



Ormax Mpact case study: Bandhan Mutual Fund on India Today TV

This case study, based on the integration executed by Bandhan Mutual Fund on English news channel India Today, showcases our Brand Lift measurement tool Ormax Mpact

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By Our Insights Desk

Summary

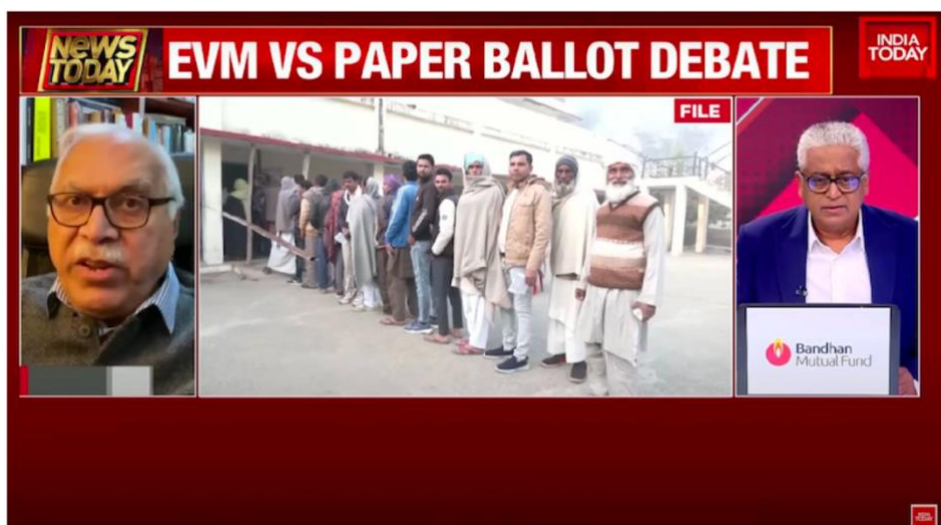
- Ormax Media recently launched Ormax Mpact, a Brand Lift measurement tool that helps brands, agencies & platforms evaluate the effectiveness of brand integrations, sponsorship and innovations executed by them, using third-party research
 - We will be publishing case studies periodically, to help brands, agencies & platforms visualise Ormax Mpact in action
 - This case study is based on the brand placement of Bandhan Mutual Fund on India Today television channel, within anchor Rajdeep Sardesai's prime-time show
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Earlier this month, we announced the launch of our **Brand Lift measurement tool Ormax Mpact**. You can read more about the tool [here](#). We will be publishing case studies across domains (sports, news, entertainment, movies, etc.) periodically, to help brands, agencies & platforms visualise Ormax Mpact in action. Here's the first such case study, on the brand placement of Bandhan Mutual Fund on India Today television channel (and its YouTube version), within anchor Rajdeep Sardesai's prime-time show.

Important note: This case study is not funded by either India Today or Bandhan Mutual Fund. The data in this case study has been collected and analysed by Ormax Media at its own cost, as a part of our initiative to introduce Ormax Mpact to its potential users in the brands and media communities.

Brand Integration

For the last several months, Bandhan Mutual Fund logo is used for laptop branding on Rajdeep Sardesai's show on English news (linear and digital) channel India Today. This case study examines the impact of this brand integration on Bandhan Mutual Fund, by comparing brand metrics between viewers and non-viewers of India Today TV.



