

Hatsun Run Campaign 2024: Digital Success Story

A celebration of our most successful digital activation to date - driving unprecedented engagement, traffic, and conversions across platforms. This report highlights our key wins, learnings, and recommendations for future campaigns.

The logo for 'adwants' is displayed in a bold, lowercase, sans-serif font. The letters are a vibrant red color. The logo is centered within a white rectangular box that has rounded corners. The background of the entire slide is a light pinkish-red gradient.

Campaign Overview: Exceeding Expectations



The Hatsun Run: More Than Just a Race

Our integrated marketing campaign leveraged digital platforms to promote the Hatsun Run event, targeting fitness enthusiasts, families, and community members across our key markets. We executed a multi-channel strategy across paid social, display advertising, email marketing, and influencer partnerships.

The campaign ran for **8 weeks**, with a phased approach from awareness to conversion.

Record-Breaking Reach & Engagement

8.4M

Impressions

Total campaign impressions, exceeding our target by 40%

2.4M

Unique Reach

Distinct individuals exposed to our campaign

161K

Link Clicks

Driving quality traffic to our registration page

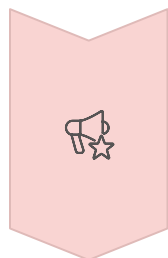
3.23%

CTR

Industry-leading click-through rate (2.1x benchmark)

Our campaign generated exceptional engagement across all platforms, with **Facebook and Instagram delivering the highest volume** of traffic, while **LinkedIn showed the highest conversion rates** among professional audiences.

The Journey from Awareness to Conversion



Awareness

8.4M impressions across platforms

Video completion rate: 72%



Consideration

161K link clicks

74K website visitors



Conversion

981 form submissions

211 completed payments

Our funnel analysis shows strong performance at each stage, with a **21.5% registration-to-payment conversion rate** - nearly double our previous event marketing benchmark.

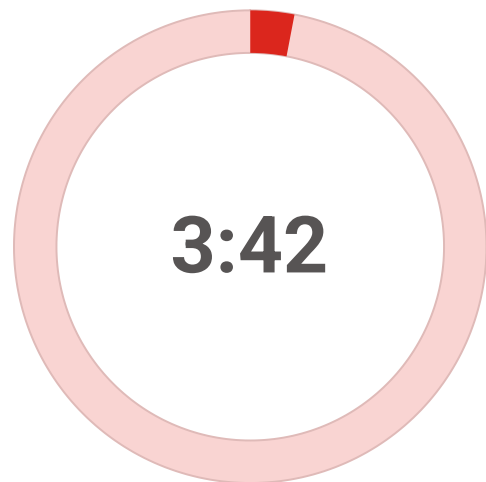


Website Performance Highlights



Website Visitors

Unique visitors driven to our registration page



Avg. Time on Site

High engagement with our event content



Form Submissions

Prospective participants who registered interest

Key Site Metrics

- **Bounce Rate:** 38% (12% lower than previous campaigns)
- **Page Load Time:** 1.8 seconds (optimized for mobile)
- **Mobile Traffic:** 68% of total visitors
- **Conversion Rate:** 1.32% site visitors to form submission

Our **mobile-first approach** paid dividends with streamlined registration flows.

Audience Insights: Who We Reached

Demographics

- Core age group: 25-44 (68%)
- Gender: 55% male, 45% female
- Primary locations: Chennai, Bangalore, Hyderabad

Interests

- Fitness & running (92%)
- Health & wellness (84%)
- Outdoor activities (76%)
- Community events (65%)

