



# Book my Mantra

Technology | Marketing | Content

1200+ Clients • 96% Retained • 10 Years of Experience



## Vision Spring CASE STUDY

[Visionspring.org](https://visionspring.org)

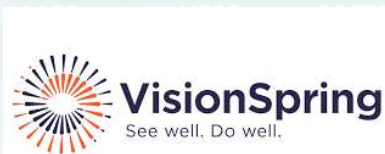
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India's most loved health app



# Vision Spring – NGO

Founded in 2001 with the goal of reaching and providing affordable, quality glasses to the 2.5 billion people worldwide who need them, Vision Spring has come far in the years since. It has already created an impact worth \$1.2 Billion worldwide and has helped 6.8 million lives.



At BMM we are constantly assessing and refining strategies. That way we can replicate what works, and address what doesn't.



## Objective

To get Vision Spring secure more funding in form of CSR money and in turn help masses.

Even well-established brands, like Child Rights and You, are struggling to stay top of mind when companies are considering their options for CSR donations.

## TARGET

Get Enquires from Big Organizations looking for CSR Spent



## DURATION

12 Months



# THE Challenge



## SERVICES

Digital Marketing:

- Video Ads
- Display Network
- LinkedIn Advertising



## RESULT

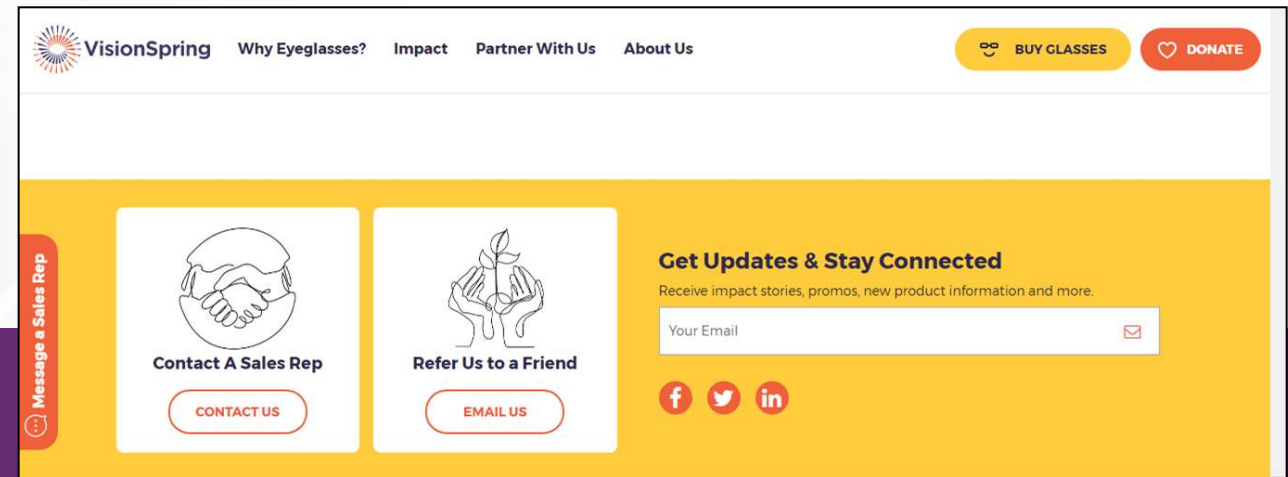
\$1.7 Million collected as CSR money





# THE CHALLENGE

“Consideration” is precisely why Vision Spring partnered with BMM – to help their Non Profit Organization outwit and outlast, the competition, all while driving direct response to cover their Funding requirements.



As part of paid strategy, we implemented – and continued to run – a 4-pronged approach to Video Advertising:



- **Native video advertising on LinkedIn**
- **YouTube advertising**
- **Display Ad Placements**
- **Social media advertising (Facebook)**

# THE TRICK

Location & Industry Balance

Behind-the-scenes work required to achieve this kind of growth across various Locations and Industries.

We provided results from a digital media mix that is ever-changing and ever-improving



## Localized Brand

Having the requirement to promote themselves across countries they had challenges unique to each country – trends and behaviors change in an instant. Adaptability is the name of the game.



