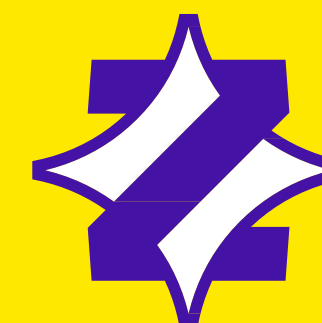




ZUPEE

The World of real money gaming was ruled by big players like...



ZUPEE

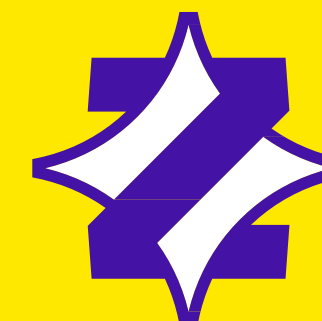
POKER

RUMMY



**FANTASY
CRICKET**

Before Zupee entered the arena with a skill-based twist on the classic Ludo game



ZUPEE



And made the underdog, the undisputed
champion of casual RMG in India!



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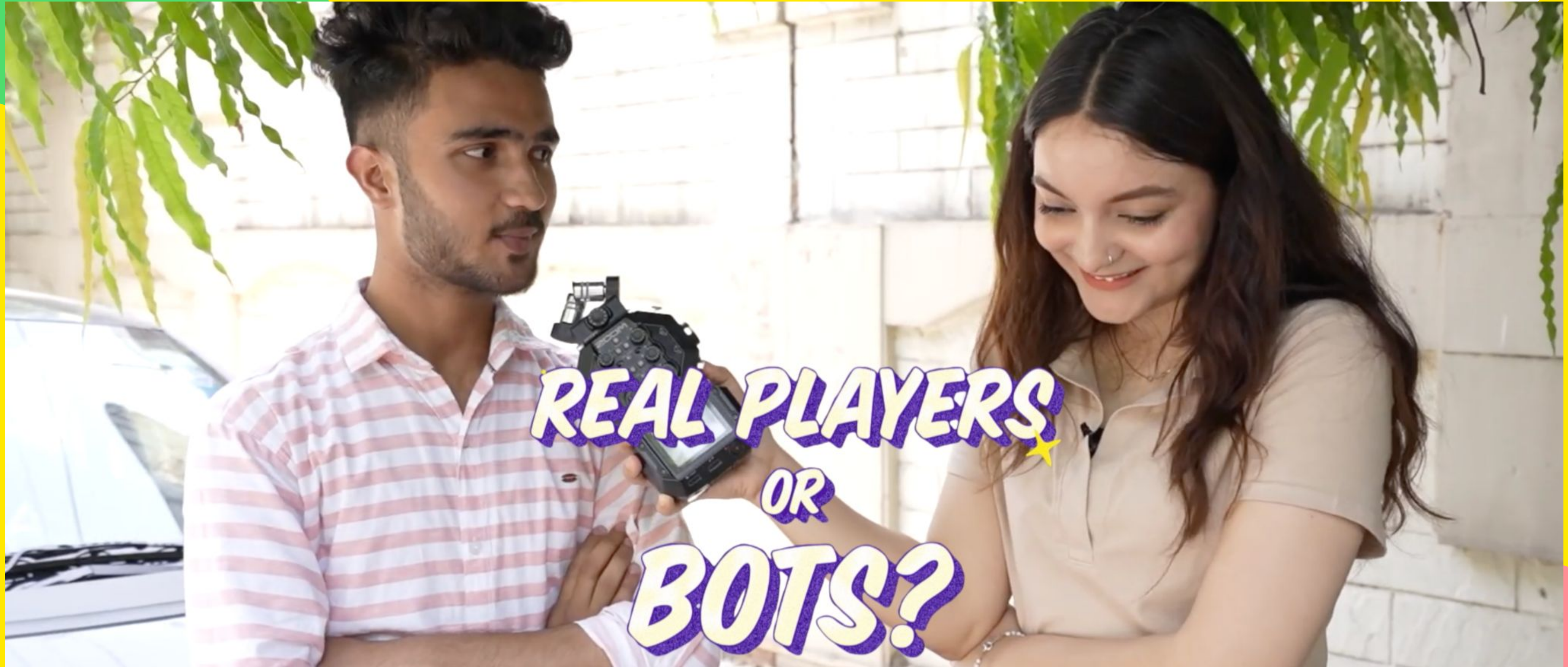


