



## Case Study Analysis Of Personalized Multimedia Advertising Campaigns in India

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### Abstract:

The study focuses on how multimedia advertising plays an important role in our day to day life. With the advancement of technology and scientific innovation, Personalized Multimedia Advertising created a deeper impact in various fields with its interactive tools like Artificial Intelligence, Virtual Reality, Augmented Reality, Machine Learning etc. AI Tools are also supporting in making films, television and radio programmes, engaging social media platforms etc. by providing complete entertainment and interactive user experience. The study aims to identify the changing trends in multimedia advertising seen in India with the help of Artificial Intelligence and how it has created strong impact in script writing to visual effects and cinematography making its target audience not only to purchase products and services but also connect more with its innovative storytelling concept in digital.

Personalized multimedia advertising focuses on advertising content which includes text, images and videos to its targeted users based on their specific characteristics, profile and behaviors. This approach supports data like demographics, browsing history, session time, location etc to deliver more relevant and engaging online advertisement based on user experience. The study will also focus on how these personalized multimedia advertising campaigns are studying changing user behaviour on a regular basis, knowing both its benefits, opportunities, enhanced advertisement making and also overcoming its future challenges, ethical issues, privacy concerns in future with the use of artificial intelligence and advanced optimisation techniques to stay ahead from its competitors in online marketing platforms.

**Keywords:** Advertising, Multimedia Advertising, Artificial Intelligence, Personalised Multimedia Advertising, Digital Media.

### Introduction:

Personalized multimedia advertising refers to a marketing approach that focuses on various multimedia formats like images and videos, along with the usage of various user data consisting of browsing history and purchasing behavior to deliver highly relevant advertisements for its respective target audiences. It follows various strategies to increase customer engagement and conversion rates, focusing on users' interests and experiences.

Artificial Intelligence-based advertising is rapidly growing in India, with brands focusing on creating personalized campaigns and creative content and finally leading to increased efficiency. Indian consumers are now getting open to AI-generated content, particularly for purchasing recommendations which has taken personalized multimedia advertising to the next level. The changing trends in multimedia advertising with the help of AI has created a strong impact on scriptwriting, visual effects and cinematography, making its target audience not only purchase products and services but also connect more with its innovative storytelling techniques in various digital platforms.

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## **Objectives of Study:**

- To study the importance of personalized multimedia advertisement.
- To study the role of artificial intelligence in the advertising industry.
- To study popular personalized multimedia advertising campaigns in India.
- To study the challenges of personalized multimedia advertisement.

## **Research Methodology:**

The study focuses on qualitative research for studying the concept of the latest form of digital advertising with the help of popular case study approaches of various personalized multimedia advertising campaigns in India, which not only did good online business but also created a deep impact on human psychology. Secondary data are collected from various research articles, published books, newspaper articles, websites, academic journals and market research report.

## **Research Questions:**

1. What is personalized multimedia advertisement?
2. What is the importance of personalized multimedia advertisement in India?
3. What is the role of artificial intelligence in this changing advertising industry?
4. How are personalized multimedia advertising campaigns playing superior roles in digital advertising space?
5. What are the challenges of personalized multimedia advertising and tactics to overcome them?

## **Literature Review:**

Advertising is considered to be a paid form of communication that is persuasive in nature and is used to promote and sell products, services and ideas. It is used to influence customer behavior, increase brand recognition and drive profits. Advertising can be broadly classified into traditional and digital forms, each having its own characteristics and importance. The latest advancement in the field of advertising consists of personalized multimedia advertising, which works with the help of artificial intelligence and machine learning, taking the digital advertising space to the next level (Kohli, 2017).

David Ogilvy, considered the Father of Advertising, emphasized advertisement as the primary medium of sharing information rather than mere showcasing of art. Ogilvy (2023) has determined an approach to advertising focused on understanding the consumer to make a point of purchase rather than merely being identified for the sake of creativity. Advertising is considered to be highly persuasive in nature and focuses on several appeals like fear and humor, to make it memorable in the human mind forever.

