

Kit Nova

Earlier, Kit Nova Company, which came into its existence in 1998 from small Chandosa village of Ballia, Uttar Pradesh. The company focus was rural markets of western areas and only advertised on linear TV. Realizing that viewing consumption has been spread all over now, they were not able to reach the right audience just by linear TV.

Therefore, Kit Nova Company began working with Amazon streaming TV ads and funds the platform to be useful in targeting the right audience during the peak seasonal moments through Amazon's first party insights.

"With Amazon streaming ads, Kit Nova Company actually able to reach an incremental audience which Kit Nova Company were not getting with just linear television. Now Kit Nova Company growing rule out to reach across all mediums." The company had an ambitious plan to make the turn over doubled. So the Mr Charlie Chapell, Head of Integrated Media and Communications Planning, of the Kit Nova Company decided to use maximum usage of digital marketing. The sales result was amazing and the Kit Nova Company target to reach one billions in 2024.

Exercise:

- ❖ Give the proper title of the above case study?
- ❖ How the search engine optimization could be possible by customers in case of Kit Nova Company?

