

Advanced  
**Ahaglow**

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**Case Study**



# AhaGlow

*Breathe Life into your Skin*

**Brand Synopsis:** Ahaglow is a dermatologist-recommended skincare brand from Torrent Pharmaceuticals, known for glycolic acid-based face washes that exfoliate, hydrate, and brighten skin, with variants for all skin types including acne-prone skin.

## Objective

**Build brand awareness as** a dermatologist-recommended skincare brand.

- **Highlight** skin health benefits: gentle exfoliation, hydration, and radiance.
- **Reinforce Ahaglow's position** as a trusted solution for acne-prone and dull skin.

## Strategy

To run a **Brand Lift Survey (BLS) campaign** to build brand awareness, and increase consideration.

- **Reach** beauty-conscious and skincare-interested viewers and **educate them about the brand.**
- **Hyperlink product video** to each tile showcasing brand video.

## Achieved

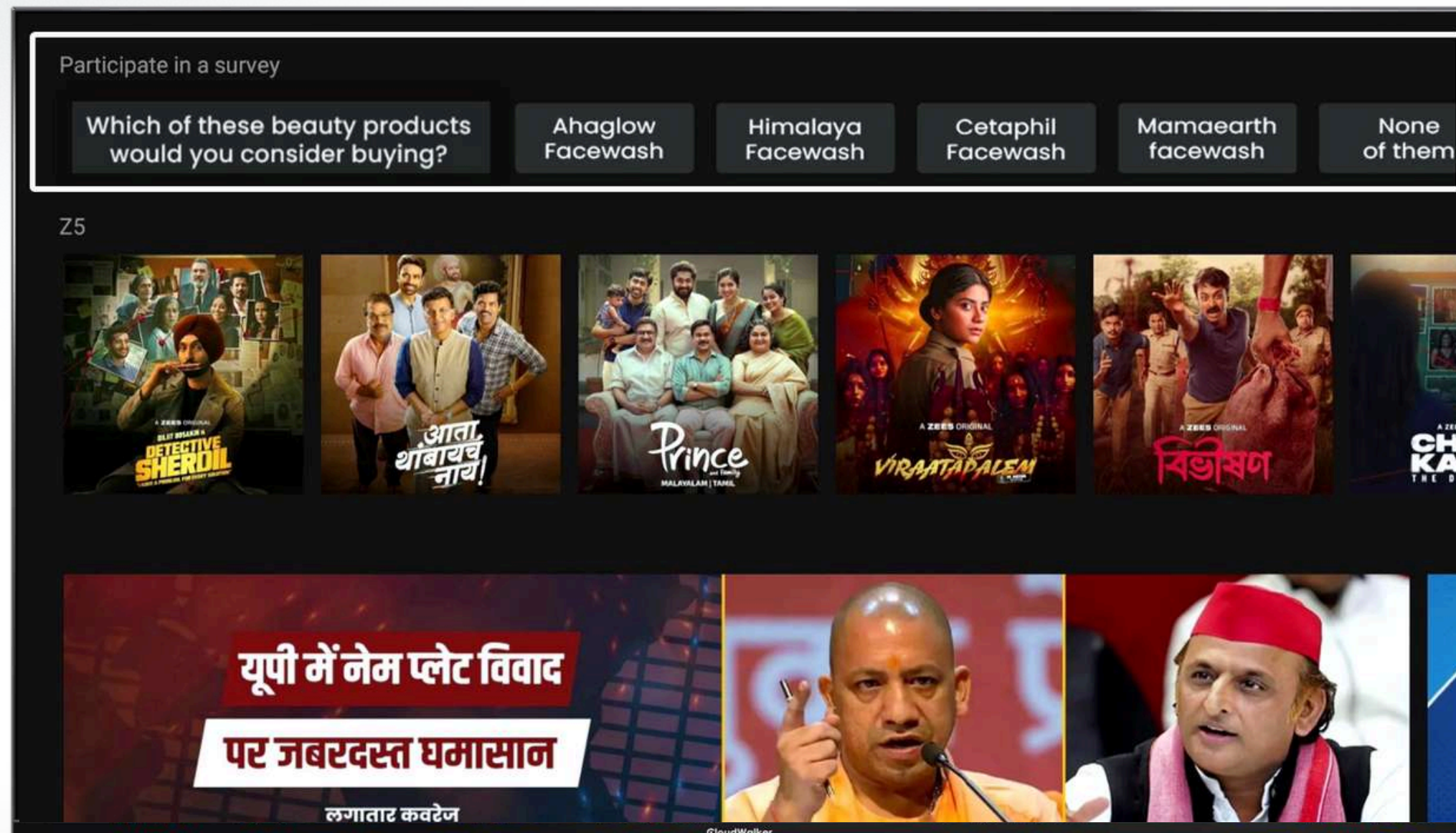
The campaign impact -

- Significant uplift in brand awareness and consideration among target audiences.
- **Strengthened position** of Ahaglow as a dermatologist-**trusted skincare solution.**
- **Increased purchase intent** and improved brand engagement.