Artificial Intelligence is playing a pioneer role in our day to day life. From search to buying products it is constantly studying user behaviour and suggesting products, information and even helping to complete several automated task in a click. Personalised multimedia advertisement are more user-friendly and it regenerates with time as per the user's changing taste and behaviour. Kumar (2020) explained this latest advertisement innovation is rapidly growing in India and set to rule in future with its more advanced tools and technology. Nowadays, brands are more focused on creating personalised campaigns targeting their niche audiences with creative content in order to increase efficiency and return on investment.

## **Artificial Intelligence in Advertising:**

Indian consumers are well aware of this latest innovation in advertising and are making it a habit to use AI in purchasing recommendations, search experience or to automate regular tasks. It has been widely accepted by many organizations and business sectors to use these tools to maximize profits, cut production costs and also focus on creating effective digital advertising campaigns.

With the advancement of the latest technology and Digital India Initiative, artificial intelligence is changing the way we think, lead our lifestyle and finally plays a crucial role in our decision-making behaviour. AI is getting regularly used in online advertisement campaign, media scheduling, social media marketing, search engine optimisation etc. AI powered tools helps advertisers to create customised content, commercials, product descriptions etc.

Tellis (2004) explained that this advertising has a wide scope and reach in order to revolutionize the advertising landscape with efficiency, personalization and cost-effectiveness. With challenges like data privacy

and ethical considerations still creating huge concerns, the potential of artificial intelligence to enhance advertising effectiveness and optimize customer experiences is quite significant in the long run.

### **Personalized Multimedia Advertisement:**

Personalized multimedia advertising focuses on blending data analytics and automation technology to deliver content on various platforms consisting of e-commerce, streaming services, social media platforms etc. Personalization is transforming the way brands want to engage with the consumers now and recreating the future of effective advertisement campaigns with long-lasting effects in human psychology.

With businesses facing stiff competition in the digital field as well, personalized multimedia advertising has made it possible to create effective strategies for building strong connections with brands and enhancing customer loyalty, which ultimately leads to positive sales and future growth of business. A study conducted by McKinsey and Company (2021) revealed that 76 percent of consumers are more likely to consider brands that personalize their interactions. Personalization directly influences their buying behavior across various stages of the customer life cycle.

According to McKinsey and Company (2021) study, it highlights that 78 percent of consumers are likely to refer friends and families to companies that personalize content or advertising. The study also highlights that 78 percent of repurchases are done by the consumers who are likely to make repeat purchases from the brands or companies they personalize in their way. The study also supports the fact that digitally native companies drive more revenue from personalization approaches than any other strategies, driving better revenue with greater consumer outcomes. Therefore, personalization in advertising creates the sense of exclusivity, making customers feel valued and taken care of, which in return supports customer retention and brand awareness among the other competitors with its creativity.

### **Importance of Personalized Multimedia Advertisement:**

Personalized multimedia advertising is important as it focuses on increasing engagement, conversions, and customer loyalty by delivering relevant content to its respective consumers through various media formats. It is playing an essential role for businesses to create more efficient marketing strategies for creating long-lasting relationships with their customer base. The importance of utilizing personalized multimedia advertisement are listed below:

- **Higher Engagement and Conversion:** Personalised multimedia advertisement are likely to capture more attention, leading to more clicks, website visits, social media engagement etc.
- **Enhance Customer Relationship and Loyalty:** It helps in building customer loyalty in long run and focuses on building effective customer relationship.
- **Increased Return on Investment:** This type of advertising helps in increasing return on investment and give good returns for building strong business.
- **Enhanced Efficiency:** With effective personalized campaigns, businesses receives valuable data about customer behaviour, preferences and interest which helps in building future strategies and enhances efficiency.
- **Memorable Customer Experiences:** Tailored content creates memorable experiences which helps customers in getting engaged with their brands and guide them throughout their purchase journey.
- **Data Driven Targeting:** Targeting consumer data on a regular basis will such as browsing history, past purchases helps to identify potential market and drive effective sales with targeted personalised advertisement. Studying data is the continuous process as consumers taste and preferences keep on changing with time.

### **Key Benefits of Personalised Multimedia Advertisement:**

Personalized multimedia advertisement has become the need of time with its advanced technology and it is advancing its levels with advanced techniques with several key benefits which are listed below:

#### **For Advertisers:**

- **Higher Engagement and Conversion Rates:** Personalized advertisements are more relevant to users with effective interactions, leading to higher click-through rates and more conversions.

