

# MAKEMYTRIP CASE STUDY

How MakeMyTrip leveraged CinePlan to maximise impact of its cinema campaign as part of its first-ever integrated marketing campaign in the UAE

## Background

MakeMyTrip, a leading online travel company in South Asia, entered the UAE market in 2020, swiftly establishing itself as a prominent player among Online Travel Agents (OTAs). To solidify its presence in the UAE OTA market for flight and hotel booking services, MakeMyTrip initiated its debut integrated marketing campaign, encompassing various media platforms such as outdoor, digital, cinema, and radio.

The campaign's principal goal was to achieve broader reach and elevate awareness of its travel services.

## Solution

As MakeMyTrip launched its debut cinema advertising campaign, aligning with the start of its integrated marketing initiative (during Ramadan, a week prior to Eid al-Fitr), the primary objective was to expand its audience reach, while staying within the defined budget parameters.

Motivate Val Morgan proposed the 'By Admissions' approach, strategically targeting a collective audience of 206,650 admissions across six prominent cinema venues in Dubai and Abu Dhabi.

## Results

Surpassed  
**100%**  
of the booked admissions  
at all six locations within three weeks

Achieved a remarkable  
**75%**  
of the overall booked  
admissions solely in the second week

\* Week 2 opened with the Eid al-Fitr extended weekend - a blockbuster extravaganza with the premiere of six highly anticipated films, featuring titles such as John Wick Chapter 4, Evil Dead Rise, and The Super Mario Bros.

## Conclusion

MakeMyTrip orchestrated a dynamic and comprehensive debut integrated marketing campaign, strategically harnessing CinePlan to amplify its cinema advertising impact in the UAE. Seamlessly integrating cinema advertising into its multifaceted strategy, MakeMyTrip not only outperformed its cinema-related target but also forged an indelible presence in the minds of audiences during the significant period of Ramadan/Eid al-Fitr.

