SOCIAL MEDIA
CASE STUDIES
Introduction

Social Media Campaigns have been evolving in India. Brands have moved from doing simple photo contests to incorporating technology to market themselves. It takes a lot of hard work and planning to make a campaign successful. Factors like engagement, customer relationship and customer service play crucial roles to the success of these campaigns. This ebook is a compilation of 200 such successful case studies of different brands and is divided into 9 main sectors. We hope you enjoy them.
Social Media Case Study:
How Mahindra Two Wheelers Used Social Gaming For Its Brand

Brand Name: Mahindra Two Wheelers Limited
Agency: WAT Consult

Objectives

- To launch the unique Mahindra Centuro in a market cluttered with two wheelers.
- To make sure the Features stand out.
- To get the audience to book the car immediately.

Execution
Pre-Launch Phase

- The live webcast of the launch was featured on Facebook and their Website.
- A real time dynamic cover photo was used before the webcast was started.
- Adding glamour to the launch campaign, TVC was premiered exclusively for the Digital Audience, for which they achieved over 2 lakh videos in 4 days.
- A Share and Win activity was carried out on Facebook.

Post Launch Phase

- During the post launch phase they rode through sites like Yahoo and MSN, a little too literally.
- 6 custom games highlighting 6 features of the bike was created.
- These games were further leveraged to carry out a gaming contest for their loyal fans.
- They created a dashboard for the gaming zone.
- Profile badges were given out to all the users who played their games.
- 6 winners of the game were given a Samsung tab and the Top winner received an Xbox 360.
- The games were promoted through the new platform Vine, with Mahindra being the only two wheeler company to leverage this new platform.

Instagram

- They entertained their fans on the most popular online photo sharing, video-sharing, and social networking platform–Instagram!
- All the Behind the Scene Action was captured and showcased.

Results

- Achieved a lot of Digital Media success.
- Gained over 3.5 lakh fans on Facebook on the day on the launch.
- Garnered over 9 lakh fans on the page till date.
- Over 2.5 lakh visitors, with over 7.8 lakh page views.
- Over 7,000 online leads received.
- 900 fans invited over 1.5 lakh friends.
- Through Share and Win they received over 6,700 views on the TVC.
- The new TVC received over 2 lakh views in a span of 4 days.
- The media innovations on Yahoo, MSN, and iPad crossed over 1,85,00,000 impressions.
Social Media Case Study:
Nissan Terrano Unveiled on Twitter During Live Webcast

Brand Name: Nissan Terrano
Agency: Magnon / TBWA

Objectives

- Create a buzz around the unveiling of Nissan Terrano in Social Media Space.
- Develop Awareness, Information and Conversations.
- Drive interaction, Engagement and Participation.
- Harness the current Nissan / Datsun fanbase.
- Generate a degree of momentum online for Terrano that can be sustained later on as well.

Execution

Twitter Campaign:

Day 1: 5 rounds of 1 hour each.

The live webcast of the #TerranoBlockbusterShowcase will start at 12 PM on http://nissantanerrano.in/. Tweeples just have to watch the webcast and live tweet the events as they unfold using the hashtag #TerranoBlockbusterShowcase.

Day 2: 5 rounds of 1 hour each.

On 19th August whenever @Nissan_India tweets ‘The #TerranoBlockbusterShowcase is on’, tweeple have to start tweeting with the contest hashtag and RT tweets of @Nissan_India.
Result

- Generated 10,000 conversations on FB around the campaign.
- Around 700 friends participated in FB contests in less than 2 days.
- More than 28,000 invitations were sent to friends for live webcast through FB.
- Garnered around 300 followers on Twitter in less than 48 hrs.
- FB campaign reached more than 7,00,000 fans.
Meltwater PR One-Stop Solution delivers superior global media monitoring and analytics with better targeted media outreach.

Meltwater Social Media Marketing Suite combines deep social media monitoring and analytics with efficient social engagement to give you power and ROI in the Social space.

