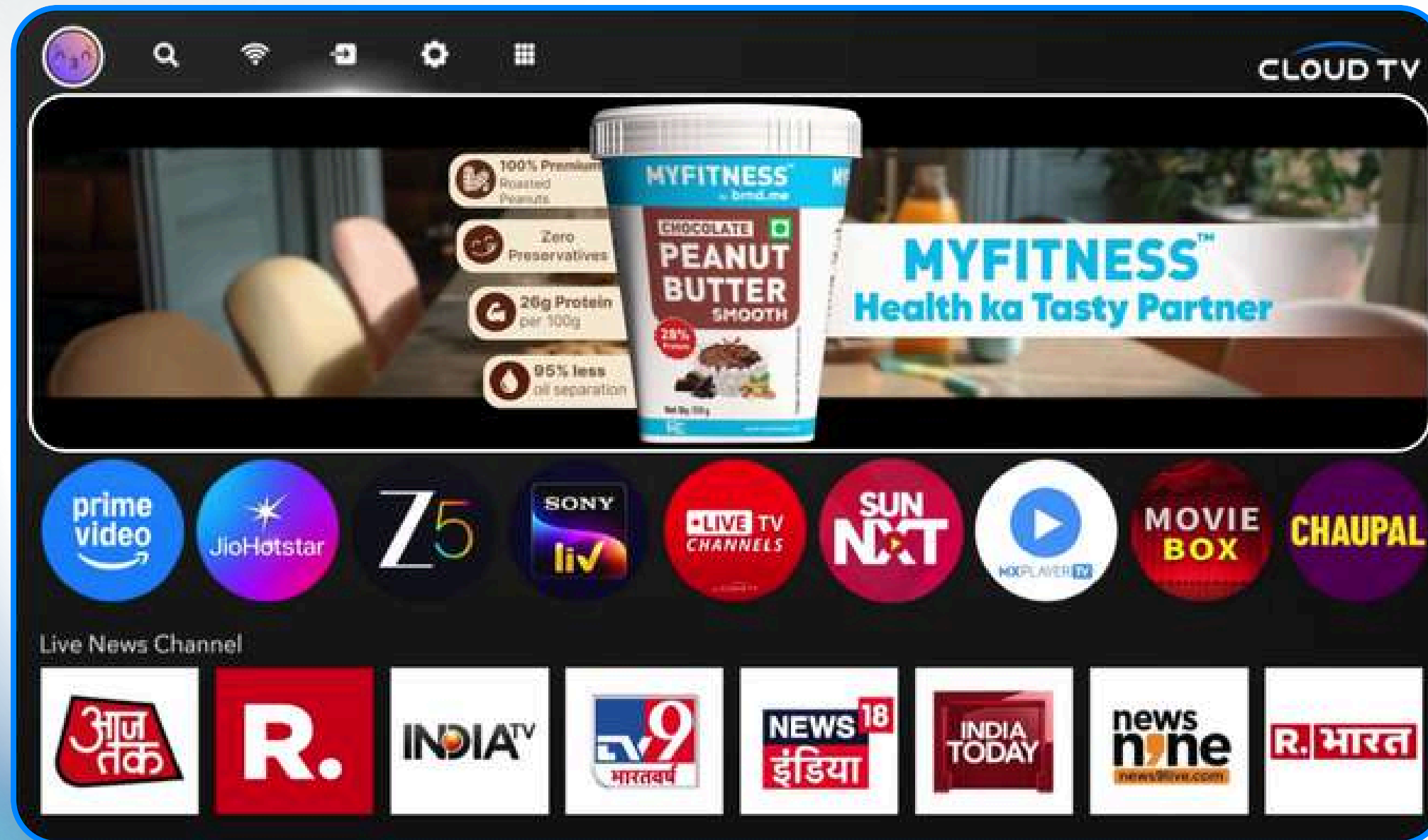
- **Establish MyFitness** as a trustworthy, aspirational, and premium brand for fitness enthusiasts and young professionals.
- **Encourage stronger brand recall** in the market.

Strategy

Introduce innovation by bringing uniqueness to the **brand & ad** segment with **3D video ads** for the first time on Smart TVs, creating a differentiated space for the brand.

- **Drive impact** by delivering a “wow factor” through immersive visuals that strongly resonate with young and urban households.

3D Video Ad



Campaign Performance

- **Ad Type** – 3D Video
- **Duration** – 1 Day
- **Placement** – First Impact Banner

25% relative increase in Completion Rate compared to standard MastHead Video Ads

Ad Journey



Selecting the tile plays an immersive 3D video ad.





CLOUD TV Ads

Get in Touch – +91 98208 83946

Abhijeet Rajpurohit

Chief Operating Officer
abhijeet@cloudwalker.tv

Harshad Wadivkar

Business Head – Monetisation
harshad@cloudwalker.tv