



Research Unit
Press Information Bureau
Government of India



AAAI Ad Spend Optimizer Hackathon

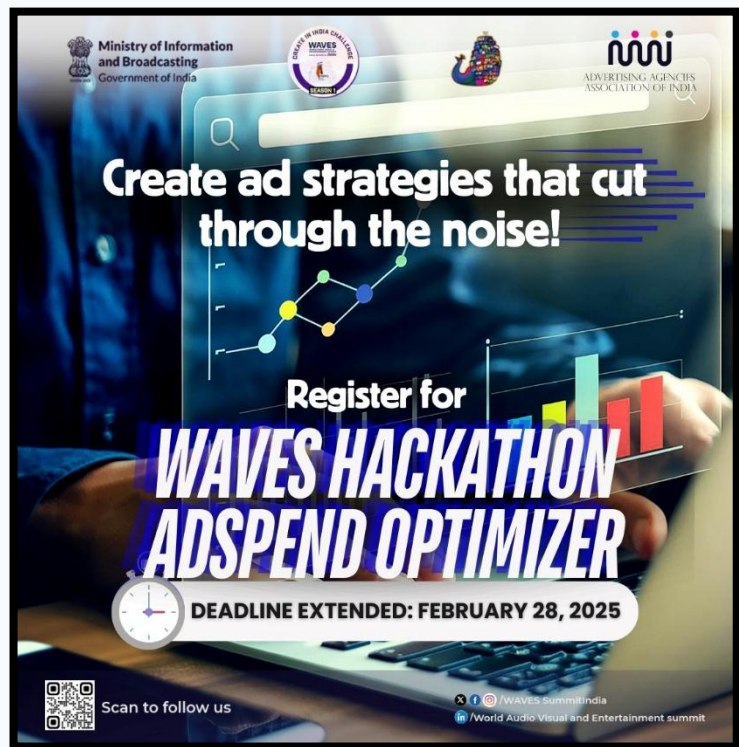
Smart Solutions for Ad Spend Optimization

(Ministry of Information and Broadcasting)

February 25, 2025

Introduction

The **AdSpend Optimizer Hackathon** part of the WAVES Create India Challenge Season 1 is an exciting event that brings together industry experts to revolutionize ad spend optimization using predictive analytics. Organized by the Ministry of Information and Broadcasting in collaboration with the Advertising Agencies Association of India (AAAI), this hackathon offers a platform to address key challenges, share expertise and drive growth in the advertising sector. **With 35 registrations** so far, including **1 international participant** the event is gaining momentum.



The World Audio Visual & Entertainment Summit (WAVES) in its first edition is a unique hub and spoke platform poised for the convergence of the entire Media and Entertainment (M&E) sector. The event is a premier global event that aims to bring the focus of the global M&E industry to India and connect it with the Indian M&E sector along with its talent.

The summit will take place from **May 1-4, 2025** at the Jio World Convention Centre & Jio World Gardens in Mumbai. **With a focus on four key pillars**—Broadcasting & Infotainment, AVGC-

XR, Digital Media & Innovation, and Films-WAVES will bring together leaders, creators and technologists to showcase the future of India's entertainment industry.

The **AAAI Ad Spend Optimizer Hackathon** is a part of the **Broadcasting & Infotainment pillar**. It invites young advertising and marketing professionals from India and beyond to showcase their expertise in ad optimization. Participants will use data science, machine learning and statistical modeling to create solutions that help advertisers **make data-driven decisions, maximize ROI and achieve their marketing goals**.

Participation Criteria

The **AAAI Ad Spend Optimizer Hackathon** invites professionals to craft innovative ad strategies:

- Participate individually or in teams (max 3 members), with a mix of skills in data science, Machine Learning, statistics, software, marketing and advertising.
- Open to professionals from advertising agencies (full service, media, digital) or marketing departments, with at least 1 year of experience.
- Develop a strategy to meet **TrimMaster's marketing objectives** within a set budget.
- Participants are required to submit their solution in the form of a PowerPoint presentation.



Shaping TrimMaster's Brand Strategy

Participants can use the case "TrimMaster – Enhancing Brand Strategy for Male Grooming" to elevate top-funnel marketing efforts.

Background: TrimMaster is a well-known direct-to-consumer brand that specializes in male grooming products. Their main product the PrecisionTrim trimmer has become popular among customers. However, even with a great product and growing customer base TrimMaster faces challenges in taking its brand awareness to the next level.

Current Situation: TrimMaster’s research shows a strong link between brand searches and unaided awareness. Currently, the brand has an unaided awareness score of 52 which is solid but leaves room for growth. With increasing competition in the male grooming market TrimMaster aims to boost brand searches to improve overall brand recall and awareness.

Challenges: TrimMaster’s marketing team faces key challenges in optimizing top-funnel marketing efforts:

1

Effective Budget Allocation

Struggling to allocate ad spend across channels (social, search, display video) to maximize brand awareness with attribution needed to measure each channel’s contribution.

2

Measuring Brand Lift

- Difficulty in assessing the true impact of digital ads on brand recall and perception, requiring more accurate metrics.

3

Optimizing ROI

- Under pressure to demonstrate ROI, ensuring each dollar spent drives brand awareness and sales.

4

Cross-Channel Synergy

- Challenges in understanding how different channels interact, such as social media’s effect on search or video ads’ role in display effectiveness.

Objective: TrimMaster aims to raise its unaided brand awareness score from 52 to 75 through an optimized ad spend strategy across multiple channels, ensuring measurable impact on brand lift and ROI. The budget is Rs 2,00,00,000/- (Two Crore). **Focus on:**

Optimize Ad Spend: Create models to predict the best ad budget allocation across channels (search, social, display, video) for maximum returns.

Cross-Channel Optimization: Analyze performance across channels to identify synergies and optimize overall spending.



ROI Prediction: Develop predictive models to forecast ROI for campaigns, helping prioritize effective strategies.

Real-time Optimization: Build tools for dynamic adjustment of ad spend based on real-time data and market shifts.

Democratize Access: Design user-friendly tools that make predictive analytics for ad spend accessible to all businesses.

Evaluation Criteria

Participants' brand strategies will be evaluated based on these key parameters:



Evaluation Criteria

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Innovation: How creative is the solution?

Effectiveness: Tools to identify digital attribution and recommend strategies to optimize ad spend and predict ROI.

Usability: Is the tool easy to use for all skill levels?

Scalability: Can it be applied across brands and industries?

Impact: How will it boost TrimMaster's brand awareness?

Implementation: Solutions must be actionable. Participants should explain how they will execute their strategy.

Prizes

The winning individuals and teams will receive:

- The **top 3 will present their solutions** at the WAVES event (details to be announced) with travel expenses reimbursed.
- **Exciting prizes for exceptional presentations.**
- AAAI will **cover the registration costs** for the top 3 to participate in Advertising Festivals/Conferences in India.

Conclusion

The AAAI Ad Spend Optimizer Hackathon part of the WAVES Create India Challenge invites professionals to develop innovative strategies to optimize ad spend and boost brand awareness for TrimMaster. With exciting prizes and the chance to present at WAVES, this is a unique opportunity to shape the future of advertising and make a real impact.

References

- ❖ <https://wavesindia.org/challenges-2025>
- ❖ <https://events.tecogis.com/hackathon/expressions/step1/>
- ❖ <https://x.com/WAVESummitIndia/status/1894036167873441861>

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