

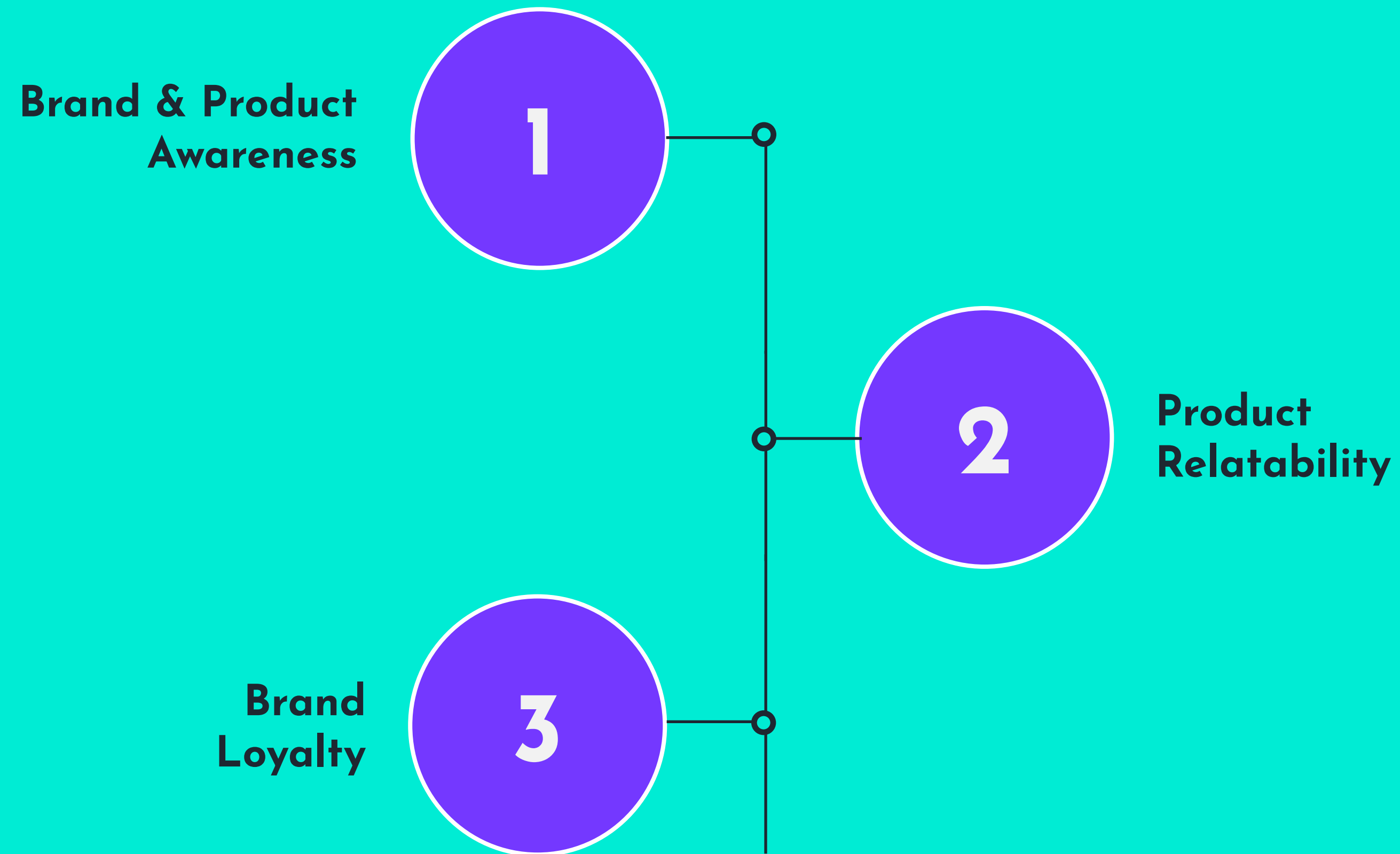


CHINGLES: April Fools

CASE STUDY 2021



WHAT WAS THE OBJECTIVE

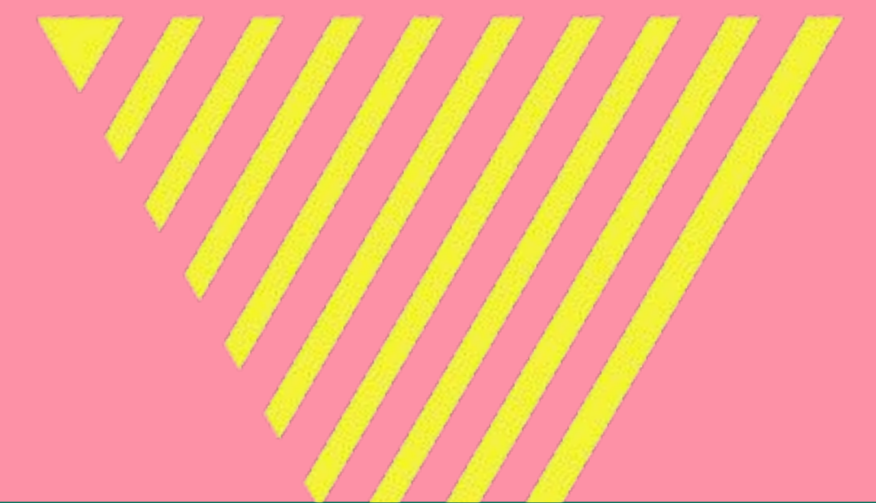


ACTIVITIES UNDERTAKEN

Campaign Duration: 26th March to 1st April 2021

MACRO & MICRO Activity:

- ✔ A combination of 27 entertainment influencers / content creators (Macro & Micro) collaborated for the Prank Challenge #ChinglesGums seeded by the brand.