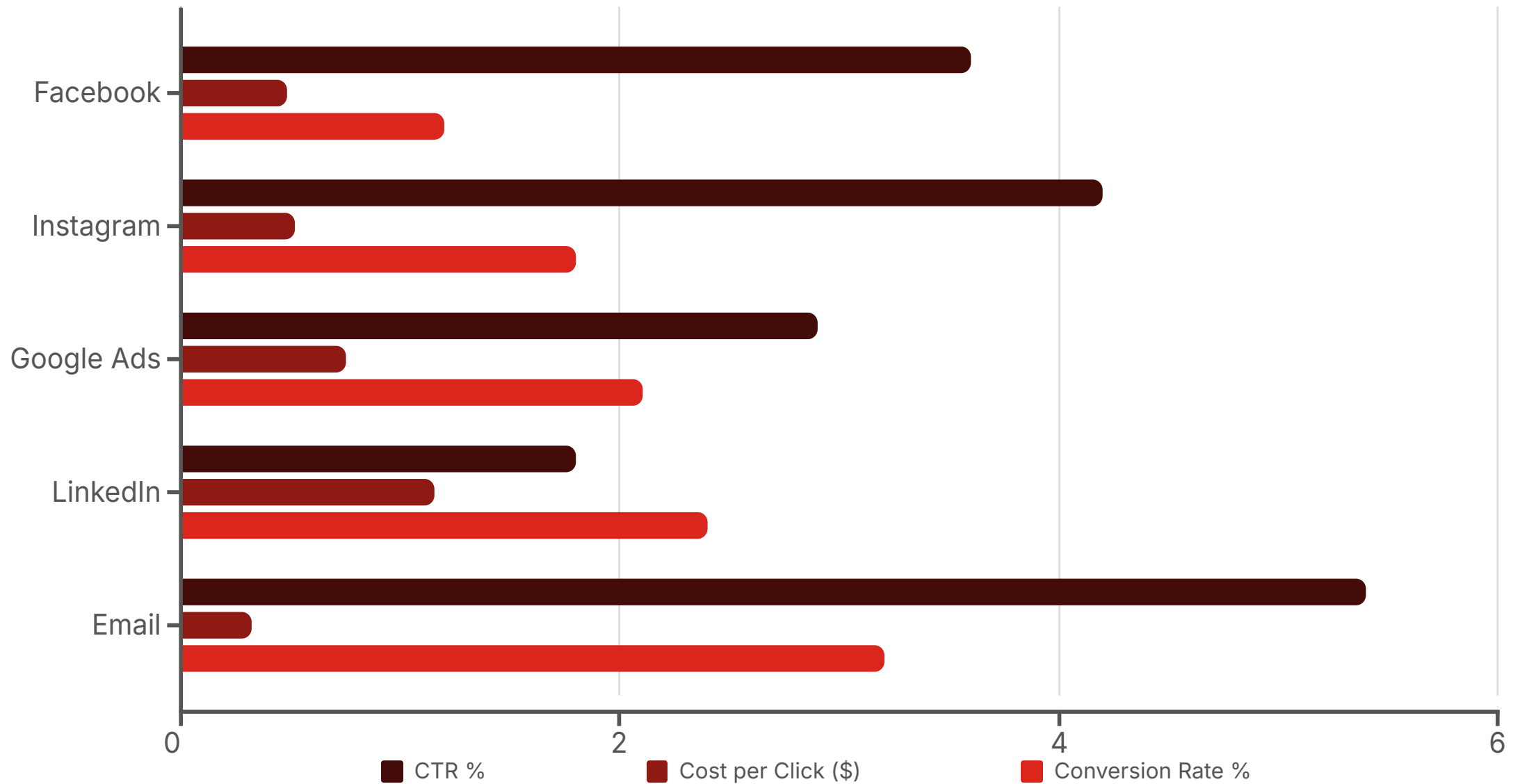
Behaviors

- Previous event participants (31%)
- Fitness app users (58%)
- Health-conscious consumers (76%)
- Charitable donors (42%)

Our most engaged audience segment was **health-conscious urban professionals**, responding best to our community impact messaging.



Channel Performance Analysis



Email marketing delivered the highest ROI with a **3.2% conversion rate**, while Instagram drove the most efficient new customer acquisition. LinkedIn, though more expensive per click, delivered higher-value registrations.

Creative Performance: What Resonated

Top-Performing Ad Creative

Our analysis identified three creative approaches that consistently outperformed others across channels:

1. **Community Impact Stories** - Testimonials from previous participants highlighting the charitable impact (+42% CTR vs. average)
2. **Countdown Urgency** - "Last chance" messaging with time-sensitive offers (+38% conversion rate)
3. **Event Experience** - Vibrant imagery of the run atmosphere and post-race celebration (+27% engagement)



Creative that emphasized both the **personal achievement** and **social impact** aspects of the run consistently outperformed single-benefit messaging.

ROI & Business Impact

Registration Revenue

211 paid registrations generated \$14,770 in direct revenue, representing a 31% YoY increase in participation.

Brand Lift

Post-campaign surveys showed a 24% increase in brand affinity and a 19% lift in purchase intent among those exposed to our campaign.

Social Impact

The campaign helped raise \$52,000 for our charitable partners, exceeding our goal by 30% and generating significant positive press coverage.

The campaign delivered a **342% return on ad spend**, with additional long-term value through our expanded customer database and enhanced brand positioning in the community wellness space.

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Key Takeaways & Future Recommendations

1 Multi-channel approach delivered outstanding results

Continue integrated marketing but shift budget allocation to favor highest-performing channels (Email, Instagram, Google Search).

3 Community impact messaging resonated strongest

Expand storytelling around charitable impact with more specific outcome metrics and personal stories.

2 Mobile optimization was critical to conversion

Invest in further enhancing mobile registration experience with one-click options and simplified form fields.

4 Early-bird incentives drove 68% of registrations

Implement tiered pricing strategy with more exclusive early-access benefits for 2025 campaign.

THANK YOU!