- **Improved Return on Investment:** By targeting specific set of audiences, businesses focuses on effective advertising campaign which helps in better return on investment.
- **Enhanced Brand Loyalty:** Personalised advertisement campaign connecting with individual preferences helps in building stronger customer relationships and create strong brand loyalty.
- **Efficient Lead Nurturing:** Personalized messages targets potential customers through the sales funnel effectively by providing them with relevant information at the right period of time.
- **Cost-Effective Campaigns:** Targeting specific audiences with customised multimedia content can lower costs per acquisition (CPAs) compared to non-personalized campaigns.

#### **For Consumers:**

- **More Relevant Content:** Users receive advertisement that are relevant with their interests and wants which helps in creating more satisfying and long lasting experience.
- **Better Discovery:** Personalized multimedia advertisement makes it easier for consumers to find products and services that are genuinely useful for them and their family needs.
- **Increased Satisfaction:** Customers appreciate feeling understood by brands that gives personalized recommendations and offers, helping to optimising their satisfaction level and trust.

### **Challenges of Personalised Multimedia Advertisement:**

Personalised Multimedia advertisement also faces several challenges and concern related to ethical issues, privacy with the use of artificial intelligence and advanced optimisation techniques to stay ahead from its competitors in online marketing platforms. Therefore, business and brands should get aware and concerned about these challenges by combating them with effective strategies in near future. The challenges faced in creation of personalised multimedia advertisement are listed below:

- **Data Privacy Concern:** Collecting and using consumer data is crucial in nature as it provides the valuable insights but it also raises data privacy concerns and security. User data is essential and it is required to be used in an ethical and responsible manner.
- **Technology and Infrastructure:** Businesses requires to keep adopting to new technologies with constant adoption of new tools and infrastructure which help in analysing customer data becomes quite challenging in nature. There is also challenges of digital divide which we need to combat, specially in rural and remote areas.
- **Digital Literacy:** This is another big challenge which focuses on the requirement of making population digitally literate and make them know about ethical use of data and information provided online and how to safeguard from misinformation, disinformation, data theft, copyright issues which is creating severe concern in this digital era. Proper Digital education and workshops are required to be done with special targets to rural and remote areas to fight back from these challenges on a regular basis.
- **Customer Expectations:** Customer have high expectations with highly delivered personalised products and its promotions but when the brands fails to deliver within the promise time, it can lead to customer dissatisfaction and severe impact on sales.
- **Accuracy and Relevancy:** With the usage of artificial Intelligence and fighting against severe competition, there is a constant challenges for the brand to keep the message of the advertisement accurate and relevant to its context. It is getting compromised day by day which is making big questions about keeping consumer trust with the brand and its companies.
- **Ethics and Responsibilities:** Businesses must be always transparent about data collection and always taking consent from the customers before using them for business or promotions. Still, there is big questions about authenticity and data protection of the consumers by various companies for earning profit or promotions.

### **Rise of User Generated News Content:**

User-generated content, commonly called (UGC) is published information that an unpaid contributor provides to the website. This information might be a photo, video, blog or discussion forum post, poll response or comment made through a social media website. User-generated content raises issues of privacy, credibility with compensation for cultural, intellectual and artistic contributions in our society. The spread of the digital media with the wide range of literacy and communications skills necessary to use it effectively. It has deepened

the digital divide between the people who have access to digital media and others who don't. Sharing some popular examples of User Generated Content campaign and contest are listed below:

### ***Coca-Cola: Share a Coke campaign:***

Coca-Cola launched their popular UGC campaign in the year 2011 when it was decided to print 150 most common male and female names on their bottles in Australia. The idea was to inspire people to share a Coke with their loved ones. This idea went viral and people started taking pictures from their personalized bottles and also sharing them on social media with the popular #ShareaCoke hashtag. This popular campaign created excitement and quickly focused into 80 more countries, turning this into the biggest UGC campaign of all times.

### ***National Geographic's Wanderlust contest***

Using photography-based UGC in order to increase brand awareness and development, National Geographic launched a Wanderlust contest in 2015. In order to participate in this contest, users had to share their best nature shot using the #WanderlustContest hashtag. National Geographic Channel also awarded the contest winner with an amazing seven-day trip for two adults to Yosemite National Park. This contest encouraged more people to go outdoors and also boosted the engagement rates for National Geographic for the long run.

