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How **CeraVe** Hijacked The Super Bowl Without **Traditional Ads**

A masterclass in **Gen Z** narrative
disruption by **InDiiServe.ai**

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The Skincare Noise

*Standing out in a highly competitive market where **Gen Z** completely ignores traditional, boring clinical advertisements.*



The Internet Rumour

*Ogilvy leaked a conspiracy theory: Did actor **Michael Cera** actually create the multi-million dollar **CeraVe** cream brand?*

Wait... Michael Cera made CeraVe?

♥ 2.3K

Is this real or a brilliant prank?

♥ 1.1K



He's been playing the long game

♥ 1.8K

#CeraVe

#michaelceraconce

#cerave



450 Influencers Activated

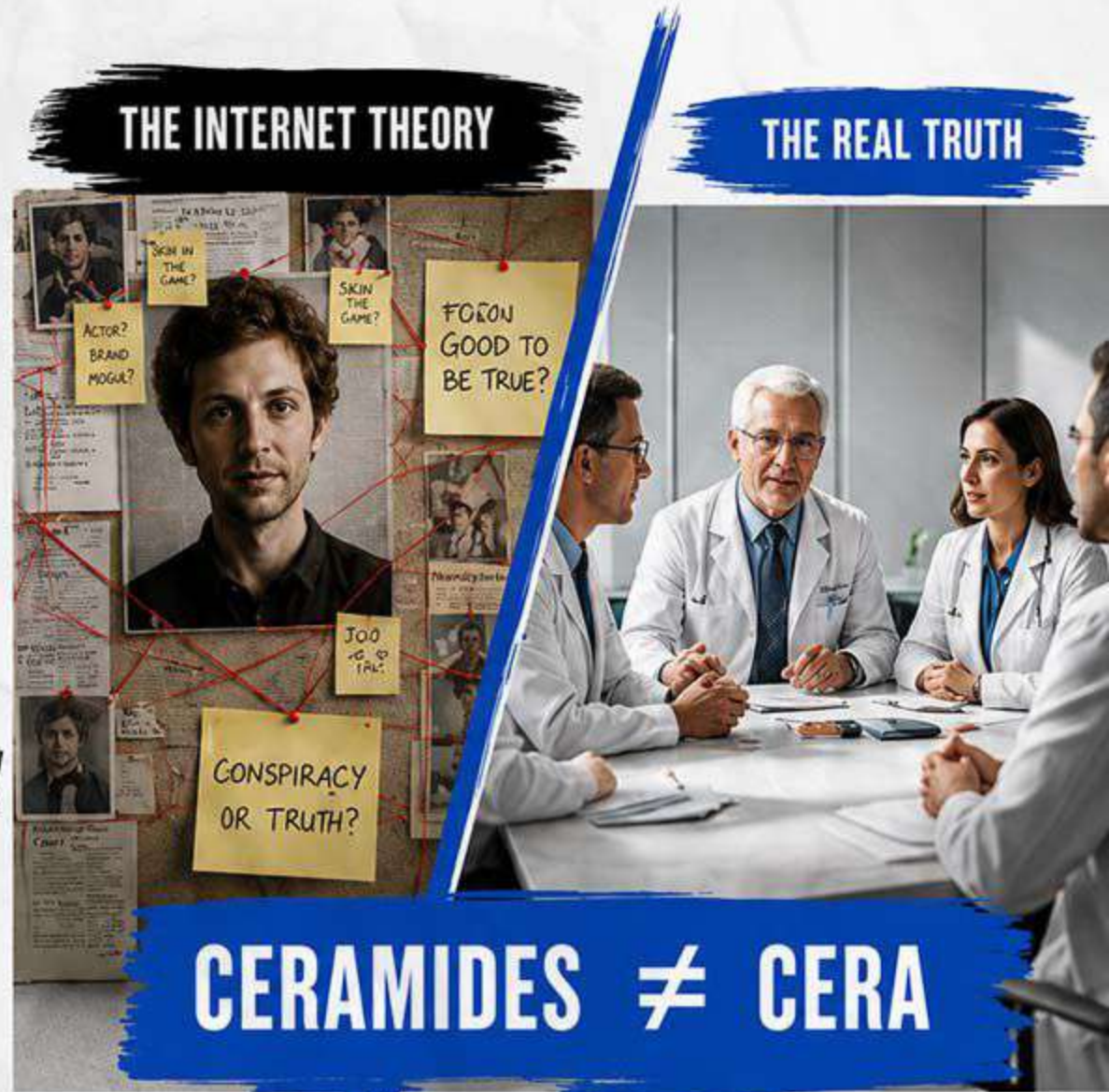


*Micro-creators posted raw, unedited "paparazzi" sightings of **Michael Cera** signing drugstore bottles to fuel global social media hype.*



