

*Your ad
worked.*

*Your brand
didn't.*

We ran Zomato's World Environment Day Reel through consumer intelligence — Gen Z, India, the audience it was made for. The results were surprising.

LANGOOR x ANTHROPOLOGIC

4.0 attention. 2.0 brand.

4.0

ATTENTION

2.0

BRAND

Gen Z stopped scrolling, watched it, felt something. They just didn't associate it with Zomato.

The sustainability values came through strong. The emotion landed. The brand didn't.

*Memorable
creative.*

*Forgettable
brand.*

Building creative that the category remembers but doesn't tie back to Zomato is an expensive problem.

The values landed — environmental responsibility, sustainability. The brand didn't own them strongly enough to create differentiation.

GENERIC EXECUTION RISK

We have a point of view on how to fix that gap.

For more such insights and industry updates,

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