- Never miss a mention
  - @
- Monitor your news coverage
- Analyse your PR campaigns
- How successful were you?
  - ?
- Easily create branded newsletters
- Distribute your news
- Meet your key journalists
- Targeted media outreach
- Attract fans and followers
  - Facebook Marketing
- Who is saying what, where?
  - 🌍
- Monitor your brand on social
- Talk directly to your audience
- Create your own social groups
  - Social Community Management
- Social Media Engagement
- Distribute your news
- Meet your key journalists
  - 🗞️
- How successful were you?
  - ?
- Easily create branded newsletters
  - 📄
- Monitor your news coverage
  - 📊
Social Media Case Study:
Maruti Suzuki India League

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<th>Brand Name</th>
<th>Maruti Suzuki India Limited</th>
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<tr>
<td>Agency</td>
<td>Ignitee Digital Services</td>
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**Introduction**

Maruti Suzuki India Ltd. associated with IPL 6 on Digital platform leveraging the massive reach of the event. Associate with the most sought after property/event i.e. IPL – in a way that ensures Reach, Visibility along with a Brand connect.

Maruti Suzuki wanted to leverage the sponsorship and go beyond media inventories to create Engagement. The brief was not to just stick to product banners/videos but to create a property of their own which meant fun, engagement involving both – the Brand and Cricket!
Objective

- To completely leverage the association with IPL
- To tap the cricket lovers to play a league enhancing their joy of IPL 6
- To go beyond the usual to create a splash & excitement
- To keep the brand connect intact

Execution

- Media banners on YouTube IPL channel announcing the Maruti Suzuki India League and introducing the teams.
- Landing tabs were fan gated to acquire new fans Tab on the theme of league & the brand connect and the actual game began..
- Fans played cricket and scored runs for their team. Scoring runs was followed by taking a trivia.
- The individual scores were added to the team score. They ensured that there were enough opportunities for virality
- They ensured that there were enough opportunities for virality
- On Social Media, they customized our brand channels, New Timelines images, theme based tabs on Facebook, customised YouTube skins and customized Twitter skins.
- Engagement, leader-board and gratifications.
- Big rewards – everything was worked out around this.
- As IPL6 progressed their own League also became a large game!
- They rode on the popularity of YouTube IPL channel by ensuring enough visibility for our products.
- There were product banners and pre roll videos about the brand attributes/features.
- High impact properties added to the overall visibility & reach.

Results

- More than 24 million media impressions
- Over 3.20 lakh clicks generated
- Impressive CTR of 1.3%
- More than 2.7 lakh game plays
- Over 72,000 people became a part of the league
- Total time spent: Over 34,000 mins

View Complete case study
Social Media Case Study:
Hyundai India's Custom YouTube channel

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<tr>
<th>Brand Name</th>
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<td>Agency</td>
<td>Everymedia Technologies Pvt. Ltd.</td>
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**Objectives**

The objective of this innovative campaign was to make the experience of virtually viewing a car easier.

**Execution:**

On clicking the ‘Enter Showroom’ tab on the official Hyundai India YouTube channel, the focus is shifted to a pictorial representation of the entire range of Hyundai cars. The user can then pick one of these to view in the interactive showroom.

On hovering the mouse over the Hyundai models featured, information on all the models available in the country shows up. The user is then required to select a Hyundai model which directs him/her to a 360 degree view of the same. Here, the user can select the view from the front, back and side angles of the car and is also provided with patches of all the colors available for the selected model. This interactive provision is coupled with a series of videos pertaining to the selected car model. The main highlight in this section is the official television commercial of the car selected. This helps in giving the user additional information on the product and is a chance to view the car in action!

And that’s not all! After a complete showcase of the Hyundai model, the user is given the option to ‘Book A Test Drive’ directly from the YouTube channel. On clicking the tab, the user is taken to Hyundai India’s official web site where simple personnel information can provide an incredible test drive in the Hyundai of your choice.
Response:

Hyundai India’s customized YouTube channel received a tremendous response from the fans. Visitors to the channel have appreciated this innovation from Hyundai, terming it a great idea to feature a showroom and other details of cars on the YouTube channel itself. Similar to a website where all the required information is displayed, the channel is user-friendly and an enjoyable experience.
Introduction

Maruti Suzuki Swift wanted to leverage on conversations around the Football World Cup. We identified this as a passion point and created a property that gave our users a full blown football experience with Swift. They can select a car, drift along a field and hit goals with their car. The more fluent-worthy the hit, the better the points. The property also features a wall that lets users shout out loud, their love for the game. They can tweet/post using #LoveFootball and feature on the wall.