### **Personalized Multimedia Advertisement Campaigns:**

A personalized multimedia advertising campaign is defined as the targeted marketing effort that uses customer data and studies user behavior to give relevant advertisements across various media formats to individuals, which supports engagement and drives conversion. The campaign focuses on user demographics, interests and online behavior to create relevant experiences by focusing on increasing customer loyalty and gaining specific user needs and preferences. It works with the following stages of data collection, audience segmentation, content creation and targeted delivery.

Popular personalized multimedia advertisement campaigns in India include Swiggy's Voice of Hunger campaign using Instagram voice notes, Zomato's AI-driven IPL advertisement promoting their restaurant partners, Flipkart and Myntra's use of artificial intelligence for giving personalized recommendations in their respective e-commerce platforms, Lay's emotional branding style, Parle-G's campaign featuring unsung heroes, and many more.

### **Case Studies Analysis of Personalized Multimedia Advertisement Campaigns:**

#### **1. Campaign Name:** Swiggy #VoiceofHunger.

**Brand:** Swiggy.

**Focused on:** The company focused on new Instagram voice note features, making users record their food cravings creatively on this social media platform.

**Outcome:** The campaign generated significant engagement through user-generated content and boosted brand awareness by utilizing Instagram's new voice feature for brand connectivity.

#### **2. Campaign Name:** Zomato AI-Driven Advertisement.

**Brand:** Zomato.

**Focused on:** During Tata IPL season 14, Zomato used AI to create personalized promotions showcasing their restaurant partners and their signature dishes.

**Outcome:** By creating this innovation with dynamic content, Zomato has produced over 900 unique assets across multiple platforms, which helps their restaurant partners with enhanced visibility and sales, creating relevant advertisements for their cricket-loving fans in that IPL season.

#### **3. Campaign Name:** Myntra and Flipkart: Hyper-personalized e-commerce.

**Brand:** Myntra and Flipkart.

**Focused on:** These platforms used AI algorithms to analyze customer data using browser and purchase history, giving personalized recommendations of products to their targeted users.

**Outcome:** This data-driven approach allowed customized offers and tailored landing pages with dynamic websites as per the consumer's requirements, which helped in driving sales and better customer experiences at the individual level.

**4. Campaign Name:** Smile with Lay's.

**Brand:** Lay's Chips.

**Focused on:** In this campaign, printed personalized smiling faces were used in chip packets and encouraged users to take selfies with these bags and share them on social media with specific hashtags that went viral.

**Outcome:** It has built positive emotional connections among its consumers, generating effective user-generated content and expanded brand visibility through social sharing and engagement.

**5. Campaign Name:** Parle-G: Unsung Heroes.

**Brand:** Parle-G.

**Focused on:** Parle-G used emotional branding tactics with the help of a social media campaign; they invited users to tag the 'unsung heroes' of their life, such as parents and teachers, creating the sense of supportive figures with this brand.

**Outcome:** The campaign created deeper emotional connections and nostalgia with people with this popular brand, which helped them in transforming from just a food item to an experience and an emotion.

**6. Campaign Name:** Vivo's Director Mix.

**Brand:** Vivo Smartphone.

**Focused on:** It used AI to create 550 unique video advertisement for its new V7 smartphone. With brand ambassador Ranveer Singh, use of AI technology and dynamically matched clips, these innovative messages were sent to different user groups based on their search interests.

**Outcome:** It was a groundbreaking 2018 YouTube campaign termed 'Viewtube,' which used Google Director's Mix tool, which generated these unique sets of video ads, achieving high ad relevance. This innovative approach demonstrated the power of personalized storytelling and created a new standard for pre-roll ads on YouTube.

**7. Campaign Name:** Cadbury Glow.

**Brand:** Cadbury

**Focused on:** This campaign focused on Indian gifting culture by allowing users to create personalized video messages with Cadbury Glow chocolate boxes. These videos include the recipient's name and photos from their Facebook profile, creating thoughtful and shareable gifting experiences with their friends and families.