CHALLENGE

- The RMG industry itself was grappling with trust issues.
- To understand them better, we conducted research across India to uncover the barriers in ludo & real money gaming



**SAFE TO DEPOSIT
AND WITHDRAW?**





**LUDO = GAME OF
SKILL OR CHANCE?**



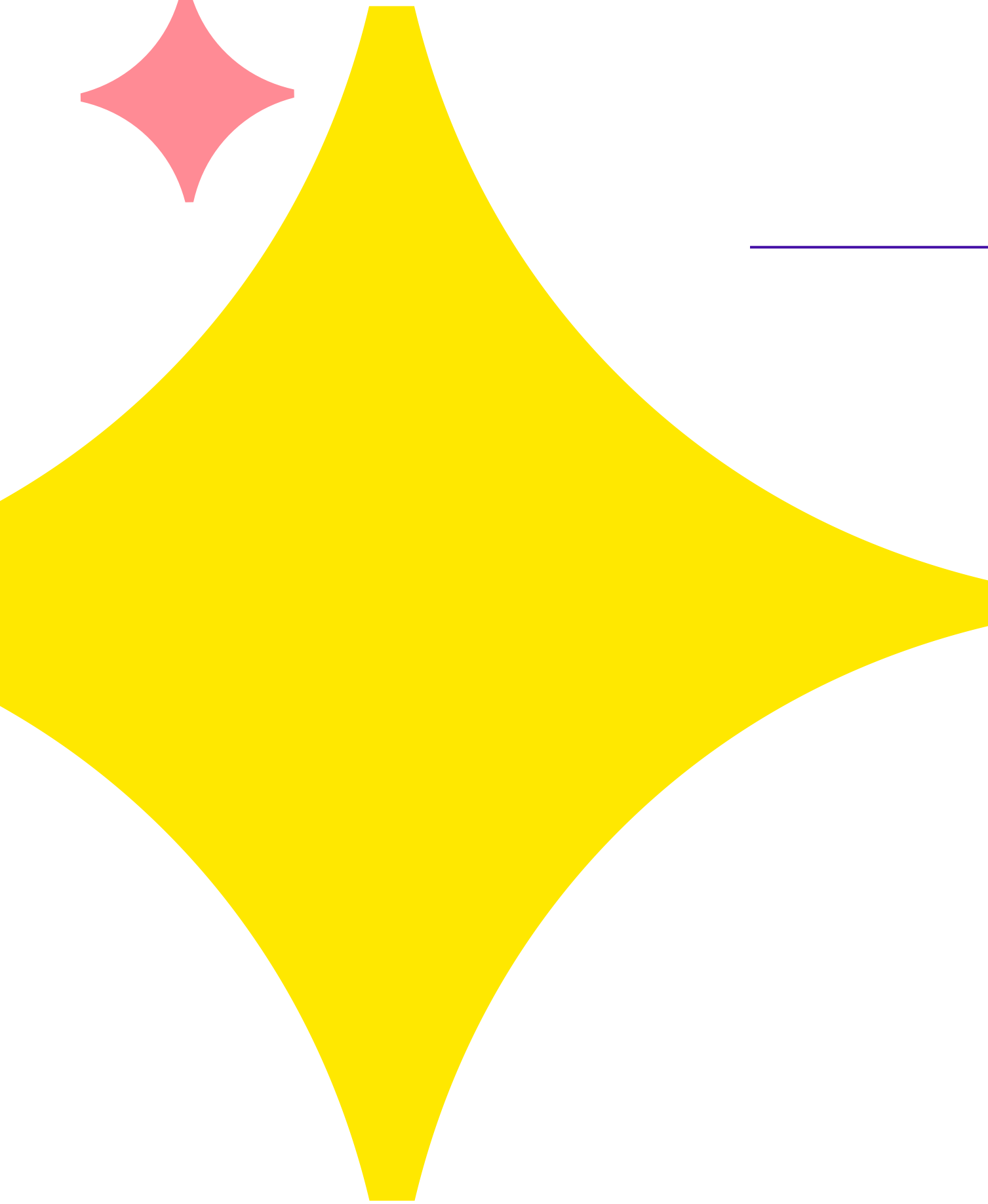
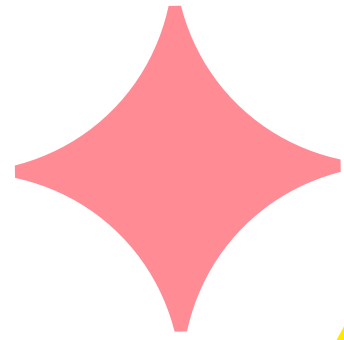
**HOW TO DOWNLOAD
(NOT ON PLAY STORE)?**