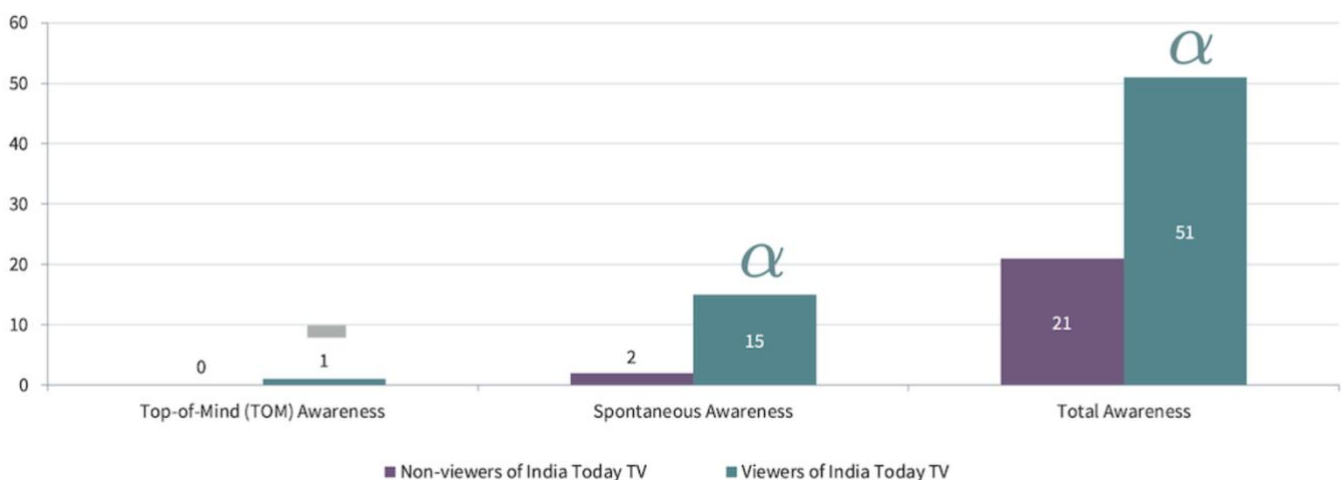
The research was conducted in January 2025, with a sample size of 200 viewers and 200 non-viewers of India Today TV, in Mumbai, Delhi & Pune. The gender and age composition of both the groups was homogenous, i.e., 65% men and 35% women, and 60% in the 18-30 yrs. age group and 40% in the 31-45 yrs. age group.

Brand Awareness

Did the integration boost the awareness for Bandhan Mutual Fund?

Ormax M pact reports awareness at three levels. **TOM (Top-of-Mind) Awareness** is % audiences who mentioned the brand as the first one, when asked about brands in a specific product category (Mutual Funds in this case). **Spontaneous Awareness** is % audiences who mentioned the brand (not necessarily first) without any prompts, when asked to name brands in the product category. **Total Awareness** is % audiences who recognised the brand, either spontaneously or on being prompted with the brand’s name. Total Awareness question is asked as a masked question, i.e., it is asked for a long list of brands in the category, so that the audience is not aware at any stage that the research is being conducted for a specific brand (Bandhan Mutual Fund in this case).

Awareness for Bandhan Mutual Fund (%)

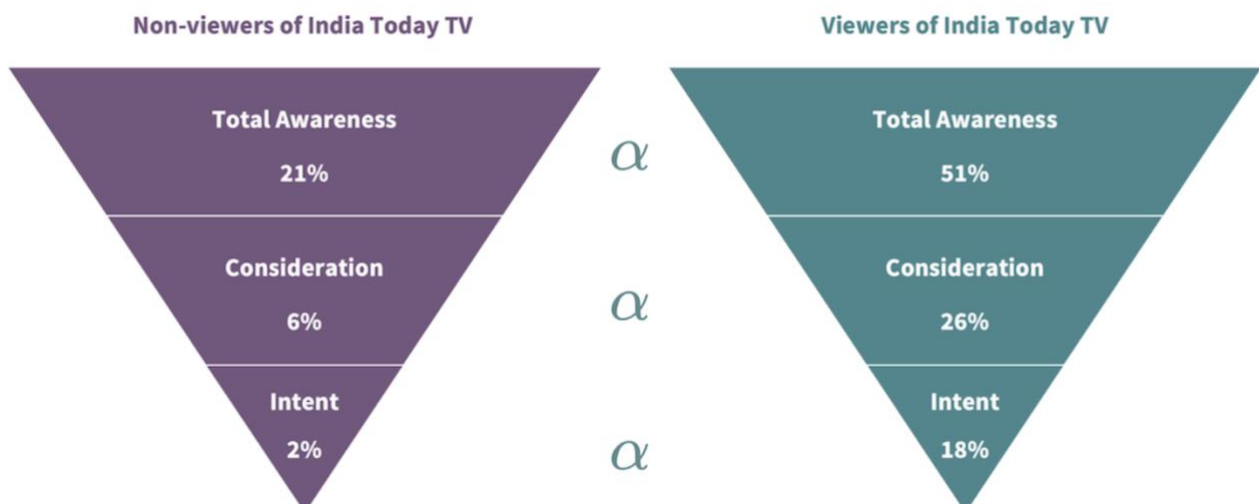


As can be seen in the chart above, there is no significant difference in the TOM Awareness for Bandhan Mutual Funds between non-viewers and viewers of the channel. However, there is a significant increase in both Spontaneous Awareness (2% to 15%) and Total Awareness (21% to 51%). In Ormax Mpat reports, differences that are not statistically significant at 95% confidence level are marked with a grey hyphen (-) sign, while those that are significant are marked with a green alpha (α) sign.

