



GLANCE STEALS THE MINDS OF MODERN INDIAN WOMEN FOR LIFESTYLE

Glance is a frictionless and beautiful way for consumers to know about what's going on. Glance introduces consumers to the content they love as a screen-zero experience on the smartphone.

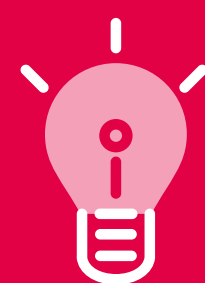


“Glance is the perfect experience for consumers when it comes to content and brand stories. It is an exciting combination of visual storytelling, guaranteed attention and phenomenal scale.”

- **Vasanth Kumar, Managing Director, Lifestyle**



1.7 million unique users
reached in 5 days



12 million minutes of
consumer engagement



2.5% uplift in aided recall
over two days¹

1. Results from ad effectiveness study after the campaign. 80% of the campaign engagement occurred during the weekend.



THE CHALLENGE

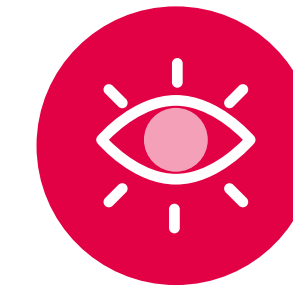
Contemporary ethnic wear brand, Melange by Lifestyle, launched its festive collection with Bollywood actress and style icon, Taapsee Pannu through a captivating fashion show. It wanted to create top-of-mind awareness among modern Indian women during the launch period and chose content marketing to meet its goal.



THE SOLUTION

Lifestyle turned to Glance for engaging modern Indian women.

Lifestyle tapped into the scale² and power of visual storytelling that Glance offers to deliver their brand narrative.



