India

Dabur drives *1.6X higher consideration lift* with regional creators

Ayurvedic and natural healthcare products

http://dabur shop.com | Agency name: **Starcom**



The Challenge

Dabur Red Paste is a leading oral care brand. In today's fragmented digital ecosystem, the brand sought to maximize penetration in six Uttar Pradesh zones, primarily small towns and emerging markets. Reaching these audiences with a 3+ frequency in low-attention environments was a major challenge. Ultimately, this prompted its need for an efficient video strategy on YouTube to convert consumers from mere exposure to active consideration.

The Approach

Dabur deployed a multi-format Video reach campaigns (VRC) mix, combining YouTube Shorts and in-stream formats to expand incremental reach and frequency at scale. The brand reimagined its short-video strategy by integrating VRC with hyper-local creators, transforming brief attention into meaningful engagement and stronger brand consideration through region-focused creator collaboration.

Partnering with Starcom: It facilitated the entire pilot and also worked with Google on driving efficiency for the brand.

The Results

The campaign delivered outstanding results for Dabur. The brand achieved a 1.6x higher consideration lift in its Brand Lift study compared to consumer packaged goods (CPG) benchmarks, alongside a 13% increase in brand search queries. The campaign also delivered a 10.4% view-through rate, which was 2.8x the CPG Shorts average, and recorded its lowest cost-per-lifted-user. Moving forward, the brand plans to scale these creator partnerships across other regions.

> **In our journey to deepen penetration within emerging markets, our partnership with YouTube Shorts, combined with hyper-local creator collaborations, has emerged as a critical lever to drive active consideration. We successfully transformed brief moments of attention into meaningful engagement, achieving a 10.4% VTR and a 1.6x higher consideration lift. This initiative has allowed us to respect regional nuances while leveraging AI-powered targeting and winning in a fast-paced, mobile-first environment.**

Prashant Agarwal
Head of Marketing, Oral Care, Dabur India Limited

1.6X	13%	10.4%
Higher consideration lift versus CPG category	Increase in Searches for the brand	VTR 2.8X of the CPG Shorts benchmark

Primary Marketing Objective
Awareness & Brand Consideration

Featured Product Area
YouTube Shorts

starcom YouTube