Brand Funnel

The Brand Funnel section of an Ormax Mpat report looks at three parameters, which are progressively difficult to achieve. **Total Awareness** has been defined above. **Consideration** is % audiences who indicates that they would actively consider the brand (Top 2 Boxes) for purchase or use, when evaluating options in a specific product category (Mutual Funds in this case). **Intent** is % audiences who expressed a clear likelihood to purchase or use a brand (Top Box) in their next purchase or use in the product category.

Brand Funnel for Bandhan Mutual Fund



As can be seen in the graphic above, there is a statistically significant increase at all three levels of the Brand Funnel for Bandhan Mutual Fund, highlighting the success of the integration.

Campaign Measures

The Campaign Measures section of an Ormax Mpact report is based on data collected only from audiences exposed to the campaign. In this case, it refers to India Today TV viewers. This section reports three parameters, i.e., **Ad Recall, Brand Recognition & Key Message Association.**

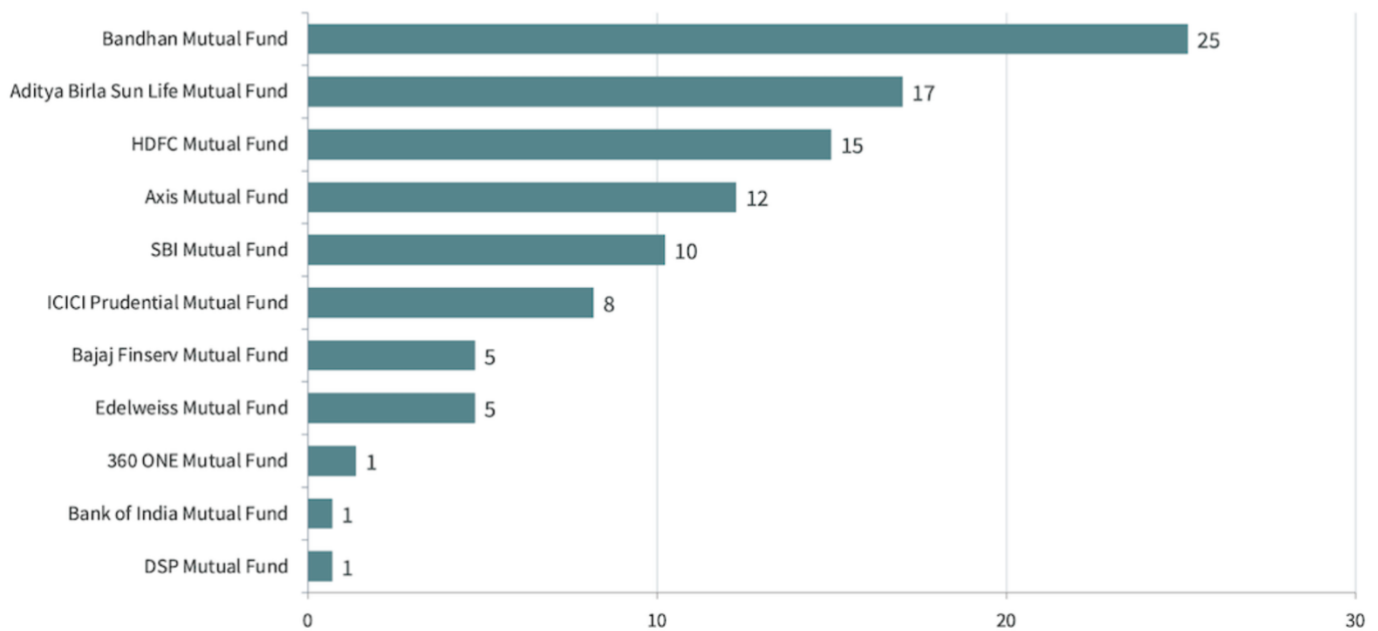
For Ad Recall, audiences are shown a masked (de-branded) image of the campaign/ ad/ integration (see below), and asked if they have seen this ad. In this case, **84% India Today TV viewers claimed that they have seen the ad/ integration.**



Among this base, audiences are asked to identify the brand to which the integration belongs, from a long list of brands in the category. As can be seen in the chart below, only 25% of those who could recall the integration selected Bandhan Mutual Fund as the brand.

