



unacademy

HARSHA BHOGLE

## WHAT

Unacademy is a leading Indian edtech company, who initiated the Brainiac Quiz as content to engage users during the Covid19 pandemic. ITW was responsible for onboarding Harsha Bhogle as the talent for executing the show.



Think **fast**  
and answer **faster**

to win big at Unacademy Brainiac!  
Hosted by **Harsha Bhogle**

August 2 | 11 AM



## OBJECTIVES

To reach potential customers during the pandemic and actively engage with them through the application to drive them to explore its features and offerings.

## EXECUTION

ITW and Unacademy identified Harsha Bhogle as the best fit, given his television quizzing pedigree, and ITW onboarded him to host the Quiz. The Quiz was executed remotely due to the Pandemic with ITW assisting in the pre-production as well as execution during the program.

## RESULTS

Unacademy Brainiac's first season proved to be a success with Episode 1 alone receiving 1 million watch minutes on the Unacademy website.