



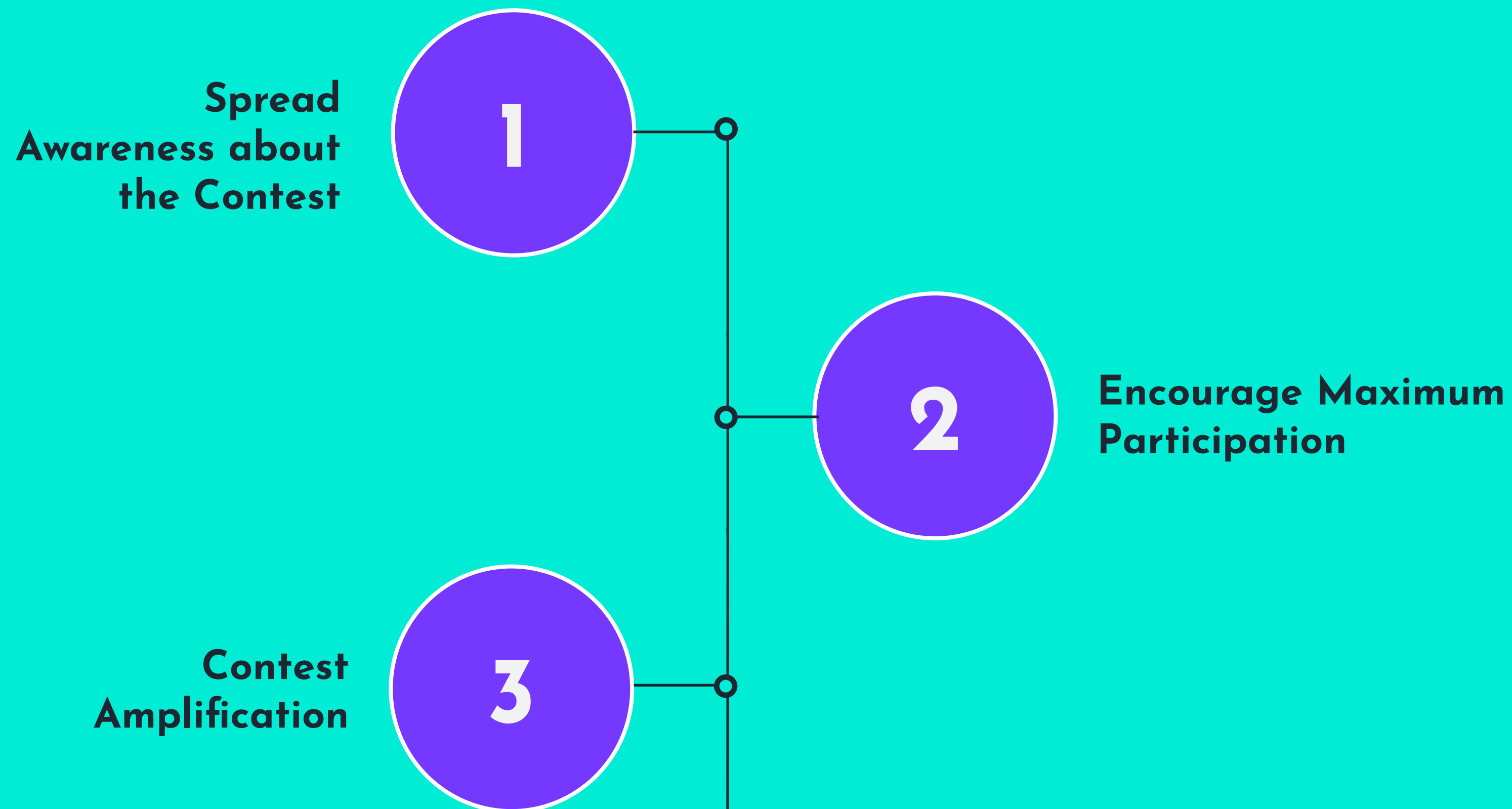
# ROYAL STAG: #RSMakeltLargeTest

CASE STUDY 2021



[www.adfluencehub.com](http://www.adfluencehub.com)

