Tata Tea Agni - Hyperlocal DCO

Award category : "Small Budget, Big Impact"

Why Should This Case Study Win a SMARTIES Award? (149 words) —

Faced with tight budget constraints and fierce competition from local, loose-tea brands in highly fragmented rural/semi-urban markets, Tata Tea Agni rewrote the hyperlocal marketing playbook with its new launch 'India's First Energy Tea – Tata Tea Agni Extra Josh'. Instead of only spends on broad media, Agni focused on a more precise, data oriented, and high-impact media approach. This is best exemplified by their Dynamic Creative Optimization campaigns.

The hyper-local campaign strategically targeted over 32,000 retail stores across a dozen cities by employing a media buying optimization technique known as geofencing and combining foot traffic with mobile ads. The result was over 85 million impressions. Weekly, operational campaign optimizations changed the campaign from a broad-sweep media approach, and strategically targeted over 32,811 retail stores.

With a modest investment of ₹75 Lakhs for the entire year, the campaign generated over 4.17 Lakh actual, de-duplicated store footfalls at a record-low Cost-Per-Footfall of ₹18 in proving that razor-sharp hyperlocal precision can deliver monumental business impact on a small budget.

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2. Strategy (584 words total for section)

2.a. Objectives (141 words)

Solve the New-Launch Awareness Gap: Every new product launch struggles with the same core problem — low awareness and weak off-takes, since consumers don't know the product exists or where to buy it. For Agni Extra Josh – India's First Energy Tea , the objective was to create awareness precisely at the point where stock was placed, converting discovery into immediate purchase.

Drive High-Value Footfalls & Retail Penetration: Direct highly localized traffic only into stores where Extra Josh had confirmed shelf availability, ensuring a seamless discovery-to-purchase journey.

Maximize Small-Budget Scalability: Achieve a target reach of 80 million unique relevant consumers across India at a media cost of under ₹75 Lakhs.

Achieve Offline-Online Integration: Attain physical drive-to-store results via precise geofencing of mobile users exposed to localized messaging.

2.b. Context (146 words)

In northern Indian states, tea consumption is deeply cultural but highly fragmented, with unbranded loose-tea players dominating small neighbourhood Kiranas. Into this landscape, Agni Extra Josh launched in April as a new brand extension to fuel mother-brand sales — and like every new launch, it faced the classic double bind of low awareness and weak off-takes, compounded by distribution-led unavailability where the product wasn't yet stocked everywhere.

Rather than broadcasting awareness broadly and hoping distribution would catch up, the brand took a new approach: build awareness with the distribution (exactly where the stock was placed). This meant identifying stores that start keeping Extra Josh on shelf, and concentrating all media energy at that precise intersection of awareness and availability — so that every impression served had a real, purchasable product waiting at the other end, eliminating the classic new-launch wastage. Additionally, the **"Click to View Store"** feature, by

Google Maps with latitude and longitude coordinates, helped consumers easily locate nearby outlets, leading to increased store visits in search of **India's First Energy Tea**.

2.c. Target Audience (99 words)

The target audience consists of price-sensitive, value-conscious consumers and middle-to-lower-income families (primarily in age group 25+) in Tier-2/Tier-3 towns and rural pockets of Uttar Pradesh and Hindi Heartland. They seek a strong, stimulating, and affordable cup of tea ("Kadak Chai") to kickstart their grueling days. These consumers heavily rely on small, local physical retail outlets (Kiranas) and mom-and-pop stores for their daily or weekly essentials, making them highly responsive to regional dialects, local landmarks, and proximity-based shopping incentives.

2.d. Creative & Media Strategy (25 words per sub-section)

Creative Strategy: DCO created localized ads in regional dialect, building instant India's First Energy Tea – Agni Extra Josh awareness while directing consumers to the nearest confirmed-stock retailer.

Media Strategy: Programmatic geofencing targeted lat-long of distribution-confirmed stores only, refreshed weekly to link awareness directly to purchasable stock.

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3. Media Strategy (Detailed Component) — *minor tightening*

1. **Hyperlocal Geofencing & Lat-Long Mapping:** Programmatic mobile ads were exclusively triggered for users whose GPS coordinates fell within tightly defined boundaries of stores confirmed to be stocking Agni Extra Josh — anchoring the new-launch awareness drive to actual stock placement, not broad-market guesswork.
2. **Mitigating Creative Fatigue (2-Week Cycle):** Footfalls dipped after 14 days despite steady spend. Creative banners were refreshed fortnightly, and underperforming or low-availability stores were filtered out, redirecting budget to fresh, distribution-ready segments.

