



## OBJECTIVE

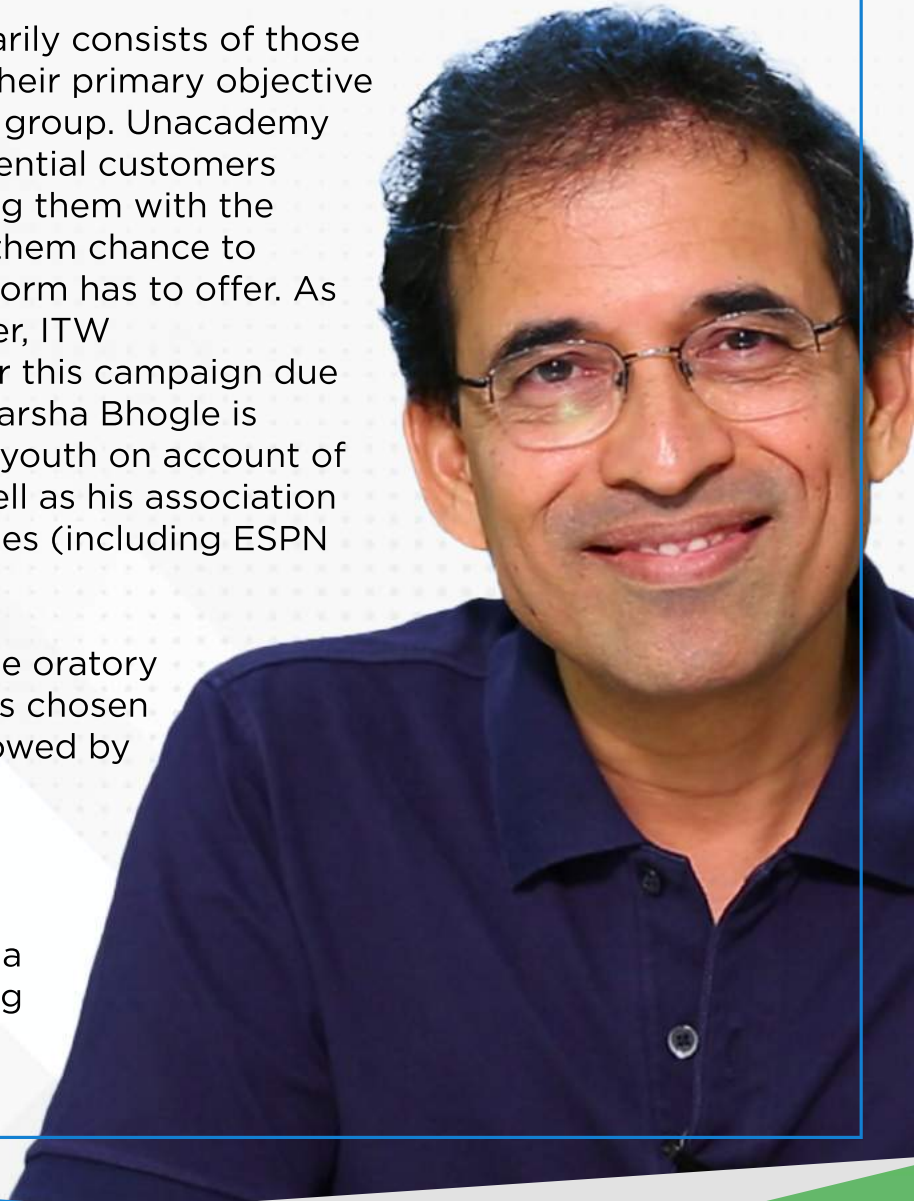
Unacademy was started by Gaurav Munjal alongside Roman Saini and Hemesh Singh who wanted to expand the existing user base by reaching out to a demographic between the age of 15-30 in the country and guiding them in their professional journey to crack the various competitive exams.



## ASSOCIATION

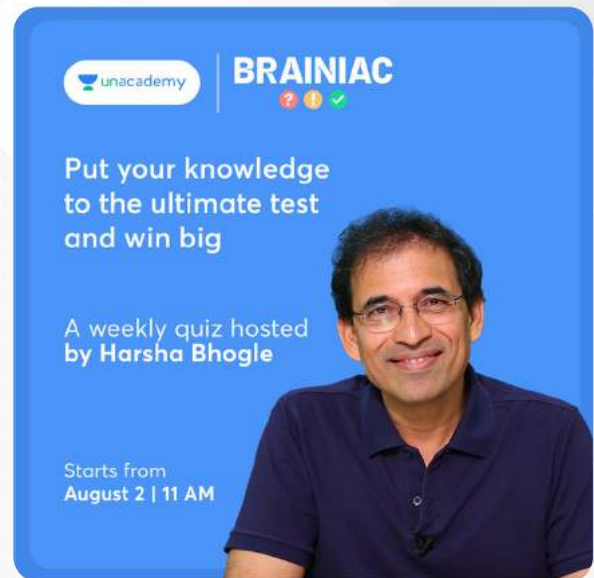
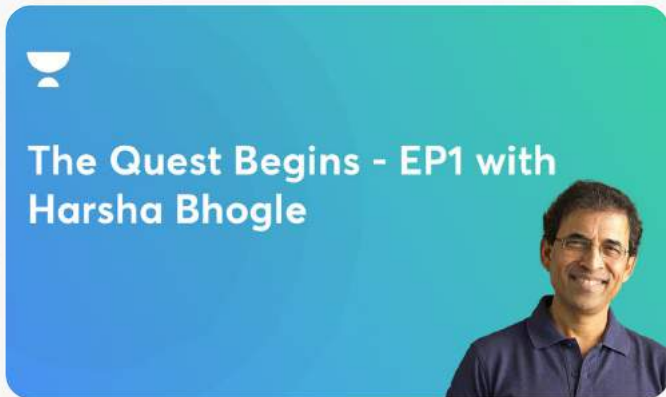
Unacademy's target group primarily consists of those between the ages of 15-30 and their primary objective was to grab the attention of this group. Unacademy wanted to reach out to their potential customers during the Pandemic by engaging them with the Unacademy Application, giving them chance to experience the features the platform has to offer. As being Unacademy's talent partner, ITW recommended Harsha Bhogle for this campaign due to his widespread recognition. Harsha Bhogle is hugely admired amongst India's youth on account of his association with cricket as well as his association with numerous quizzing properties (including ESPN school quiz).

With respect to his commendable oratory skills and quizzical nature, he was chosen to host a series of 4 quizzes followed by a grand finale by the name of "Unacademy Brainiac". Another benefit of aligning with Harsha Bhogle's image, these quizzes placed Unacademy's position as a source of knowledge and learning amongst India's youth.





# EXECUTION



- ITW facilitated the end-to-end coordination and smooth execution of the Brainiac Quiz.
- ITW on-boarded Harsha Bhogle to host the Quiz, who was considered the most suited to convey the message of Unacademy to the target group.
- The Quiz was executed remotely due to the Pandemic under ITW's guidance and ITW assisted in the pre-production as well as during the Quiz.



# RESULTS

**1 MILLION**

watch minutes

**9K**

followers added

Unacademy Brainiac's first season proved to be a great success. They were closely fought and exciting as well as well executed.