- ✔ Influencers took part in the challenge as participants, encouraging their audience to take part and build awareness about the brand and its fun prankster aspect associated with the brand.



MACRO

SAMPLE PUBLISHED CONTENT



MICRO SAMPLE PUBLISHED CONTENT



CAMPAIGN REPORT

CAMPAIGN RESULTS	
Total Posts	27
Total Engagement	108K+
Total Impressions	1.3M+
Total Views	833K+

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



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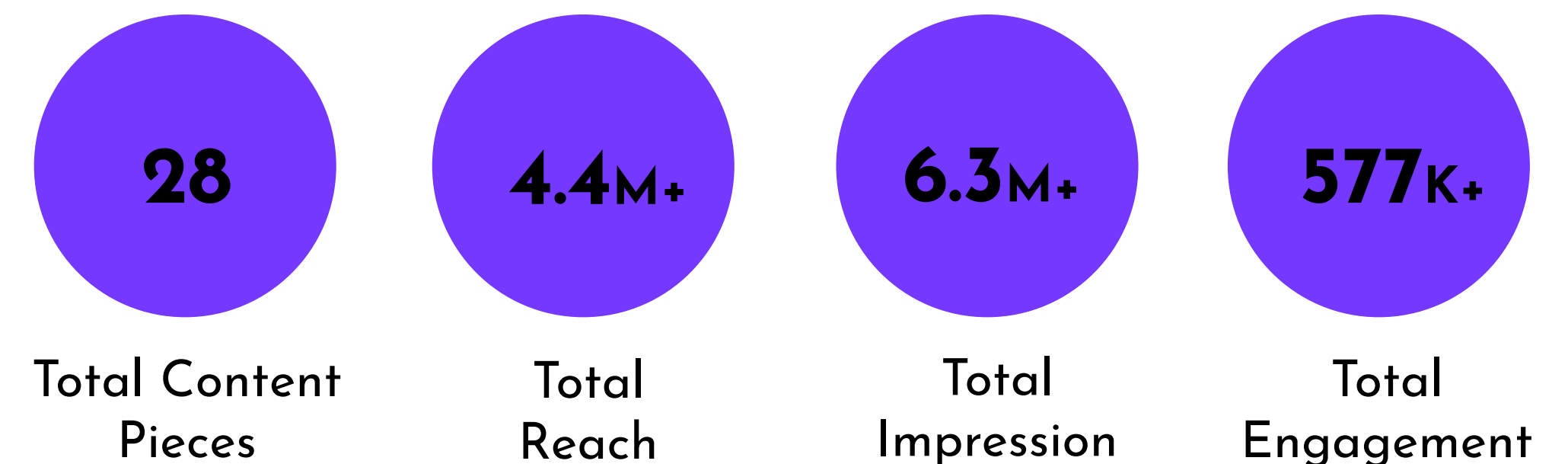
OBJECTIVES