This engagement gives our users a power packed experience and also a chance to win a special Football Finals screening.

Campaign Objective

Swift, for its advertising communication, plays on passion points of its users. Football, being the most talked about hit of the season gives the brand all the right reasons to associate with it and establish a property.

Execution

The entire activity uses a mix of two platforms: Facebook and Twitter. Facebook, using an application that features the game and lets users share their scores on their profiles. Twitter, using #LoveFootball to boost conversations and let our users/followers spread the cheer.
**Result**

Swift Super Striker game has generated amazing response amongst fans with more than 1800 game plays in last 25 days. Application received more than 4500 unique visitors. Around 3000+ organic entries were received with hashtag #LoveFootball during the campaign with increase of 245 followers. Overall fan base increased by 45K+.
Social Media Case Study:
How 10,000 Startups Engaged Entrepreneurs with Their V-Day Campaign

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<th>Brand Name</th>
<th>10,000 Startups</th>
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<td>Agency</td>
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About 10,000 Startups & The Digital Strategy

10,000 Startups kicked off in March 2013, by NASSCOM, to scale up the startup ecosystem in India. The program aims to enable incubation, funding and support for 10,000 technology startups in India. We, at Frog Walks Out, have been handling their digital strategy since the inception of the program, creating and curating content that today’s tech entrepreneurs and wanna-preneurs can identify with, take inspiration from and most importantly, gather knowledge from.

The Concept

The Date, an Entrepreneur campaign, was designed keeping Valentine’s Day in mind. Entrepreneurs are infamous around the world for being tough to date. So, we decided to do a campaign that played out like a spoof – turning everything that is considered negative about dating an entrepreneur into a positive.

This is how we looked at it – why not date an entrepreneur? They’re brave for having the strength to venture out into the world with nothing but a will to succeed but no guarantees. They are innovative, creative, perfectionists and live life in a way that few others would dare to. There are several great things there are to look forward to, should you choose to date an entrepreneur. As we see it, great things are born out of risks taken!
The campaign was spread across different social channels such as Facebook, Twitter and Slideshare. With active responses and dedications being shared by users, the presentation was also announced as the “Presentation of the Day” by Slideshare on the 14th of February.

The audience that viewed the posts fell within the age group of 19 years -30 years. We also posted each slide of the presentation as an individual post on Facebook and Twitter to increase interaction and awareness about the campaign.

Results

On Twitter, we followed up with questions about dating entrepreneurs while using the hash tag #DateAnEntrepreneur to pick on responses. With 7000+ views on Slideshare, 300+ Facebook conversations and 100+ tweets, it was a great way to celebrate Valentine’s while aiming to make sure entrepreneurs felt good about themselves.
Social Media Case Study: How ITChintu.com Grew its Facebook Community by 4 Times with Fun Content

Brand Name  ITChintu.com
Agency

Introduction

ITChintu.com is a one stop portal fast gaining a name as a brand that communicates through spoofs in a very unique, innovative and creative way.
Objective

The objective of this campaign is to reach out to all working professionals and build brand awareness in a new, engaging and effective way.

Execution

This campaign has been promoted across multiple social media platforms namely Facebook, WhatsApp and YouTube. The Campaign has caught the eye of numerous IT Professionals on various social media fronts.

The spoofs are made on the lifestyle of IT professionals and what goes in a typical IT professional’s work life. Their spoofs are usually crafted on themes which are very common among working professionals.

Facebook & WhatsApp: We received great response on Facebook, where our fan following went up to 4,600 from a meagre 1,200.