TIME TAKING
MONEY WITHDRAWAL?

**LONG & BORING
GAME?**



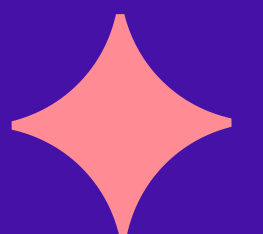


These barriers, collected from all across the country and diverse user groups gave us the anchors for our communication. They were both functional and perception-driven, which we finally distilled down into our campaign.



The idea was launched with an integrated marketing campaign and brand film featuring one of India's most beloved entertainers - Kapil Sharma.

Hooking audiences with a news debate about Kapil's controversial claim that cricket isn't India's national game, the film also featured former cricketer Harbhajan Singh, former hockey player Sardar Singh, freestyle wrestler Yogeshwar Dutt and Kabaddi player Pawan Sehrawat engaging in a playful discussion about which game truly represents the game of India. The film climaxes with Sharma joining the news debate and surprising everyone by declaring Ludo as India's favorite game.





**WHAT IS THE NATIONAL
GAME OF INDIA?**

CRICKET



HARBHAJAN SINGH
EX-INDIAN SPINNER, INDIAN CRICKET TEAM

KABADDI



PAWAN SEHRAWAT
INDIAN KABADDI PLAYER



KUSHTI



YOGESHWAR DUTT
INDIAN WRESTLER



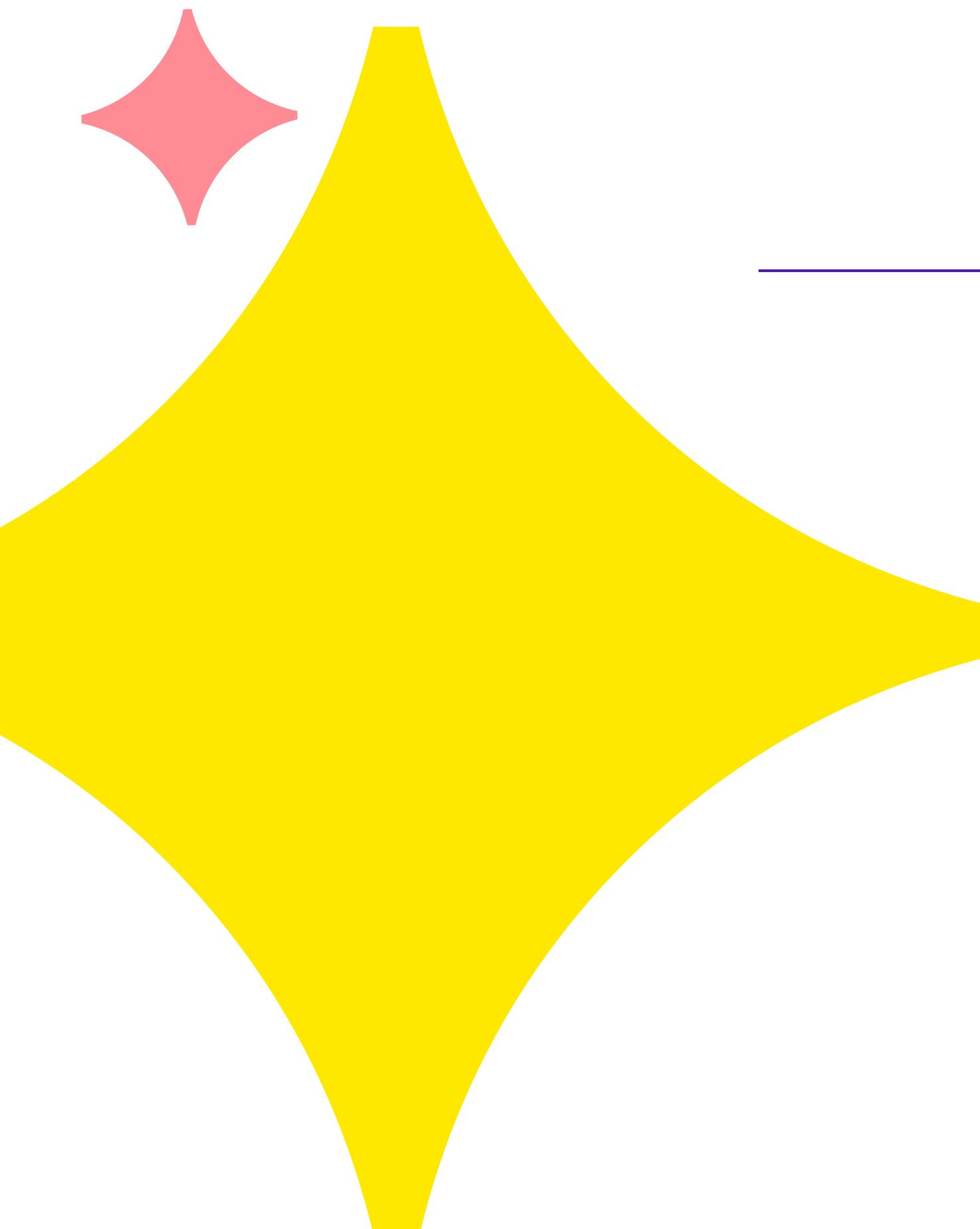
HOCKEY



SARDAR SINGH