SCREEN-ZERO

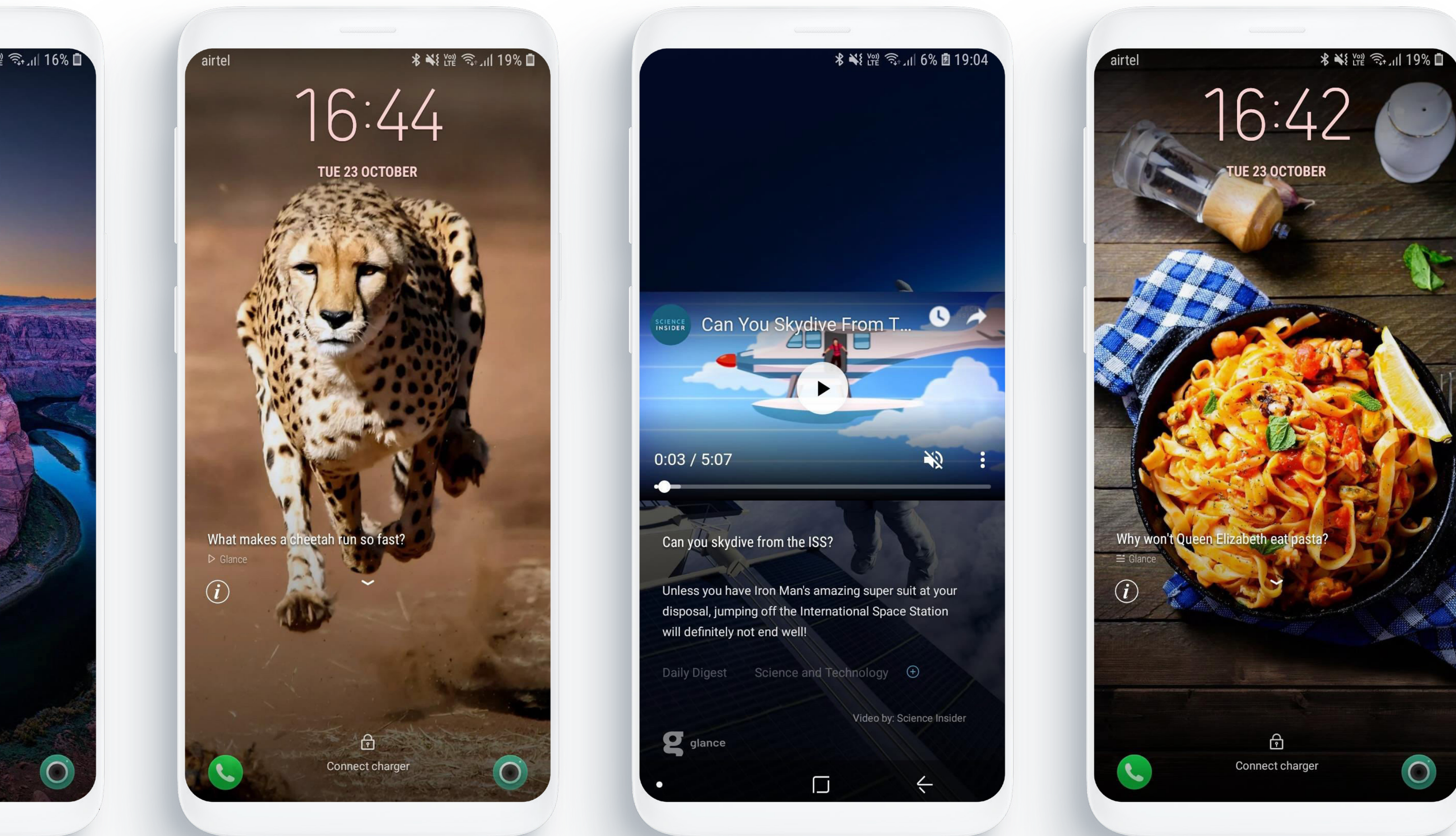


STORYTELLING



BRAND
AWARENESS

Glance introduces consumers to the content they love as a **screen-zero experience** on the smartphone. Consumers can immerse themselves in content by merely waking up their smartphone - without having to search, open an app or unlock the phone.