Our spoofs are crafted on themes like:

Appraisals

Issues over Leaves, bonus, hikes

Riposte between chintu (employee) and boss

Daily tasks → status report

IT Reality scenes: tasks like: filling timesheets

Lunch breaks, coffee breaks

YouTube is one essential platform that we are utilizing for the campaign. A Video depicting a typical IT hectic day is uploaded on Youtube, with the song “Khoon Choos Le” of Go Goa Gone fame as the background. The video depicts a typical hectic day in the life of an IT professional.
Why spoofs

Spoofs are a great tool for mass communication and expression. I have been reading authors like Oscar Wilde, Mark Twain, and George Orwell and was amazed at the way they changed society’s ideology through their thinly veiled satire. Be it George Orwell’s Animal Farm, which was a sharp critique of the Russian Revolution, or just about any picture spoof, they are a great medium for mass communication, and an especially powerful tool of expression.

Sometimes, it is their puns that do most of the talking, and they manage to convey what they say using the barest minimum of words.

If these tools are used in proper way they can serve the purpose of both entertaining people as well as questioning society’s motives, which would serve to change the attitudes of people and motivate them towards a greater cause. Here, I would like to say

“If a picture is worth thousand words, a spoof is worth a thousand speeches!”

Impact of Campaign:

The impact of this campaign can be measured in terms of the social impact that it has affected, along with the brand awareness; The level of engagement is also to be noted. On the social front, after our campaign, our spoofs have resulted in a series of spontaneous laughs among professionals, who are undoubtedly liking them and enjoying them.

You can easily find bunch of people standing on the road side stalls near their offices, sharing phrases like “dude, you are being chintued!” or teasing their friends, saying “Chintuhai Kya?”. It seems that “Chintued” has been added as a new verb in the IT Dictionary and these phrases has become the new parlance of IT professionals.

In terms of user engagement, our website is now being accessed by thousands of IT Professionals and we have reached to 14,000 registered users, 9,000 posted ads, and around 600 online transactions. Not only this, we received phenomenal responses from Facebook and our Facebook fan following has increased to more than 4,500 fans from just 1,200 fans.
Social Media Case Study:
Aditi Technologies

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<th>Brand Name</th>
<th>ITChintu.com</th>
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<td>Agency</td>
<td>Magnon / TBWA</td>
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**Objective**

The objective was to showcase the work culture at Aditi and reach out to new talent in the market using social media platforms.

Also to establish Aditi Technologies as a thought leader in its field of cloud enterprise social and big data.

We had to position Aditi for what they believed in, a cool and a geeky place to work. The challenge was how to showcase a strong technology based B2B company like Aditi as a cool place to work at.

Spread the word about Aditi Technologies being a leader in Cloud Computing Solutions. Share achievements of Aditi Employees and the various success stories of the company.

**Strategy**

We chose to take the Aditi Technologies brand live on 3 prominent social platforms: Facebook, Slideshare and Blog.
On Facebook, we built applications which would help us reach our goal of positioning Aditi as a cool place to work and get new talent into Aditi Technologies.

On the blog, we shared articles on Cloud Computing, Enterprise Social, Big Data and more, we designed the blog and made it social media and search friendly.

On Slideshare we shared the presentations from Aditi Technologies that discussed the brand, their work, etc.

Results

So far, the results of the social media exercise for Aditi Technologies have been outstanding so far. Since beginning activities in early 2012, we have achieved tremendous numbers and we highlight a few below:

Within a period of 2 months we moved from 0 to 8,000+ fans on Facebook, with lot of buzz being generated about Aditi and prospective employees applying for Job Openings. Most importantly, these were very relevant likes meaning the right audience was joining the Aditi Facebook page.

On the Slideshare channel, there was over 10,000 views within 2 months. We also saw many downloads and embeds of the case studies. This was due to the quality of the content that was shared.

Traffic to the blog was phenomenal. It received a lot of hits and within 2-3 months we crossed 25,000 page views. Monthly page views for the blog were rising consistently.
# Social Media Case Study:
## Standard Chartered’s Good Deed Marathon Case Study

<table>
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<tr>
<th>Brand Name</th>
<th>Standard Chartered</th>
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<td>Agency</td>
<td>Flying Cursor</td>
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## Objective

Every year, the Standard Chartered Mumbai Marathon gives thousands of Mumbaikars a chance to do something good. This year, Standard Chartered India, wanted every Mumbaikar to enjoy the same feeling.