**Outcome:** The Cadbury Glow campaign was highly successful with effective consumer engagement and strong conversion rates with the help of innovative personalized video technology. The result highlights 90 percent of users watched their personalized videos to completion with a 65 percent click-through rate and a 33.6 percent conversion rate on subsequent promotions.

**8. Campaign Name:** Goibibo's Personalized Travel Options

**Brand:** Goibibo

**Focused on:** This travel platform Goibibo uses artificial intelligence to give its users personal recommendations regarding flight bookings, hotels and travel packages as per their preferences and requirements, which gives their users several options to choose from and plan their vacation or official tours. This campaign was planned for those individuals who used to search but did not complete booking, making them a one-to-one connection, driving engagement and finally converting those leads into sales.

**Outcome:** Goibibo's personalized campaign, which used AI-generated videos featuring brand ambassador Rishabh Pant became successful with higher engagement and reach, increased click-through rates and a boost in cross-selling conversions to hotel bookings after a transport search. This was one of the popular campaign done by this brand in the field of personalized multimedia advertising.

**Discussion and Results:**

After evaluating these personalized multimedia advertising campaigns, it can be clearly understood that they generated significant engagement through user-generated content and boosted brand awareness by utilizing social media's latest features for brand connectivity. It has also enhanced visibility and sales for popular brands like Zomato by creating relevant advertisements for their respective fans in special seasons like festivals and cricket leagues like IPL. This innovative approach demonstrated the power of personalized storytelling and created a new standard for pre-roll ads on YouTube, as seen in Vivo's Director Mix campaign.

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By utilizing these campaigns using a data-driven approach for various popular brands, which allowed the usage of customized offers and tailored landing pages with dynamic websites as per the consumer's requirement. It also helped in driving sales and better customer experiences at the individual level. These advertisements also created positive emotional connections among its consumers and expanded brand visibility through social sharing and engagement.

### **Implementation of Personalized Multimedia Advertising:**

Personalized multimedia Advertising is a powerful tool for businesses looking to connect with their customers by understanding their unique needs and preferences to create more relevant, engaging and effective advertising campaigns. These implementations are required to do personalized multimedia advertising which are listed below:

- **Collect and Analyze Customer Data:** Gather data about users' demographics, preferences, behaviors and interactions using analytics tools to analyze their data and identify patterns.
- **Create Customer Segments:** Segment customers based on their shared characteristics and behaviors which will help to tailor marketing messages more effectively.
- **Personalize Content:** Creating personalized content, such as email campaigns, social media posts and product recommendations, based on customer segments and individual preferences.
- **Implement AI and Machine Learning:** Use AI and machine learning to automate the process of personalization and analyze customer data in real time.
- **Test and Measure:** We need to keep testing and measuring the effectiveness of personalized multimedia advertising campaigns to optimize and implement strategies based on respective target audiences on a regular basis.

### **Conclusion:**

Personalization is transforming the way brands are engaging with their consumers, which is also redefining the future of brand awareness campaigns. This shift is driven by consumer expectations, technological advancement and a data-driven approach to communicate with their users more effectively. Personalization in multimedia advertising is creating an effective strategy for building meaningful connections, brand loyalty and ultimately driving conversions.

Technology is playing an effective role in enabling brands to execute personalized advertising campaigns. By engaging these technical tools, brand can track online activity, purchasing patterns and create customized messages for its consumers. Netflix and Spotify have mastered this art, suggesting personalized recommendations based on personal viewing and listening habits.

The rise of personalization has also created ethical concerns, especially with copyrights and data privacy. Consumers' personal data are regularly getting collected, making transparency a key factor that is often getting compromised. Brands that are able to build customization and data protection are building mutual trust with their audiences that drives long-term engagement. The shift towards customization has become a necessity nowadays, where consumers demand more meaningful interactions and get the feelings of being valued, seen and heard.

### **Limitations of the Study:**

The study focused only on the digital approach towards personalization related to multimedia advertising and did not cover other traditional formats such as print, broadcasting and outside-the-home media, where personalization is also getting used regularly and creating good business. This study has tried to cover the digital scenarios of the advertising business with the help of Digital India initiatives and effective use of

advanced technology, where all brands are shifting towards creating more profitable business and catering to the tech-savvy populations for the future.

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