- 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

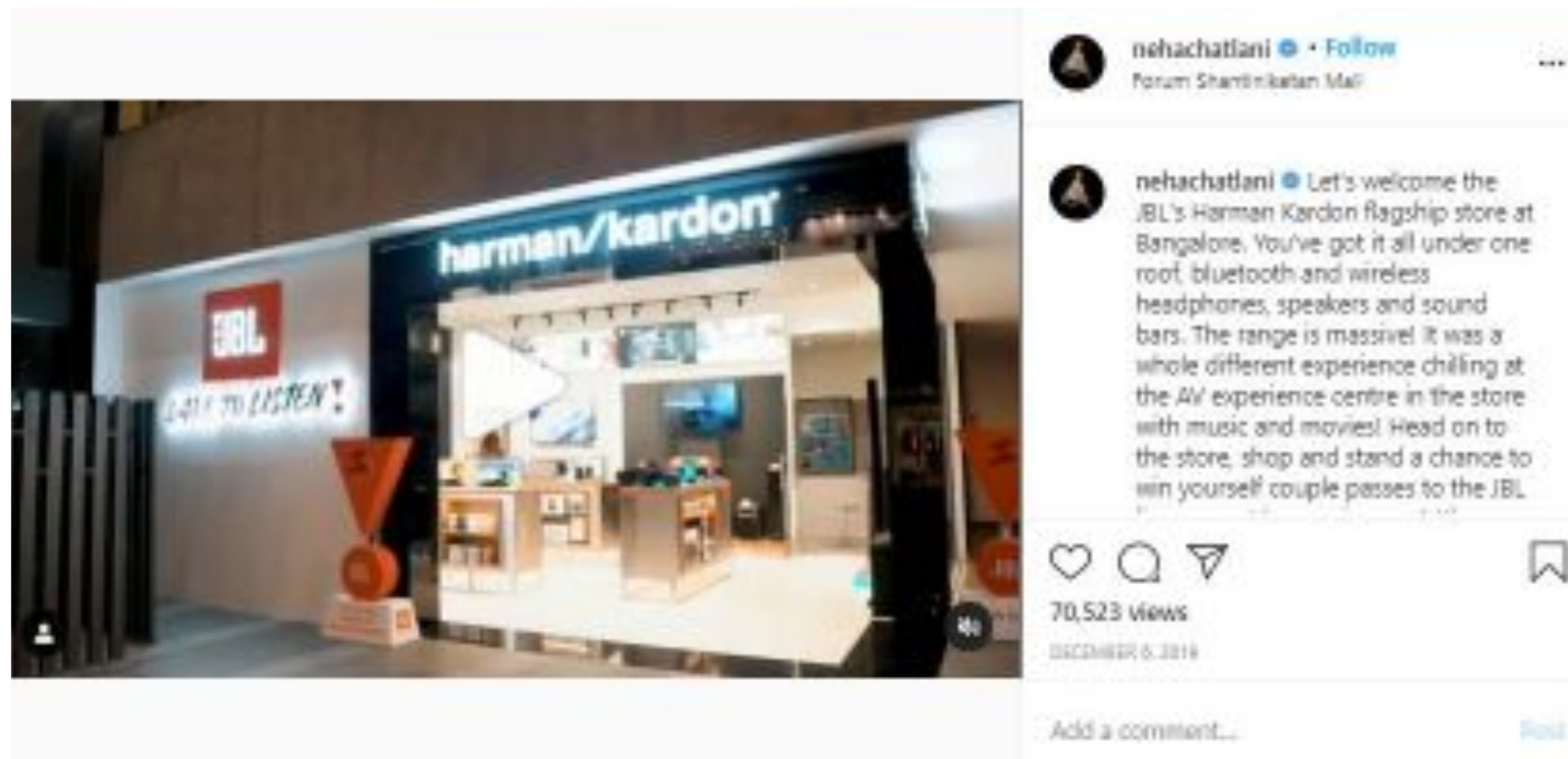
RESULT



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

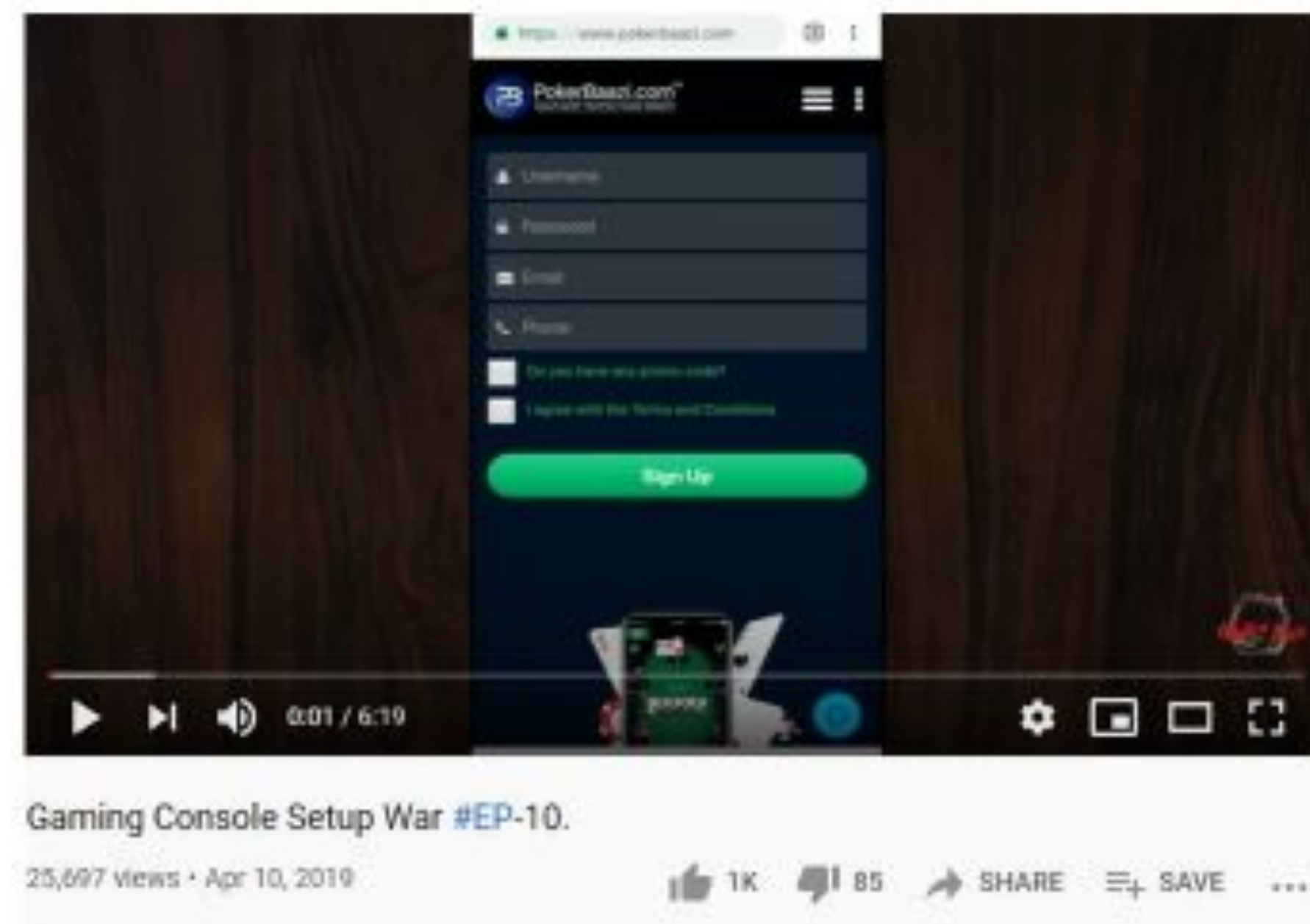
856K+

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

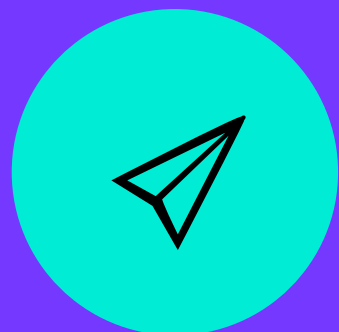
5.5M+

Total Views

170K+

Total Engagement

THANK YOU



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