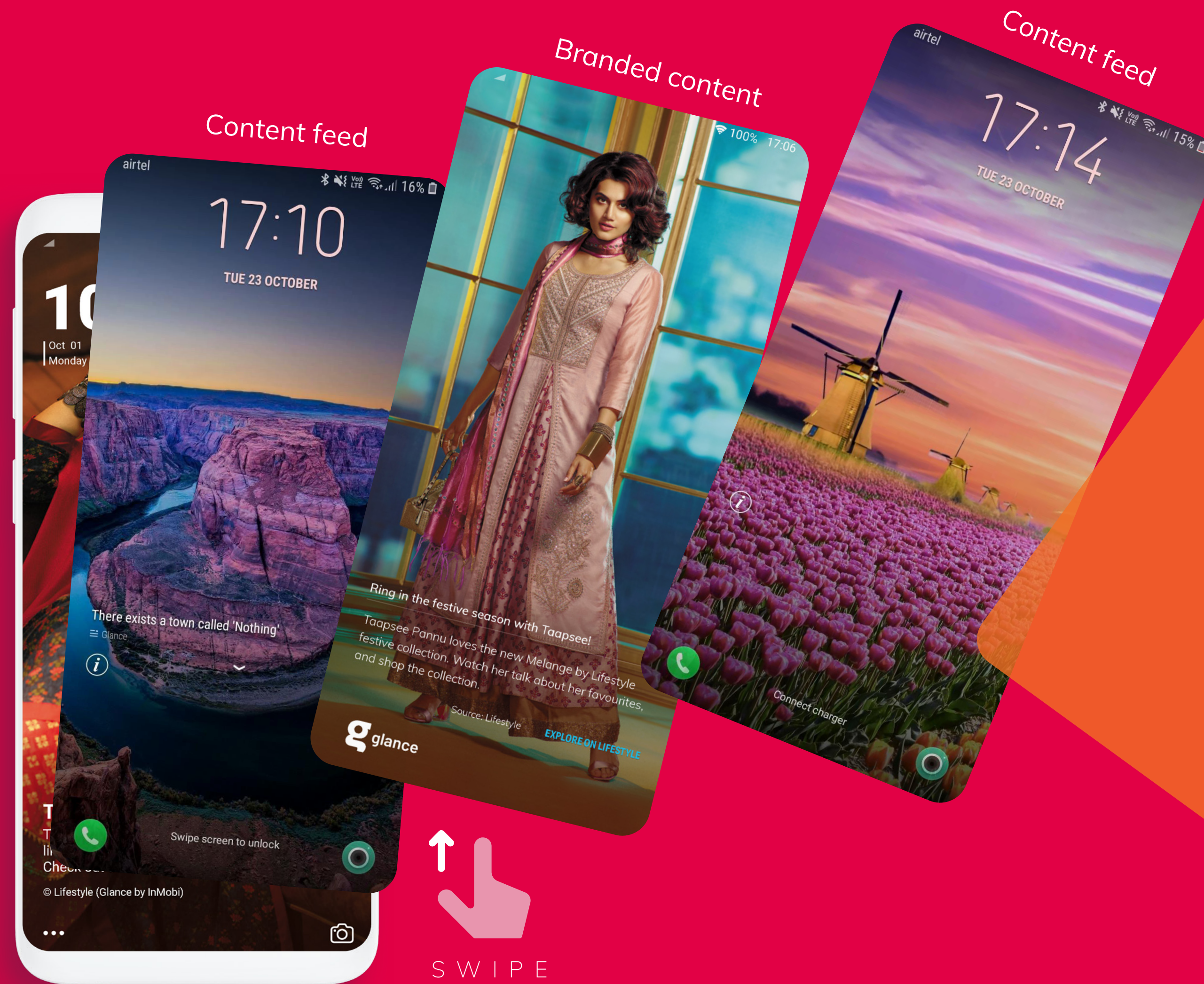


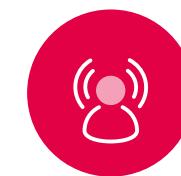
**REACH
SCREEN-ZERO
AUDIENCES ON
GLANCE**



STORYTELLING

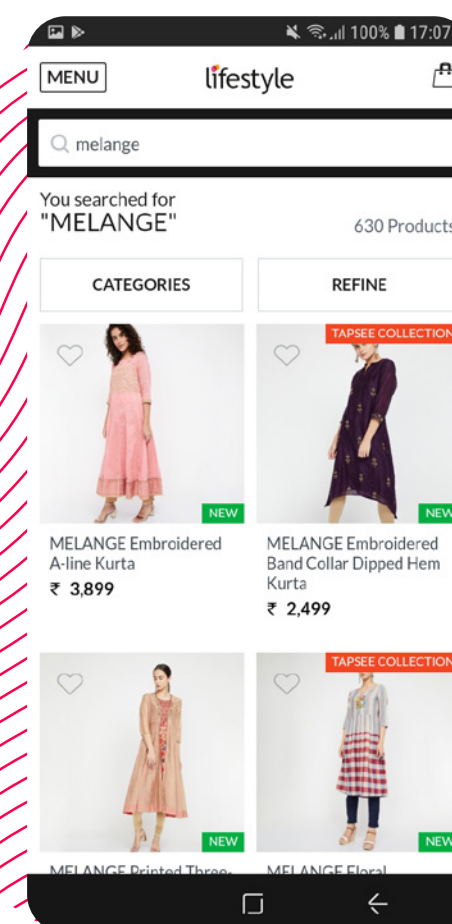
CAPTIVATE CONSUMERS WITH VISUAL STORYTELLING





BRAND
AWARENESS

UNVEIL YOUR BRAND PROMISE TO HIGHLY ENGAGED CONSUMERS



RESULTS

Melange by Lifestyle was the mobile 'showstopper' among modern Indian women.