# WHAT WAS THE OBJECTIVE



# ACTIVITIES UNDERTAKEN

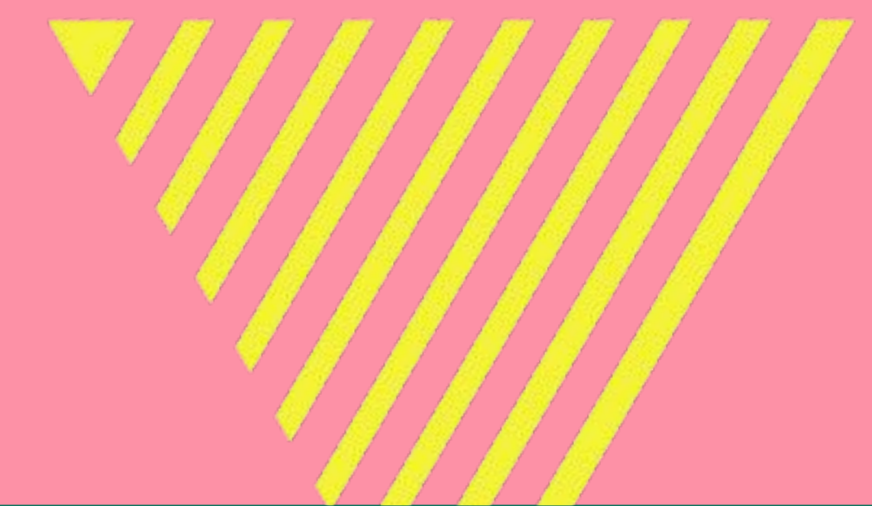
Campaign Duration: 18th June to 22nd June 2021

## MACRO SEEDING ACTIVITY:

- ✔ Activated 6 Macro lifestyle male influencers from North India promoting the contest of ICC world 2021 wherein they posted the brand video which hinted about the upcoming contest.
- ✔ Influencers also shared 2 contest posts as stories , wherein they encouraged their followers to participate in the contest, thereby creating awareness about the brand and the contest associated with it.