## Target Analysis

Understand each MNCs (companies) budget, aim of CSR, timeline, leadership audience and opportunities,



## Media Positioning

Execute each media positioning as per the country and Industry with different Video Options to save on costs & remain in charge of data.

# OUR STRATEGY

We customize this mix for every country – and for every industry.



Challenges unique to the segment, such as relationship closures of CSR spent by Companies, declining ticket averages, target companies alignment to eye health, Demographic projection of Ads, etc. – were all taken into consideration



The cost to advertise in a specific countries and to specific leaders in specific industries, and the trend of that cost through the quarters (where & when can we invest money most efficiently) were used as Data



Ongoing performance insights – we constantly shift ad spend to the most efficient media based on the data of earlier campaigns.





# VIDEO ADVERTISING

One of the major challenges CSR funding as a division faces in most markets, is spotting and convincing the right decision makers. Not only have smaller NGOs and Charity Institutes saturated the market, but the rise of Charity based fellowship Programs in numerous countries, have further outranked organizations like Vision Spring to secure Donations and CSR funds.

**How can we make sure Vision Spring as an obvious choice for leaders when they decide to allocate their CSR funds?**







After some careful consideration, we concluded that the channel best suited to complement our existing approach - was to layer in video.



Video advertising is a cost-effective, high volume, and high engagement medium through which to get the Vision Spring Brand – and their extensive work – in front of more leaders in different industries across countries.

Within this category, there were a number of tactics to prove out:

- YouTube TrueView
- Pre-roll
- Native Videos

	<p><b>VisionSpring   Jordan Kassalow   Skoll Awardee</b> Skoll.org • 2.8K views • 2 years ago</p> <p>For those who work in the textile industry, tailors, rug makers, bike mechanics, weavers, artisans, and anyone who needs to ...</p> <p>Subtitles</p>
	<p><b>Documentary for Vision Spring</b> Expression • 83 views • 10 months ago</p> <p>It was made for vision spring about their activity. About their service in Garment Sector. We made Documentary, AV, Promo and ...</p>
	<p><b>Vision Spring</b> CreativEntrepreneur • 1.1K views • 10 years ago</p> <p>Vision Spring.</p>
	<p><b>The Spring - The charity: water story</b> charitywater • 343K views • 3 years ago</p> <p>The charity: water story <a href="http://cwtr.org/2btddiD">http://cwtr.org/2btddiD</a> Ten years ago, former nightclub promoter Scott Harrison set out to solve the water ...</p>
	<p><b>Jordan Kassalow - VisionSpring</b> socialedge • 1.9K views • 10 years ago</p> <p>At the 2009 Skoll World Forum, Global X interviewed Jordan Kassalow, the founder of VisionSpring. The social enterprise formerly ...</p>
	<p><b>Vision 47   Video Ad 2</b> TriumF Media • 134 views • 2 years ago</p> <p>Vision 47 Foundation // Video Spot Challenge: To target people who criticize their country without doing anything about it ...</p>

# Video Digital Ads

## Testing Results



### YouTube TrueView

Ads are served to YouTube user before the content they're trying to watch. If the viewer skips the video after the first 5 seconds, we don't pay for the view.

We're only charged for the view if someone watches the ad to completion.

Results: # 160k views - \$1.19 cost/ view -



### Native Video Ads

Video essentially replaces static banners and is then served programmatically across the web (based on user behavior & demographics rather than website)

Results: # 30k views - \$1.02 cost/ view



### Pre-Roll Video

Potential customers viewing video in an embedded video viewer (not just YouTube) are served a 15 second Vision Spring video ad prior to the start of their video:

Results: # 86k views - \$0.75 cost/view



# THE FINAL VERDICT

Not only did each tactic pay for itself with a minimum return of 1:1, but the Native video tactic drove enough post-view inquiries to achieve nearly 104:1 ROAS. We established a mix within the video category that achieved both high reach at a low cost (TrueView & Preroll) and high return (Native).



Throughout our 2+ year partnership with Vision Spring, the tried and true tactic that has always yielded positive ROAS is programmatic display. Programmatic display was established as a tactic that achieved both awareness and drove interest mails from Leaders.



But how did we convert this traditionally upper-funnel tactic into an order-driving machine? It takes more than just a wide-reach approach to get banners like the one you see when they are likely ready to order.




