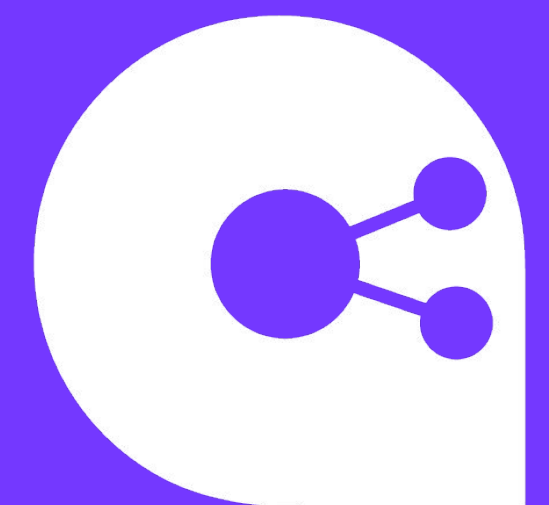




MYTHRI MOVIES: Puspa | Daako Daako Meka

CASE STUDY INSTAGRAM
REELS 2021

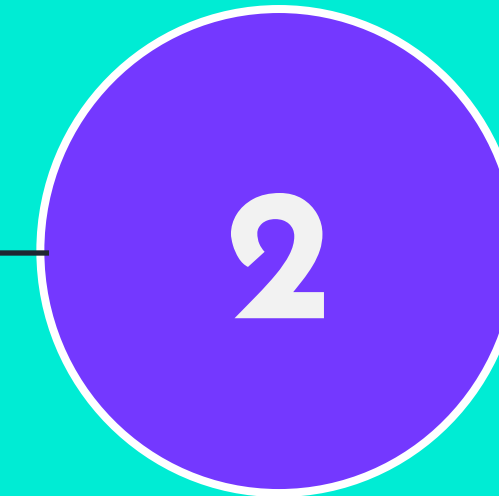


WHAT WAS THE OBJECTIVE

Create buzz
around the movie
& the song



1



2

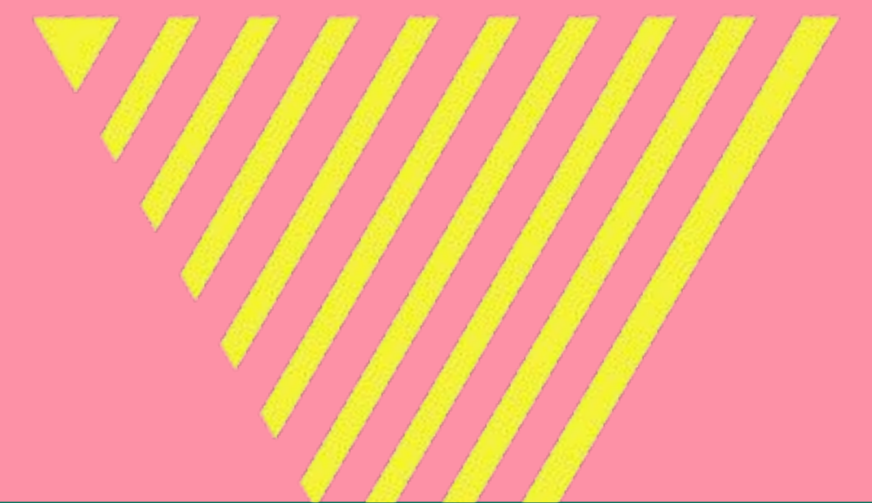
Highlight the hook
step of the song

ACTIVITY UNDERTAKEN

Campaign Date: 19th August - 31st August 2021

INSTAGRAM: REEL | SONG PROMOTION

- ✔ As a part of this activity, 430 Micro IG Influencers took part in the Reel Activity promoting the hook step of Allu Arjun's upcoming movie Pushpa's newly released song Daako Daako Meka on Instagram
- ✔ The activity helped in generating large-scale word of mouth and buzz about the release of the peppy song song Daako Daako Meka.
- ✔ Campaign gained 6.5 Million + views and garnered a massive engagement of 4 lakhs.



TOP PERFORMING REELS: LIVE CAMPAIGN POST



CLICK ON THE IMAGE TO VIEW LIVE POST

CAMPAIGN REPORT

CAMPAIGN SUMMARY

Total Reels	430
Total Views	6.5M+
Total Engagement	408K+
No of Micro Profiles	430



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](#)

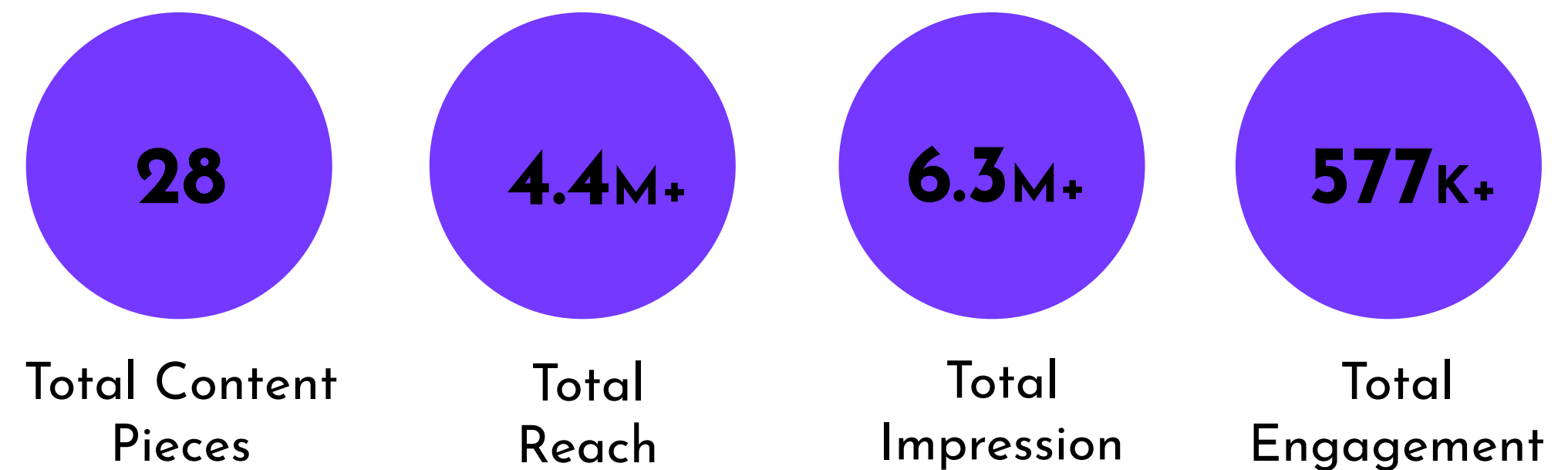
OBJECTIVES

- 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



Gaming Console Setup War #EP-10.

25,697 views • Apr 10, 2019

1K 85 SHARE SAVE

[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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