## MICRO AMPLIFICATION ACTIVITY:

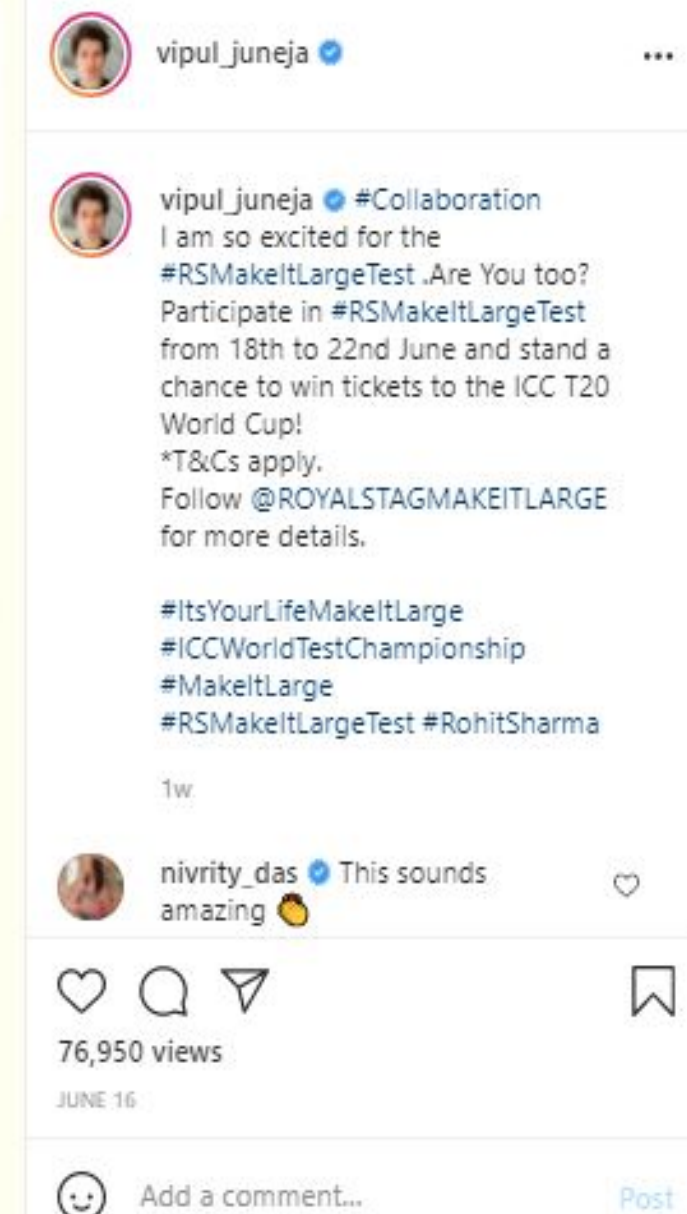
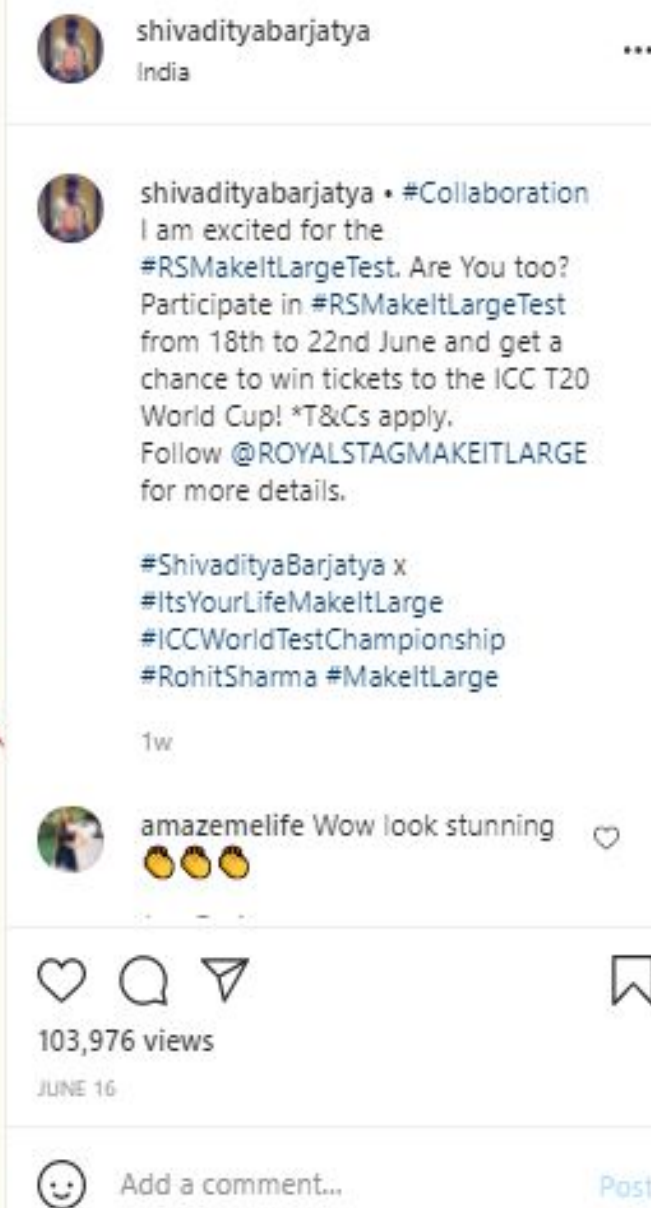
- ✔ 200 Micro lifestyle influencers from North India collaborated for the ICC World 2021 contest #RSMakItLargeTest seeded by the brand.
- ✔ Micro Influencers posted the brand video and participated in the contest, while sharing 2 contest posts as stories to encourage more participation.





# POST

## SAMPLE PUBLISHED CONTENT





# STORY

## SAMPLE PUBLISHED CONTENT





# CAMPAIGN REPORT

CAMPAIGN RESULTS	
Total Posts	206
Total Stories	412
Total Impressions	4.8M+
Total Views	2M+

# 100+CAMPAIGN 5000+INFLUENCER POSTS



# CASE STUDY



## MEE RAQSAM



[VIEW CASE STUDY IN DETAIL](#)

## OBJECTIVES

- Mee Raqsam movie promotion
- Mass outreach in shortest time possible with maximum impact
- To amplify movie's message

## PLAN

- Collaborate with 100 Instagram Micro Influencer for mass impact
- Dance to challenge to promote movie theme
- Branded frames posts to ensure movie recall
- Mix of Video and static content