EX-CAPTAIN, INDIAN HOCKEY TEAM



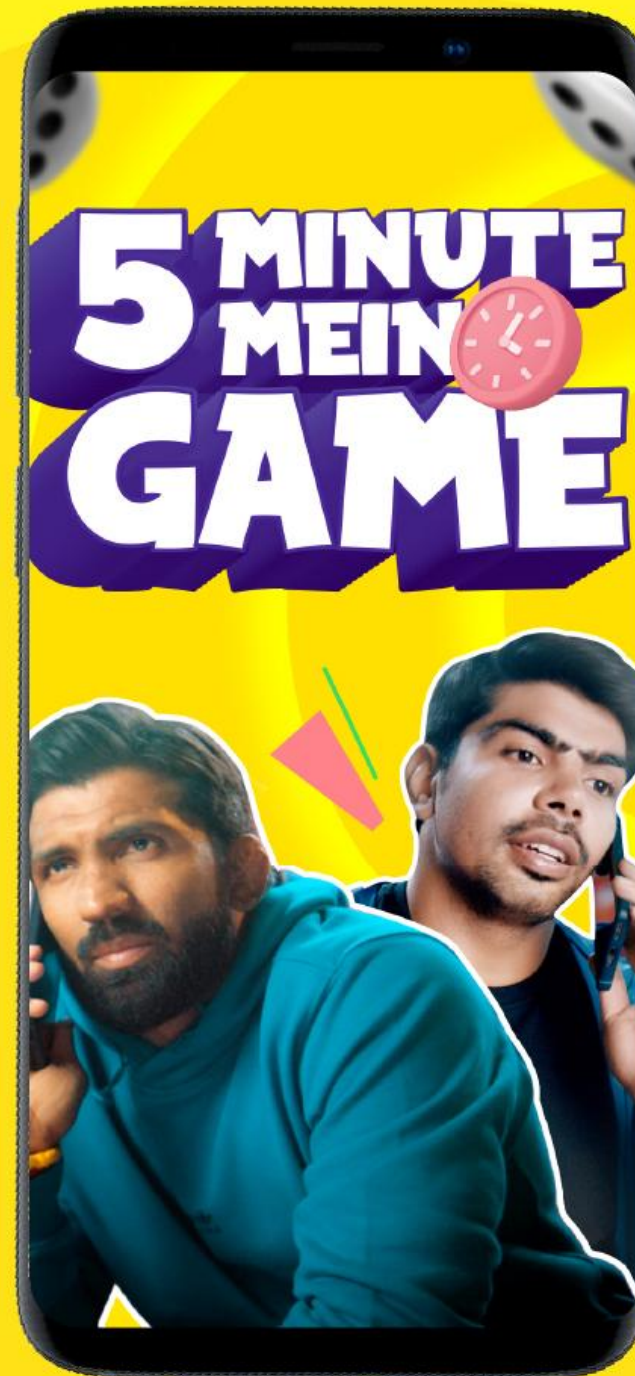




Zupee understood that India doesn't need just one national game. It needs a game that embodies its spirit – its diversity, its passion, its never-give-up attitude. And that game was Ludo.

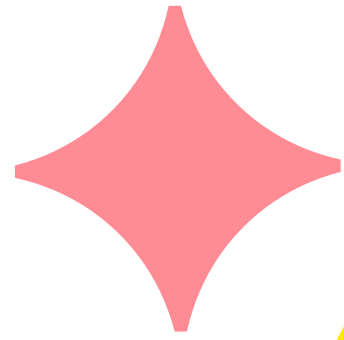
With "India Ka Apna Game," Zupee declared Ludo what it truly is - not just a childhood pastime, but a platform for skill and a symbol of our national spirit.

Supporting the brand film were 7 shorties



Impact:

We're witnessing impressive brand momentum across various indicators! Let's dive into the details