Peak awareness on Weekend

Number of unique users
reached - **1.7 million**

Number of glances viewed
– **10 million**

Percentage uplift in aided
recall over weekend* - **2.5%**



Disproportionate Consumer Mindshare

Accounted for **12%** of total
fashion content on Glance
during the campaign period

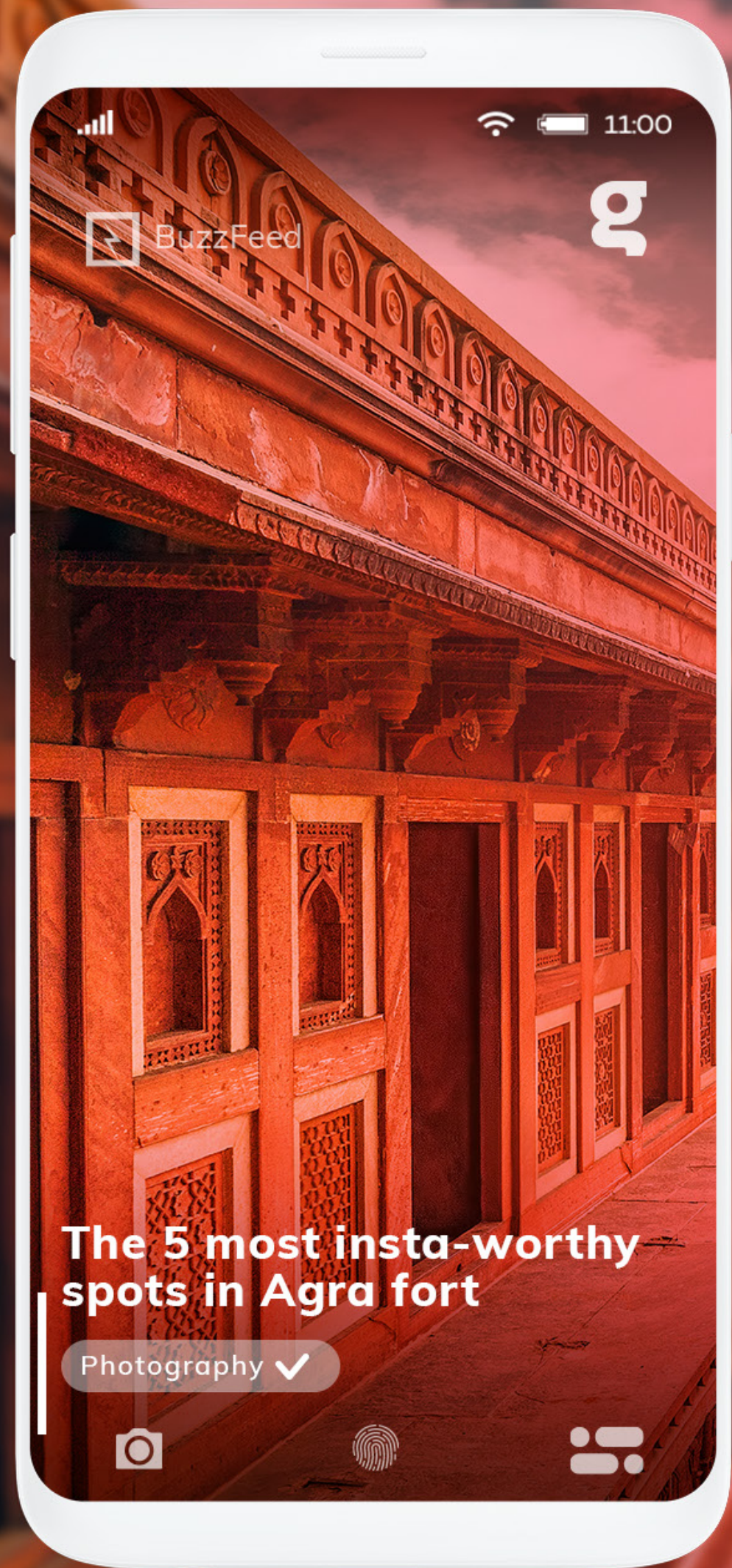
The Lifestyle stories
engaged users for close to
72s on average



Strong Brand Engagement

Total number of interactions
– **78,029**

Lifestyle glances among **top
10%** of all glances viewed
during the campaign period



g glance

The most beautiful way to
know what's going on!