## RESULT

100

Total Content  
Pieces

1.2M+

Total  
Reach

1.3M+

Total  
Impression

117K+

Total  
Engagement



# CASE STUDY



[VIEW CASE STUDY IN DETAIL](#)

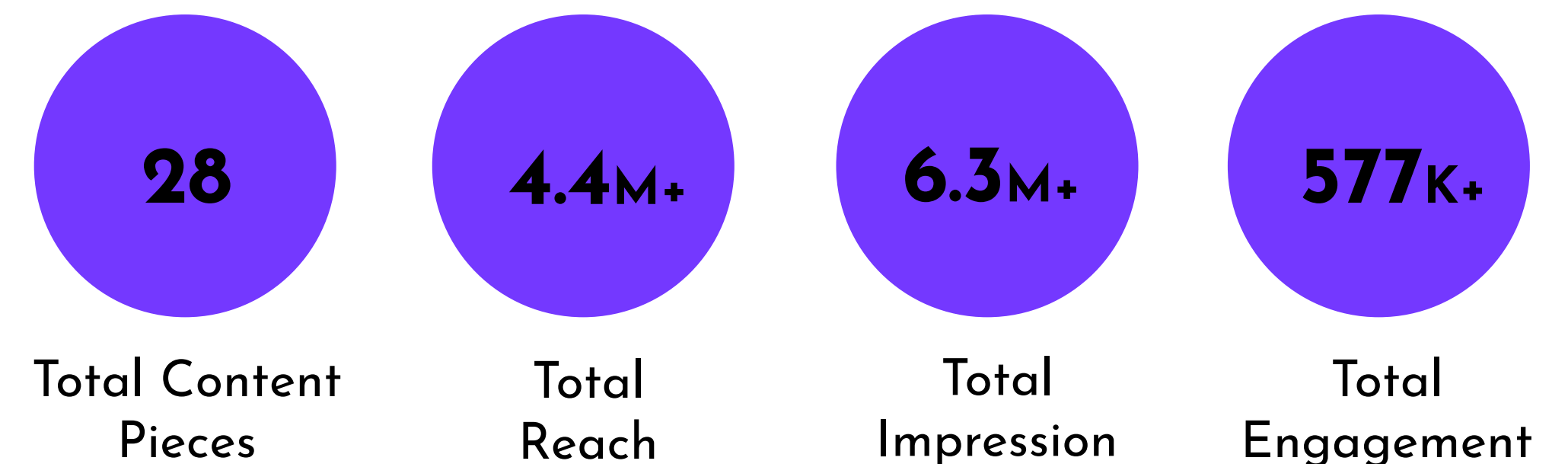
## OBJECTIVES

- To launch first ever Swarovski Rakhi
- Position the product as the perfect gift

## PLAN

- Collaborate with 14 Influencers and celebrities
- Instagram Lifestyle & Entertainment Influencers
- Choose a mix of sibling pairs as opposed to only brother and sister
- Created content high on emotional quotient

## RESULT



# CASE STUDY



JBL



[VIEW CASE STUDY IN DETAIL](#)

## OBJECTIVES

- Bangalore Store Launch Promotion
- Store walkthrough & highlight products
- Increase footfall at the launch concert

## PLAN

- Collaborate with a mix of 4 Macro & 18 Micro influencers
- Store visit by Lifestyle influencers to make the content relatable for the TG
- Multiple deliverables to increase awareness & recall
- Giveaway to distribute concert tickets

