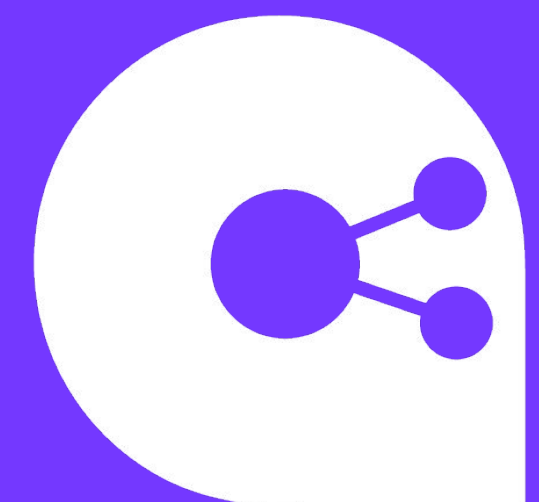


ZEE5: MEE RAQSAM

CASE STUDY 2021



WHAT WAS THE OBJECTIVE

Promotion of the
Movie

1

2

Spread Awareness
about the Campaign
#IDanceTo

Encourage
UGC for the
Campaign

3

ACTIVITIES UNDERTAKEN

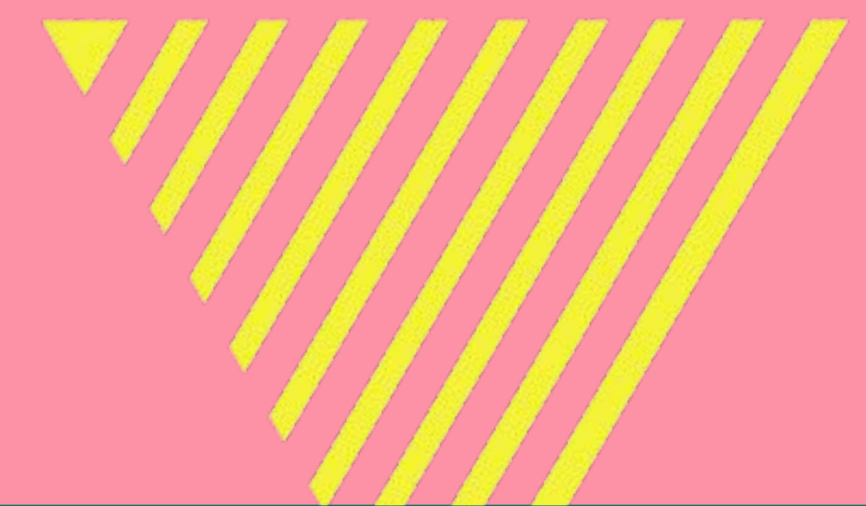
Campaign Duration: 3 Days

IG MICRO AMPLIFICATION:

- ✔ 100 micro influencers shared a video/Image of themselves dancing within the movie's frame template to increase the movie's awareness.
- ✔ Within the campaign, the influencers showcased how they express themselves through dance, by taking part in the #IDanceTo challenge.
- ✔ The aim was to create buzz about the movie and express the same through dance.

TWITTER TRENDING:

- ✔ Brand advocates created buzz on twitter about the movie.
- ✔ Hashtag & Keyword trended in india for 2 hours.



IG POST

SAMPLE PUBLISHED CONTENT



TOP TWEETS

Tweet

 **Surendhar MK** ✓
@SurendharMK

#MeeRaqsamOnZEE5 streaming live now on @ZEE5Premium Don't miss this interesting series revolving around a father's fight for her daughter's dreams.



Watch Mee Raqsam Full Movie Online in HD
| ZEE5
zee5.com

1:54 PM · 21/08/20 · [Twitter for Android](#)

7 Retweets 5 Likes

 **Nikhil** 🍌🍷
@CricCrazyNIKS

If you've not watch the trailer of Mee Raqsam, then go and watch it. Don't miss the fun and watch full movie soon on @zee5premium.
#MeeRaqsamOnZEE5



Watch Mee Raqsam Full Movie Online in HD
| ZEE5
zee5.com

2:24 PM · 21/08/20 · [Twitter Web App](#)

9 Retweets 7 Likes

 **Rajasekar** ✓
@sekartweets

What a fantastic trailer of Mee Raqsam, I can't wait to watch this one @zee5premium.
#MeeRaqsamOnZEE5