## Execution

A month before the actual marathon, we launched a movement called Good Deed Marathon. Mumbaikars had to do a good deed, or many good deeds. And they could create a chain, by sending it back to us via – #GoodDeedMarathon.

Standard chartered created a GoodDeedMarathon Instagram account, 10 days before we launched, where we told our story visually. We involved the Instagram community to share good deeds they saw around them on a daily basis.

The brand took it further by roping in 5 influential instagrammers who would pick a winning image every day.

The judges proudly carried our badge on their instagram account, and spread curiosity about Good Deed Marathon.
Curiosity on facebook with the launch of the coming soon film and teaser posts were built. The brand then launched the Good Deed Marathon Facebook and mobile app which allowed users to register. The first 2000 people got a starter kit with a good deed marathon band.

Both apps allowed people to submit their good deeds and displayed what others were doing and saying. Standard Chartered sustained the movement with posts and video content. It was supported with influencers from various mediums.
Social Media Case Study:
How Max Bupa Enabled 1200 Customers Buy Health Policies via Facebook

Brand Name | Max Bupa
Agency     | Iffort

Introduction

India’s premier health insurance company, Max Bupa now services hundreds of customers daily using its Facebook engagement platform – Get Help. Get Help is one of a kind customer service platform which helps users to get services at their fingertips right from Facebook.

Objective

Through this initiative, Iffort has helped Max Bupa to take the lead to transform the perception of insurance as a complex product by using the most interactive social media platform to drive conversations on the category. Max Bupa has been able to strengthen its online presence to reach out to its customers.
Execution

Get Help is a first of its kind engagement platform by a health insurer on Facebook to reach out to its customers and be present wherever they are. This innovative platform enables customers to buy a health policy from their Facebook account, interact and share their experience with Max Bupa and also get instant customer service at their convenience from anywhere, anytime.

Get Help offers instant response to health insurance related information on products, service requests, queries related to policy purchase, renewal, claims, loyalty benefits and premiums. It enables customers to get a call back within seconds of posting a request and provide them the option to share feedback and get response within 24 hours.

It also allows them to access information related to hospitals in Max Bupa’s network. Committed to making quality Health Insurance more accessible to customers, Max Bupa is using technology to deliver Health Insurance to customers within minutes, at the click of a button, from the comfort of their home.

View Complete case study
Social Media Case Study: How American Express PAYBACK Credit Card was Promoted with Jodi Batao Contest

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<tr>
<th>Brand Name</th>
<th>American Express</th>
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Summary

Hot Chai and Samosa or Jai and Veeru (from the iconic Bollywood movie, Sholay)...what comes to your mind when we say Jodi?

Rewarding Jodi Batao, Holiday Mana to has been a first of its kind contest in India, where Facebook users chose their favorite pairs, shared them with friends for votes, and won holiday vouchers.

The contest, run on the web and on the American Express Facebook page, enabled users to apply online for the new American Express PAYBACK Credit Card which combines American Express experience in payments with the loyalty benefits of a PAYBACK Card.

One of the unique attributes of the Card is the Double Dip benefit, whereby the card holder earns points from both American Express and the PAYBACK Partner on their daily purchases. This concept was taken forth into the social media where Facebook users were asked to choose their favorite pairs or ‘Jodis’ or create their own.
Some popular Jodis, including Jai-Veeru, Chai-Samosa, and Santa-Banta were pre-programmed into the app to increase awareness among the target audience- the young, urban, net-savvy consumer.

To popularize the contest, users were encouraged to share their choice of Jodis on Facebook and Twitter and invite their friends to vote or participate. The ‘fun’ messages displayed on the participant’s timeline definitely helped in attracting more and more people to access the app either to vote or to participate. The result was phenomenal – more than 11,000 people participated in the Rewarding Jodi Batao, Holiday Manaao contest!

After making it to the Facebook Gallery for the success of three innovative campaigns with American Express, this campaign by Digiqom created a record in terms of participation, where most participants were not just choosing their favorite Jodis, but creating a list of wacky ones!