## RESULT

21

Total Content  
Pieces

658K+

Total  
Reach

856K+

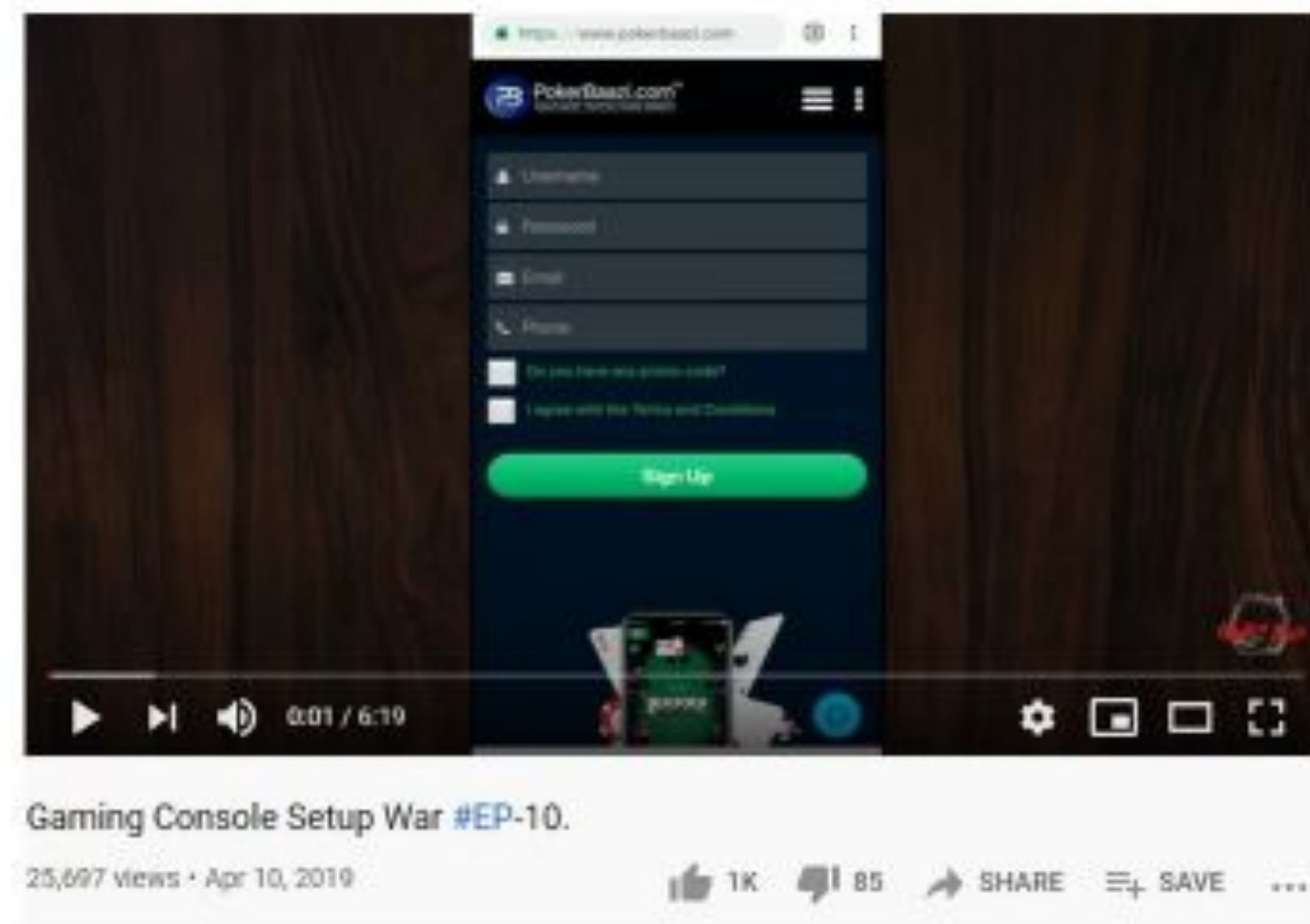
Total  
Impression

37.5K+

Total  
Engagement



# CASE STUDY



[VIEW CASE STUDY IN DETAIL](#)

## OBJECTIVES

- Brand & in app tournaments awareness
- To target new TG in Tier 2 & Tier 3 cities
- Product walkthrough & Demo

## PLAN

- Create content in 5 languages to target newly identified TG
- Integrated Youtube Videos to increase awareness with 21 Youtubers
- Created how-to-play content & gave product demo
- Regional Entertainment Influencers from 9 cities
- Content was spread across 2-3 weeks for long term impact

## RESULT

21

Total Videos

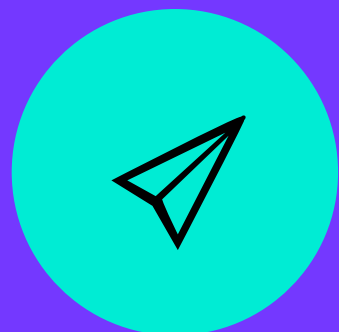
5.5M+

Total Views

170K+

Total Engagement

# THANK YOU



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