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4. Execution / Use of Media

4.a. How did the execution or enabling technology help achieve results? (approx. 190 words)

The core challenge in bringing this idea alive was two-fold: precisely mapping the lat-long coordinates of 32,000+ individual stores, and serving each prospect a unique, personalized creative that directed them to their specific nearest store — a true one-to-one, geo-triggered creative-to-store match at scale, not a generic locator.

Kokai centralized audience, creative, and optimization decisioning under a single AI-led framework, enabling scalable, real-time management across thousands of stores without manual fragmentation — directly enabling the weekly optimization cycles that drove down CPM by 22%.

Wootag powered hyper-local DCO using lat-long mapping, personalizing each user's creative to their nearest confirmed-stock grocery store — this precision directly translated into the high repeat rates and low ₹18 Cost-Per-Footfall achieved.

Lifesight tracked actual weekly footfalls at individual store level, linking visits back to specific ad exposure — this closed-loop attribution was what allowed the campaign to prove, not assume, its 4.17 lakh de-duplicated footfalls.

4.b. Execution — how was the channel/technology integrated into the overall marketing strategy? (approx. 190 words)

The three technologies were integrated as a single closed-loop system, not standalone tools. Kokai sat at the center, unifying audience targeting and creative decisioning across the entire store network, ensuring the "awareness-where-stock-is" strategy was executed consistently at scale rather than store-by-store.

Wootag was plugged directly into Kokai's audience layer, using each mapped store's lat-long to dynamically swap creative in real time — this is what operationalized the strategic intent of directing consumers only to stores where Extra Josh was actually available, eliminating wasted impressions.

Lifesight closed the loop by feeding store-level footfall data back into Kokai, which used this signal to identify underperforming or low-availability stores and filter them out fortnightly — redirecting budget toward fresh, high-intent PIN codes.

This continuous, geo-locked feedback cycle — mapping, personalization, attribution, and reallocation — meant the strategy wasn't just planned centrally but *lived and adapted* weekly at the individual store level, making hyperlocal precision operationally real at scale.

5. Business Impact (448 words total for section)

5.a. Context (148 words)

FMCG marketing in regional India is typically dominated by massive TV spends with low tracking visibility on actual retail behavior. For an innovative product like Agni Extra Josh, launched in April — proving that digital media directly drives a consumer to a Kirana shop that actually has the product on shelf is the holy grail of ROI, since new-SKU campaigns typically suffer from patchy distribution-led wastage.

The campaign operated under a modest budget of ₹75 lakhs for one year, making it imperative to eliminate any media waste on stores without stock. By tracking physical store entries post-ad exposure only within distribution-confirmed geofences, the brand had to prove that hyperlocal mobile ads could outperform traditional mass media on conversion, while directly lifting repeat purchase of the new sub-brand.

5.b. Evaluation (150 words)

The campaign achieved phenomenal success across all physical, financial, and brand-extension metrics, establishing a new gold standard for drive-to-store digital ROI:

Total Reach: Generated 85 million hyper-local impressions across 12 cities and 2 states in India.

Store Scale Amplification: Mapped and active store reach expanded to 32,800+ total stores. Over 1,100+ stores achieved an elite reach tier of >3,700 reach per store.

Cost Efficiency: Weekly geofence optimizations and strategic bid-capping resulted in a 22% CPM reduction over the course of the campaign.

Repeat Rate Breakthrough: Against an industry-standard repeat rate of ~20% for new brand launch, Agni Extra Josh was targeted at 45% repeat purchase — and within the precisely geofenced, distribution-confirmed stores activated by this campaign, repeat rate climbed as high as 55%, directly validating the hyperlocal, availability-first targeting approach.

5.c Market Impact & ROI (150 words)

By deploying hyper-local programmatic geofencing, Tata Tea Agni proved that a small budget could drive significant market penetration:

Unprecedented Cost-Per-Footfall: The campaign achieved a stunningly low Cost-Per-Footfall of just ₹18 across markets.

Overcoming Ad Fatigue: The 2-week optimization cycle successfully prevented performance decay, keeping CTRs high (averaging up to 1.48% in specific regional retail DCO flights).

Driving New-SKU Success: In this hyperlocal campaign, we specifically targeted those stores where the product would be accessible and the customer journey would be smooth. Usually, the repeat rate for a new brand extension is 20%, but Agni Extra Josh's repeat rate was aimed at 45% — and in the stores targeted through this campaign, it climbed as high as 55%, proving that location-based marketing, when managed with micro-optimization and distribution alignment, yields an unbeatable return on marketing investment.