In addition to the extensive participation, the content went viral both on Facebook and Twitter, and generated 11.6 million impressions during the contest period. Also, the participation was maximum from the top 7 cities of India and in the targeted age group, 25-34 years, clearly giving a thumps up to the concept, design and execution.
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Social Media Case Study: Xpress Money

Brand Name  Xpress Money
Agency      Adfactors PR GoZoop

**Objective**

Xpress Money decided to begin the New Year by helping the underprivileged in society as part of H.O.P.E, their consolidated sustainable corporate responsibility platform.

Gozoop suggested leveraging the strong Facebook community of Xpress Money and bring users together to help Xpress Money donate an amount towards a noble cause.

**Execution**

Gozoop developed a Facebook game in which users had to compete against each other to score highest points by assembling a jigsaw puzzle. It was pledged to the users that Xpress Money will donate 1/3rd of the highest score towards the education of underprivileged girl children.

By playing the game each user brings Xpress Money 1 step closer to helping young girls who are deprived of basic rights like education. Xpress Money acquired over 2900 fans and promoted the contest via Facebook ads and engaging wall posts. Xpress Money posted emotionally appealing content Strong call to actions accompanied visually appealing creative They used Facebook Marketplace ads and Promoted post.
Results:

- 11302 game plays
- 2915 fans added
- Promoted post ads in Newsfeed received 22x higher click through rate than ads on the right hand side.

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Approach:

Xpress Money acquired over 2900 fans and promoted the contest via Facebook ads and engaging wall posts.

- XpressMoney posted emotionally appealing content
- Strong call to actions accompanied visually appealing creative
- They used Facebook Marketplace ads and Promoted post

such initiatives in the future that marry social media with societal change.”

- Mr. Vinesh Nair,
  Vice President - Global Marketing and Corporate Communications, Xpress Money
Social Media Case Study:
Citibank OMG! Sale on Facebook

Brand Name  CitiBank
Agency  SapientNitro

Objective
Bring Citibank card customers a unique shopping experience during the festive period. Provide a fillip to the Indian e-commerce industry by benefiting partnering e-tailers.

Execution
• SapientNitro actively promoted OMG! Sale on the Citibank India Facebook page to benefit existing and potential Citibank card holders
• The first campaign teaser went live on 30th November, 2012
• A pendulum shaped, countdown cover image of the OMG! Sale campaign as a teaser was uploaded on December 3rd and 4th, 2012
• A dedicated Citibank OMG! Sale event page was created two days prior to the start of the mega sale
• The event link was shared on the brands Facebook wall
• Interesting OMG! Videos were shared on Citibank India’s Facebook wall
• Updates shared about the launch of the OMG! Sale
Results:

Key Results:

• Citibank card spends grew eight times over average daily spends at the 17 partner websites
• The average ticket size increased by 30% for the partner websites on Citibank cards
• Partner merchants reported 50% reduction on cash on delivery mode of payment
• Citibank India Facebook page achieved the highest reach ever in 2012 – 20,95,104 and the highest virality – 7.63% during the OMG! Sale

Campaign Results:

• Total Reach: 5,417,504
• Total Engaged Users: 75,128
• Total Talking About This: 42,350
• Total Likes: 25,354
• Total comments: 368
• Total Shares: 727
• Highest reach ever in 2012: 2,095,104
• Highest virality for event : 7.63 %
## Social Media Case Study: Children’s Day by Franklin Templeton India

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<th>Brand Name</th>
<th>Franklin Templeton India, Mumbai</th>
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<td>Agency</td>
<td>Social Wavelength</td>
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### Objective

To create Awareness, Preference, Direct Response.

### Execution

Franklin Templeton Investments, believes in the power of long-term investing to create wealth. This forms the core of their business. The wisdom lies in, what we choose to invest in today will shape our tomorrow. To treat and communicate this belief more holistically, they created a platform called ‘Invest for Tomorrow’ that is a launchpad for various online campaigns to mobilize their fan community to come together and do things that make a positive difference to the world of tomorrow.