Thus began our dedication to testing and evolving our audience targeting capabilities. Our team of programmatic media buyers assessed a wide-variety of criteria to determine which ads to serve, when to serve them, and who to target and then where to take them to – The Landing Pages.



# GEO-FENCING LOOK-ALIKE

As you can see above, BMM doesn't settle for the typical display targeting tactics. Programmatic may prove to be effective; but we are continuously looking for ways to make each dollar stretch just a little bit further.

## Real-world remarketing



**Targeting** users based on where they go in the real world. This was best used to target competitors by serving ads to people who frequently visits other CSR and Donation related Websites. We also used this to target quality audiences – we identified other brands that carry a similar quality message as CRY and others.

**Geo-fencing:** Aligning with delivery areas to serve ads only in relevant geographic areas where company leaders are likely to live & work.

**Lookalikes:** An audience that is dynamically created based on our current Target.

# THE COMPLETE PACK

We've married the art with the science of hyper-local marketing for a multi-national brand.



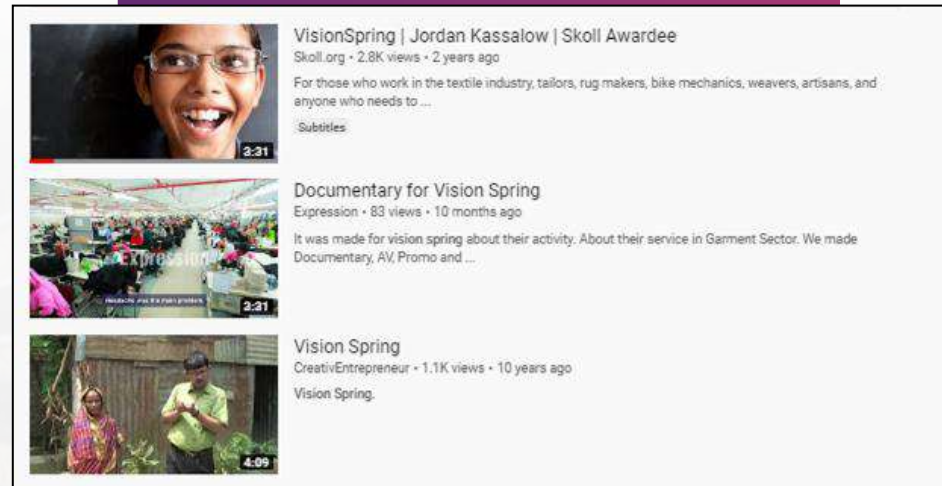
We targeted ads at International Countries where the leaders for our target companies were present.



We targeted MNCs who might be looking for alternative ideas to deploy their CSR budget. We've also targeted ads at people who frequented donations online through an evolving coquetting campaign;



We've developed lookalike audiences across our set of Target Companies, to expand reach and implement LinkedIn Ad Strategy that could serve ads aligned with High Management only.





# RESULTS

In 2019, the marketing work we did with Vision Spring helped them to secure funds in excess of \$1.7 Million Dollars.

**\$ 1.7**

Million collected  
in CSR

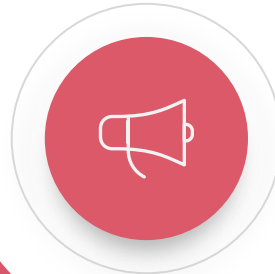


**716**

CSR enquires on  
Mail



**1.2 Lakh +**  
Video Views in  
12 Months



**157**

Donations  
Online



**2#**

ROA of  
Programmatic  
Display



# WHY US

Book My Mantra is result-oriented delivering surprising results for more than 10 years

We have a startup aura striving everyday to bring innovation in clients' business to help achieve their goals faster

**100%**  
Transparency

**10+ years**  
Of Experience

**100%**  
Timely Delivery

**100%**  
Customer Focus

**96%**  
Client Retention

**1200+**  
Clients Served

**2000+**  
Projects Delivered



# OUR CLIENTS

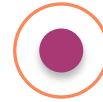
## BIG BRANDS



zomato  
Feeding India



## HOTELS



## STARTUPS



## UNIVERSITIES



## REAL ESTATE





# Thank You

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