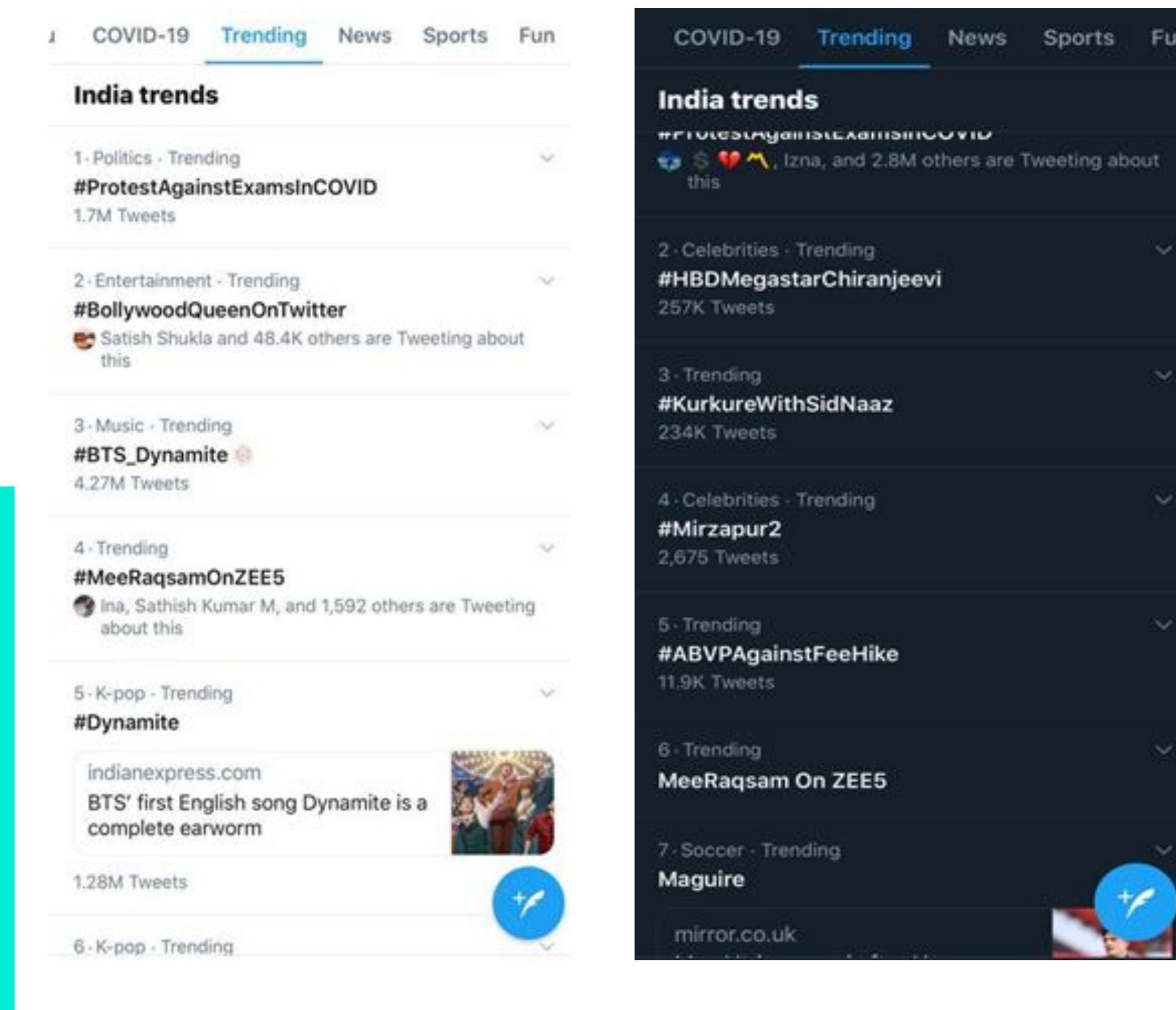


Watch Mee Raqsam Full Movie Online in HD
| ZEE5
zee5.com

1:56 PM · 21/08/20 · [Twitter for Android](#)

8 Retweets 11 Likes

TWITTER TRENDING



IG CAMPAIGN REPORT

CAMPAIGN RESULTS	
Total Posts	100
Total Impressions	1.3M+
Total Engagement	117K+

TWITTER CAMPAIGN REPORT

CAMPAIGN RESULTS	
Total Posts	872
Total Users	2,250
Total Reach	14.8M
Total Impressions	42.8M

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](#)