November 14th is celebrated in India as Children’s Day. Their Children’s Day campaign was launched in association with Akanksha Foundation, a prominent non-profit organization that strives to co-create a better tomorrow for less-privileged children in India. The foundation needs bright, young, and motivated change-makers to join them as teachers.
They wanted to engage their Facebook community through a focused campaign highlighting the work that Akanksha Foundation has been involved in: profiling the current teachers, some of the students, alumni, etc., all of whom have had transformative experiences with Akanksha.

This campaign rode the Children’s Day wave, where the nation was discussing the present and future of our children and children’s education.
The entire campaign call to action was pitched as ‘Is there a teacher in you?’ This encouraged our Facebook fans to apply (through a specially-designed entry submission app hosted on our Facebook Page) to become a teacher with the Akanksha Foundation.

The campaign ran from November 9-17, 2012 across 21 customized creative posts, images, and stories, and created a significant amount of buzz through Likes, comments and shares, all contributing to significant virality and reach.
Results:

The cause that we stood up for made a great brand connect and resonated with the Facebook community. Special attention was paid to create customized content and an appealing visual identity across our posts, the tab they created, and so on. The campaign was timed around the Children’s Day, which made the content all the more relevant and created discussion and share-ability.

They used Facebook stamp ads and promoted posts to ensure they are reaching out to a critical mass of people (including their fans and non-fans) who, in turn, spread the word took the cause forward by engaging (liking, commenting, sharing) with our content.

Here is a summary of the campaign outcomes:

• fans added: 20,446

• total no of unique posts: 23

• number of Likes: 28,086

• number of comments: 917

• number of shares: 1,980

The campaign also received 402 applications through the Facebook app designed to collect applications.

To add another feather to their caps, Franklin Templeton’s Children’s Day campaign has now been featured in Facebook Studio. Facebook Studio is known to feature campaigns from leading global brands like Pentacle, Nissan, Ogilvy, etc
Social Media Case Study: #CrackBudget2013 by Karvy Private Wealth

**Brand Name**  Karvy Private Wealth  
**Agency**  Everymedia Technologies Pvt. Ltd.  

**Objective**

The objective was to cement the brand’s identity as a Financial Advisor with a distinction of being an unbiased expert. To do this, an informative and interactive approach was used to educate prospective investors on the Budget by making it fun and interesting.

**Execution**

To break through the clutter and grab the attention of the audience, we devised a campaign that educated an informed in an interesting and interactive way. Using digital mediums to our advantage, we roped in the brand’s Twitter handle to run a contest around the highlights of Budget 2013.

**Contest:**

#CrackBudget2013

The contest had ten questions that highlighted the Budget 2013. The format of the contest required participants to tweet and use their Budget-related knowledge to the fullest. The questions were centered on the rise in surcharge rates to various important initiatives towards investments. Owing to its uniqueness, this contest managed to captivate the interest of many Twitteratis. It also prompted people to test their knowledge and incited prompt and active responses.
Results:

The complicated Budget facts presented in a fun contest format grabbed the limelight quickly. Within 2 hours of its launch, #CrackBudget2013 became the top trend in India.

The simple contest with a combination of knowledge and fun was hugely applauded by the audiences as is evident in the numbers:

Within a day the Twitter handle of the brand saw an increase of 81 followers. The contest saw 65 participants and 600 replies.

#CrackBudget2013 reached 3185 accounts with an exposure of 16,947 impressions.

With 650 re-tweets and 35 favorites, the tweets of the contest were all over the net.

Karvy Private Wealth became the first and only Financial Advisory Firm to begin an initiative of educating the consumers about the essentials of The Union Budget of India.

The one day activity innovatively designed to harness the maximum benefit out of the chosen social platform reaped the desired outcome to the brand.

View Complete case study
Social Media Case Study:
Standard Chartered Mumbai Marathon 2013

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Standard Chartered Mumbai</th>
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</thead>
<tbody>
<tr>
<td>Agency</td>
<td>Flying Cursor Interactive &amp; Rickshaw</td>
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**Objective**

To take the Mumbai Marathon beyond the streets and into the hearts of Mumbaikars.

**Execution**

To break through the clutter and grab the attention of the audience, we devised a campaign that educated an informed in an interesting and interactive way. Using digital mediums to our advantage, we roped in the brand’s Twitter handle to run a contest around the highlights of Budget 2013.

