



## OBJECTIVE

Unacademy was started by Gaurav Munjal alongside Roman Saini and Hemesh Singh who wanted to expand the existing user base by reaching out to a demographic between the age of 15-30 in the country and guiding them in their professional journey to crack the various competitive exams.



## ASSOCIATION

ITW assisted Unacademy to come up with a two-fold holistic strategy to reach out to their target audience. First, utilizing cricket's widespread audience as it overlapped Unacademy's target audience; the demographic of people in the 15-30 age group eyeing to crack competitive exams.

Second, experiential events such as advertisements' built around sports content and featuring sports personalities like Sachin Tendulkar to help the brand anchor itself as one of the leading ed-tech platforms.



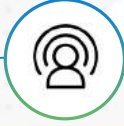
OFFICIAL PARTNER



# EXECUTION



ITW facilitated an **IPL official sponsorship** for Unacademy



**Advertisement Film with Sachin Tendulkar**, which helped them rope in Sachin as their Brand Ambassador and mentor for Unacademy Learners



ITW stitched **"Legends on Unacademy"** where cricketers such as Kevin Pietersen and various others were invited.



ITW acted as the talent partner for Unacademy with initiatives such as **Brainiac (Harsha Bhogle) and Chess Lessons (Vishwanathan Anand)**.



# RESULTS

Sachin Tendulkar Ad Film:



**101 MILLION**  
views



**8.1 MILLION**  
views

Legends on Unacademy with Kevin Pietersen:

**500,000**

watch minutes on unacademy website

Chess Lessons with Viswanathan Anand:

**94,000**  
watch minutes

**4K**

followers gained

Brainiac Quiz with Harsha Bhogle:

**1 MILLION**

watch minutes

**9K**

followers gained

Social Media Value

**INR 29.5 CR**

Sponsorship Value

**INR 4091 CR**