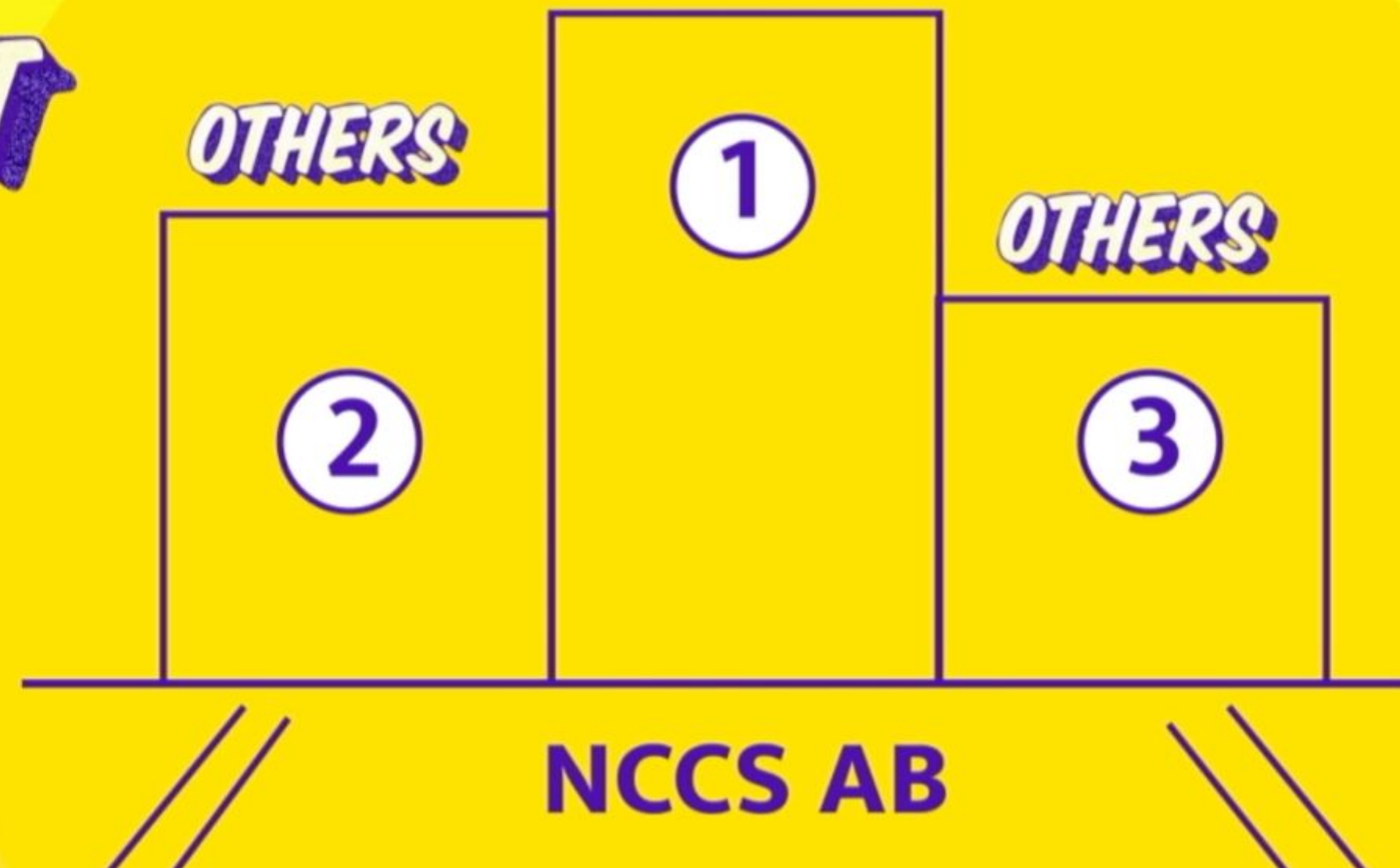
-
- . Brand Perception: TOMA (Top-of-Mind Awareness) among our target audience (NCCS AB and CD) saw a significant 80% jump in AB audience & 6% in CD., indicating growing brand recognition.