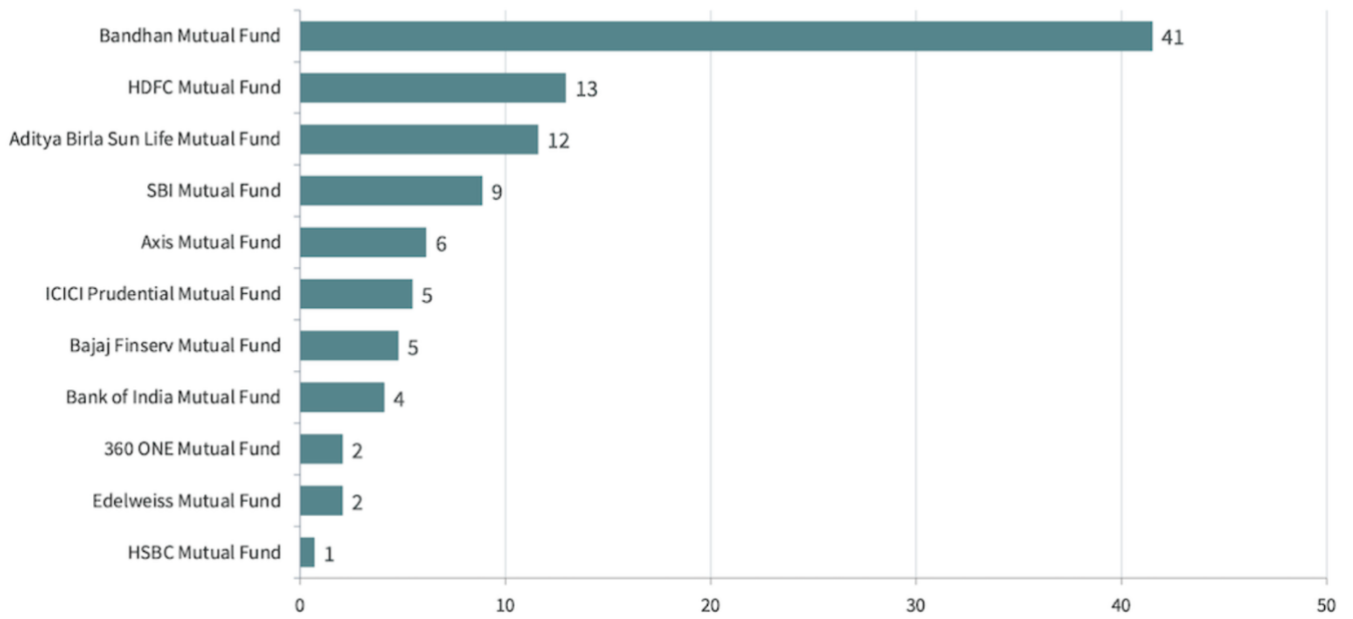
Hence, while Ad Recall is high, Brand Recognition is low, due to misattribution to competition brands. Ormax Mpaint is building benchmarks on Campaign Measures that will help users of the tool compare their scores to normative data relevant to their context, such as specific type of innovation, leader vs. challenger brand, etc.

% Brand Recognition (Base: Recall seeing the Brand Integration)



Those who recall seeing the integration are also asked to select the brand that they can associate with the brand message or tagline (Invest Karte Raho, Badhte Raho in this case). 41% picked Bandhan Mutual Fund, which is an average score compared to benchmarks.

% Key Message Association: Invest Karte Raho, Badhte Raho (Base: Recall seeing the Brand Integration)



In summary, the integration has helped boost Awareness, Consideration and Intent for Bandhan Mutual Fund. However, the association of the integration with the brand at a conscious level is not very high, which is also reflective of the brand's standing in the crowded Mutual Funds category.

If you are a brand/advertiser or a media platform who wants to explore Ormax Mpack, please fill this [contact form](#), and we will connect with you very soon.