The Grand Debunk

A viral **Super Bowl** commercial featured real boardrooms of dermatologists proving **CeraVe** stands for Ceramides, not Cera.



9 BILLION IMPRESSIONS

Dominated social trends for weeks, generated historic earned media loops, and heavily spiked Gen Z retail sales.

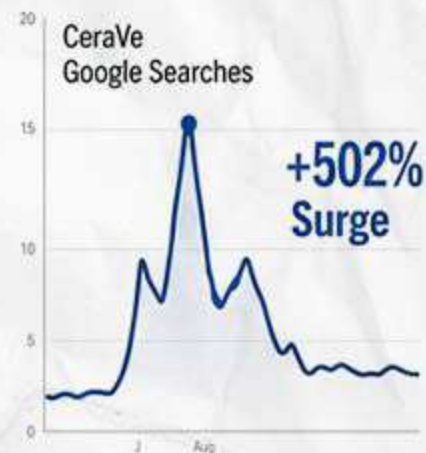
GLOBAL SOCIAL TRENDS



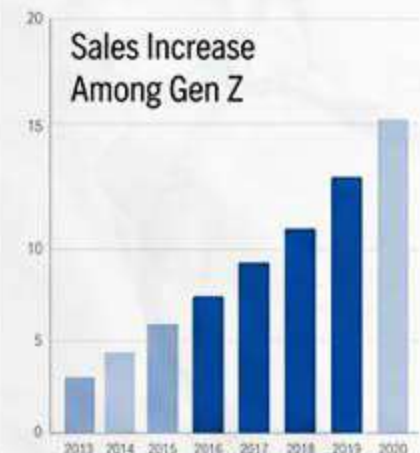
EARNED MEDIA COVERAGE



SEARCH INTEREST SPIKED



GEN Z RETAIL SALES SURGED



Edutainment Wins Over Ads



Stop pushing clinical logic.



Build immersive, community-led narratives.



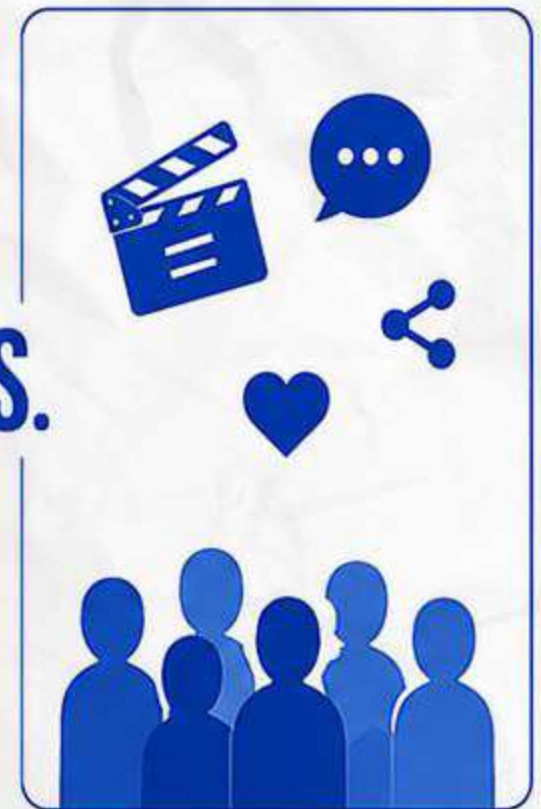
Invite audiences to co-create the joke.

TRADITIONAL ADS



AUDIENCE IGNORES

NARRATIVE STORY



AUDIENCE PARTICIPATES

VS.



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