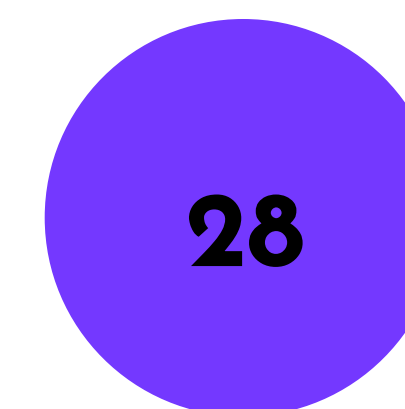
OBJECTIVES

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

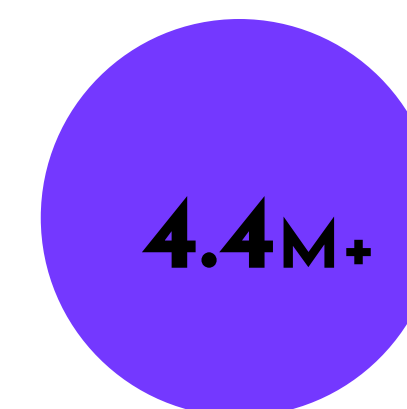
PLAN

- 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

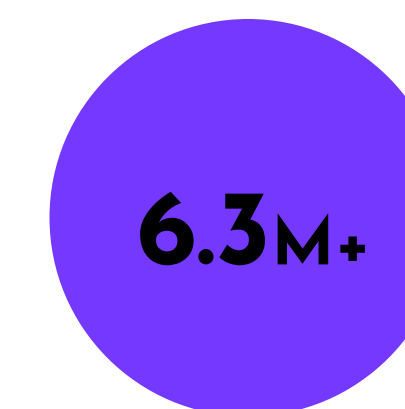
RESULT



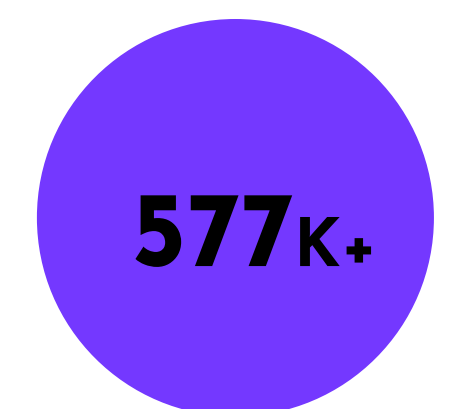
Total Content
Pieces



Total
Reach



Total
Impression



Total
Engagement

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

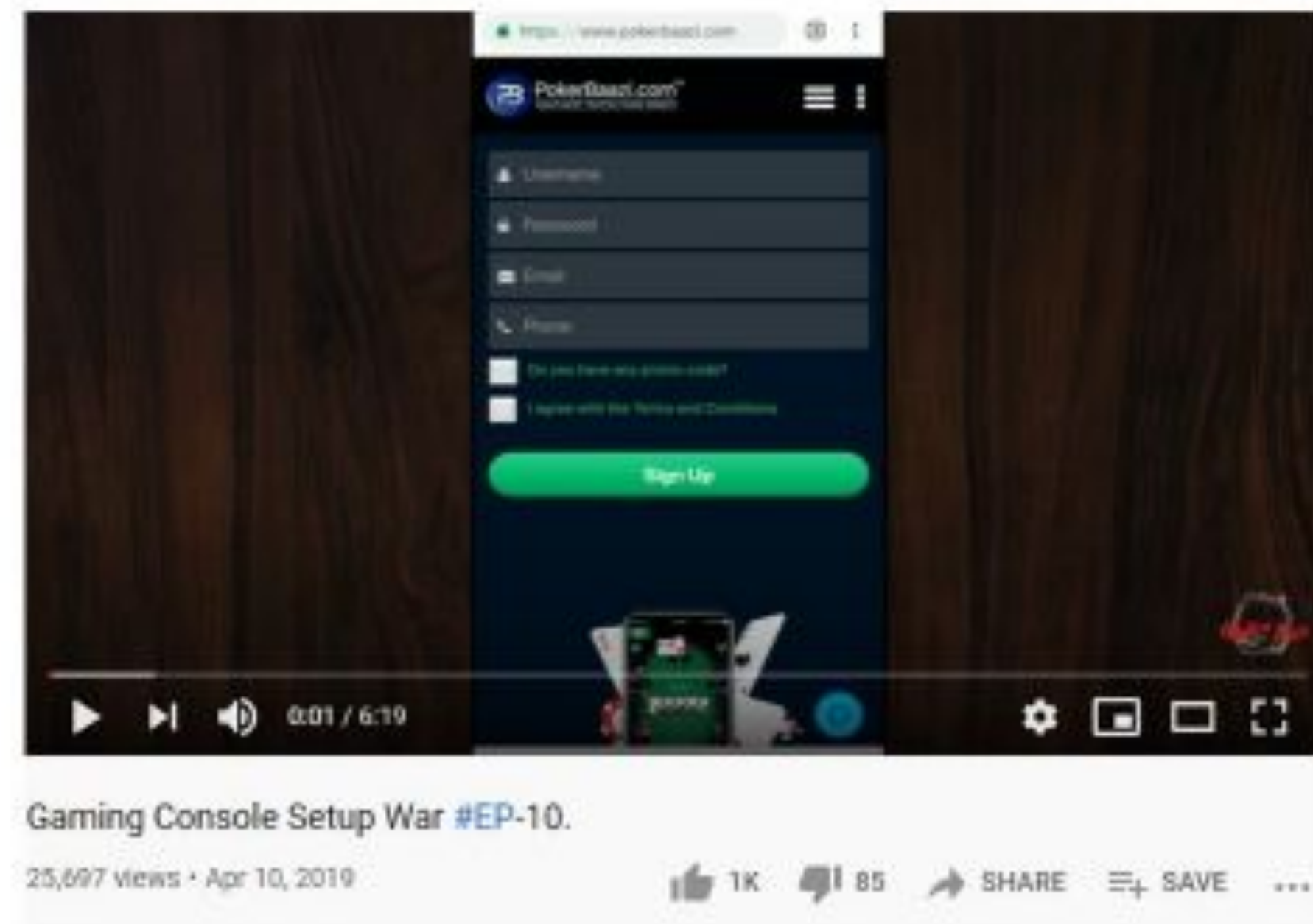
856K+

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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