TATA CONSUMER PRODUCTS

MMA India
101 AI IN MARKETING
USE CASES

Brand: SOULFULL RAGI BITES

How Soulfull used facial recognition on cartoon content to reach kids, with minimal spill to other age groups.

BRIEF DESCRIPTION

Soulfull ran its ‘Soulfull Ragi Bites’ campaign from December 2022 to January 2023. Focusing on children in the digital realm is challenging due to age restrictions, so the campaign aimed to target kids through the use of AI, with minimum spill to other age groups.

How AI Was Applied

Facial recognition technology was used in cartoon videos to reach kids. Ads were targeted only to audiences watching YouTube content featuring cartoon characters. Specific cartoon characters with strong affinity to the audience were shortlisted and used as a filter for targeting.

IMPACT

0.54% CTR
Average click-through rate

1.6x
Above industry CTR benchmark

AI-powered facial recognition and character-based targeting helped Soulfull reach young audiences precisely on cartoon content, driving click-through performance well above industry benchmarks.

About Soulfull | Soulfull ran the ‘Soulfull Ragi Bites’ campaign from December 2022 to January 2023, using AI-powered facial recognition on cartoon content to reach kids while minimizing spill to other age groups.