# Brand Lift Survey

Campaign Performance

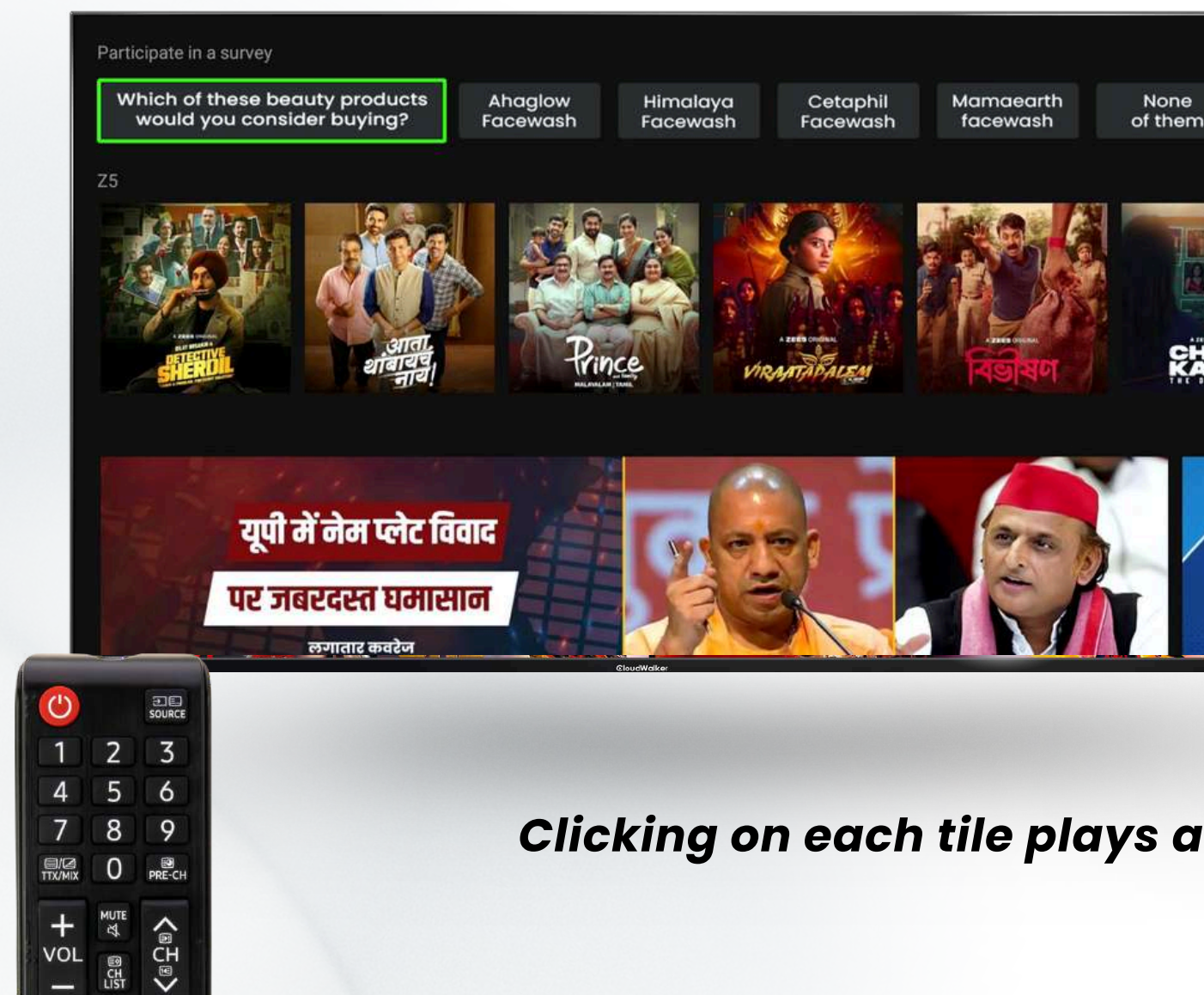


## Ad placement: Homepage

- **Type of Ad** – Row Takeover on Homepage (Interactive Video Ad)
- **Duration** – 3 Days
- **Entire 4th Row** on the Homepage
- Delivered more than **9.9 Mn Impressions**
- Generated **23K clicks**



# Here's how our Homepage BLS Ads work



***Clicking on each tile plays a full-screen video ad, each tile can be hyper-linked at a different video.***



# CLOUD TV Ads

Turning Viewers into Customers

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