BRAND TOMA



ZUPEE

80% SHIFT

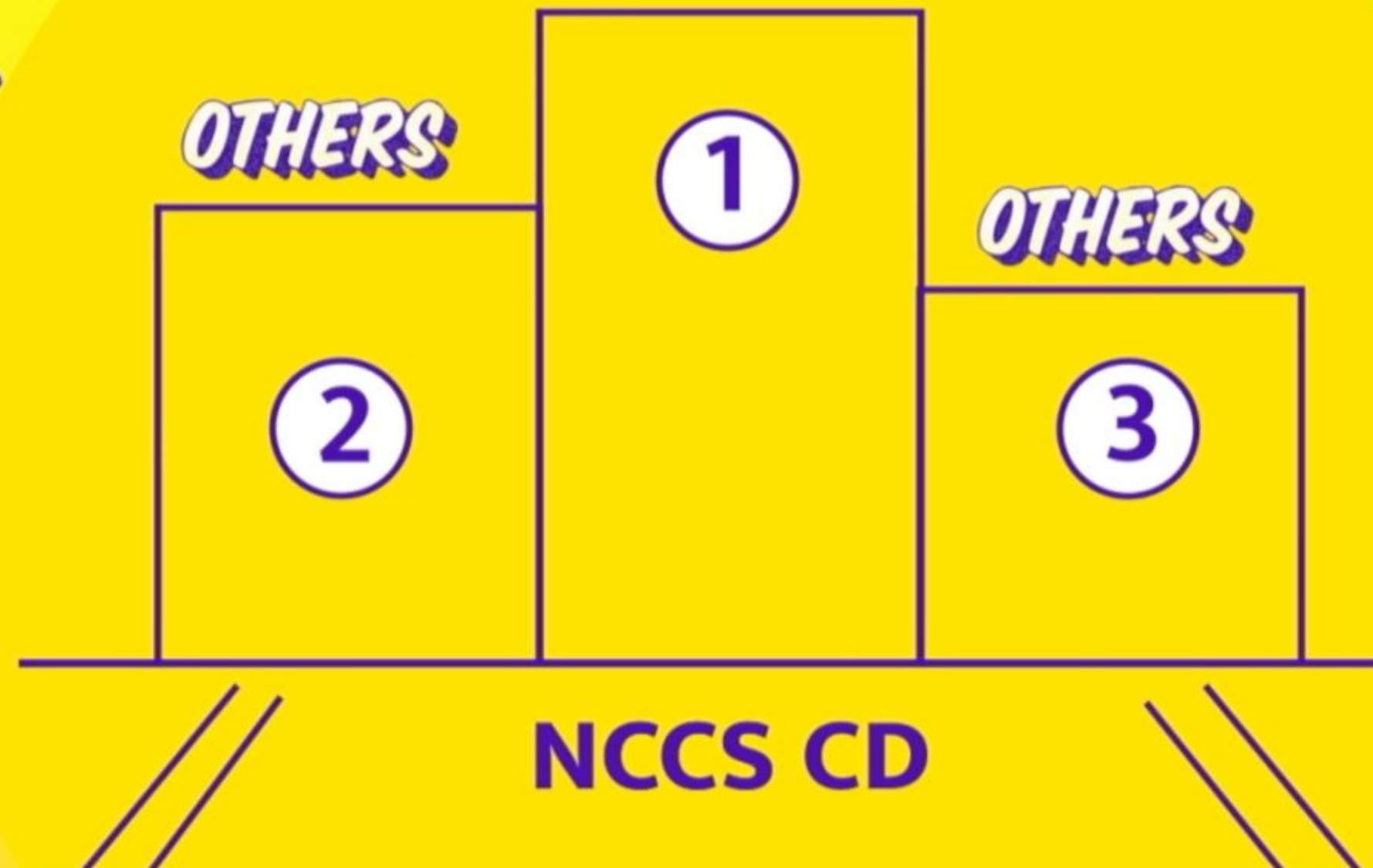


BRAND TOMA



ZUPEE

6% SHIFT





Search Surge!

Brand Searches: We observed a staggering 67% increase
in monthly online searches

Sustained Growth Trajectory:

Google Trends: Over the past year, Google Trends data reveals a consistent upward trend, reflecting continuous brand traction



