TATA CONSUMER PRODUCTS

MMA India
101 AI IN MARKETING
USE CASES

Brand: TATA SAMPANN SPICES

How Tata Sampann used AI to tailor messaging in real time based on what users were actually searching for.

BRIEF DESCRIPTION

Tata Sampann ran its ‘Tata Sampann Spices’ campaign from 2 August to 6 September 2023, aiming to boost consideration through contextual messaging and video awareness, using AI-led dynamic messaging across two approaches: custom intent targeting and adaptive messaging via article keywords.

How AI Was Applied

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IMPACT

4.7M
Impressions from custom intentbased messaging

1.9M
Reach achieved through custom intent targeting

Reading real-time search intent let Tata Sampann Spices serve relevant, in-the-moment messaging, turning everyday searches like ‘Pav Bhaji’ into direct product moments.

About Tata Sampann | Tata Sampann ran its ‘Tata Sampann Spices’ campaign from August to September 2023, using AI-led dynamic messaging to tailor content around users’ real-time search intent and contextual article keywords.