

zomato | CHRIS GAYLE

WHAT

Zomato is an Indian food delivery company present across India. ITW was responsible for onboarding **Chris Gayle** to co-star along with (Ranveer Singh) in an ad campaign during ICC Cricket World Cup, 2023.

MATCH NA zomato



OBJECTIVES

Zomato's main aim was creating a viral ad commercial to run during the ICC Cricket World Cup 2023.



EXECUTION

ITW onboarded Chris Gayle due to his personality and pan-India appeal through the IPL. His fan following aligned with the brand's target demographics, and his chemistry with co-star Ranveer Singh made him the perfect choice for the campaign.

RESULTS

The campaign went viral with over **100 Million views** on YouTube and Instagram combined. We witnessed nearly **500k likes**, which corresponds to about half of Zomato's **935K followers** on Instagram engaging with the post.