GROWTH IN BRAND SEARCH



67% INCREASE IN AVERAGE MONTHLY SEARCHES



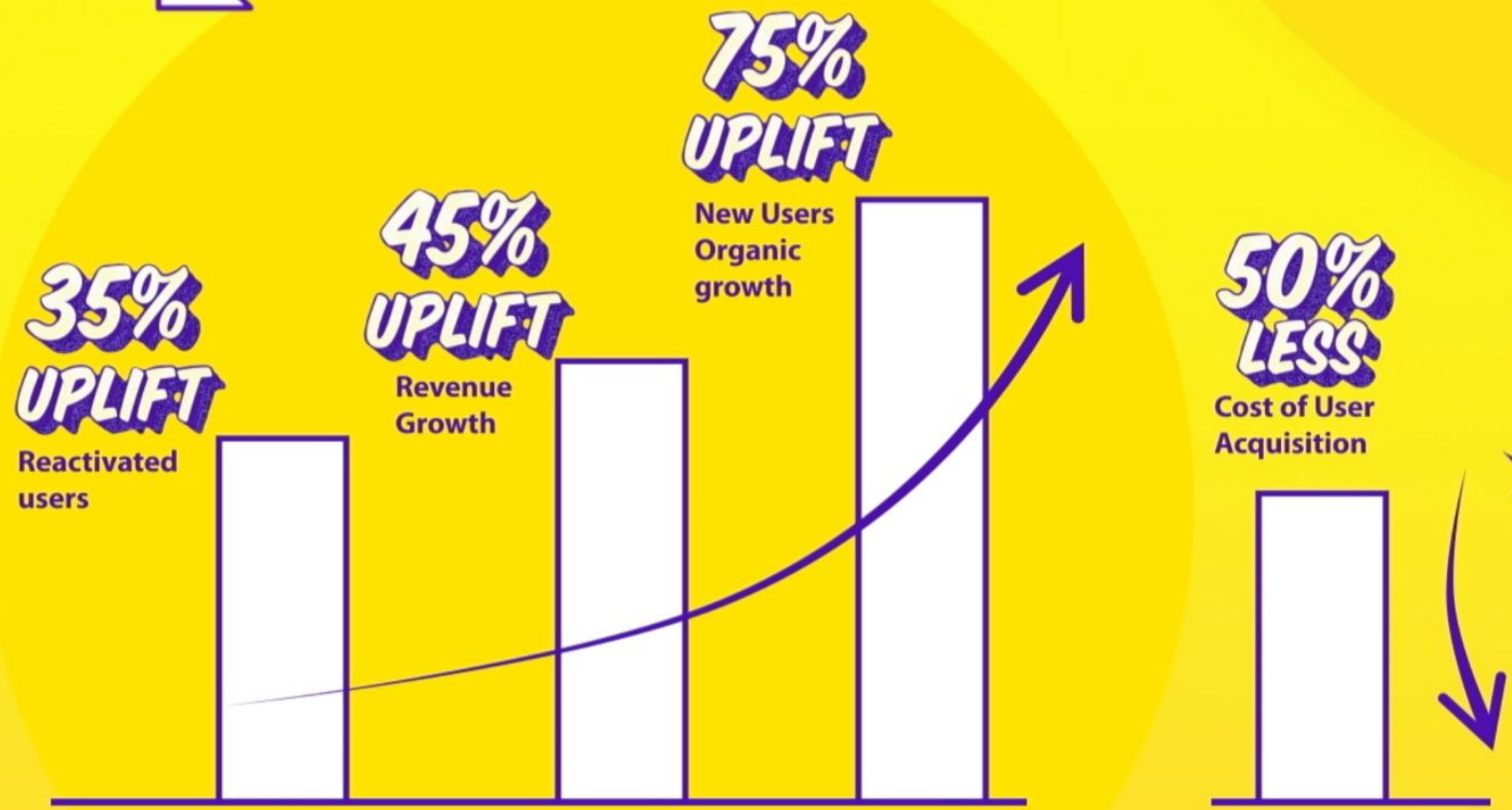
User Base Expansion:

We've seen remarkable growth in new users, with a 75% uplift in organic acquisition and a 50% reduction of cost in paid acquisition.

Reactivated Users:

Even inactive users are returning, with a 35% increase in reactivations, signifying brand loyalty and re-engagement.

IMPACT





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