**Contest:**

They got Instagramers to capture the flavours of the city. From flamingos of Sewri to the vintage Irani hotels, from Victorian heritage to the culture of the streets, they captured them all under #RunForARReason.

They also shot a few of them while they were clicking away, and made 30 seconder films. These were aired in PVR and Inox, which gave more mileage to the RunForARReason Instagram project. Click here to view on YouTube.

With the support of Radio Mirchi, whose RJs enthusiastically urged listeners to pick a reason to run, Standard Chartered got a sizeable number of Mumbaikars giving their reasons. And through cup rings, saucer tags and tent cards, Café Coffee Day and Barista urged the youth who frequent coffee shops to give their reasons to run.
Also, over 500 Dabbawallahs sported “Run For a Reason t-shirts, which, along with grabbing eye-balls, garnered several more reasons to run. A free film screening was arranged at PVR for underprivileged children, who were also given t-shirts. Their smiles only reinforced our belief that every privileged Mumbaikar should have a reason to run for his/her city.

The instagrammed pictures found their way on ground too. A 600-ft marquee wall filled with pictures taken by theinstagrammers was installed on the day of the marathon at the flag off.

Also, a giant hoarding that thanked Mumbai for giving them reasons to run was put up at Patel Bridge, Marine Drive. Which they think is India’s first instagram hoarding.

Results:

- 2 5 instagrammers
- 1200 pictures - http://www.runforareason.flyingcursor.com/
- 4200 reasons to run
- 5 films – https://www.youtube.com/playlist?list=PLnMBpmn4FtoiOBchYK9rXHOGD6Qa4sZF9
- And a city that ran for several reasons

View Complete case study
Social Media Case Study:
Apollo Munich’s Optima Restore Launch Campaign

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Apollo Munich</th>
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<tr>
<td>Agency</td>
<td>Tonic Buzz</td>
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**Objective**

Apollo Munich Health Insurance collaborated with Tonic Buzz to develop a campaign to:

Promote the launch of their new health plan ‘Optima RESTORE’ through social media to build awareness and engage consumers. The Unbelievable aspect about the plan is that it restores your entire insurance amount without a charge if you exhaust it in the middle of a year.

Encourage people to share their favourite Unbelievable moments, thereby connecting with the health plan’s key communication outcome “Unbelievable”.

**Creative Solution**

Participants were required to share an ‘Unbelievable’ video or picture on the Facebook page and garner votes for their entry. Apollo Munich gave away a grand prize that included a free trip for two to the Ice Hotel in Quebec, Canada along with a lot of other prizes.
Key Lessons:

User engagement should be promoted through engaging content and visuals that are not commonly seen on other brand pages.

Pictorial and video updates create a better impact

Interactive posts which end with a question and are not text-heavy generally create curiosity amongst users to engage with the Brand

View Complete case study
Social Media Case Study:
Pockets by ICICI Bank Facilitates Financial Transactions via Facebook Application

Brand Name  ICICI Bank
Agency

While most Indian banks have not gone beyond informing their customers as to the location of their ATMs in the city, and probably IPL cricket score updates, ICICI has made a bold and integrated step towards virtual financial transaction through Facebook, offering multiple features such as mobile recharge, movie ticket booking, and easy money transfers.

Objective

ICICI's latest Facebook campaign, Pockets by ICICI Bank, is aimed at the young and dynamic youth facilitating financial transactions, socializing group activities and secure transfers of money.

The campaign instructions clearly state that the transactions can happen between ICICI and ‘any other bank’ through its Facebook app, which appears multilateral at the first sight, but is quite user-friendly.

One of its objectives is clearly to leverage its large user base and encourage them to indulge in virtual money transfers in two to three simple steps.

Execution

There are three in-built applications in Pockets by ICICI Bank, which allow users to transfer money, book movie tickets and recharge mobile phones without the hassle of memorizing too many numbers and alphanumeric passwords.
The first feature of the app – Split n Share – allows users to split and track group expenses and share with their friends on Facebook.

The Pay a Friend feature of the app allows customers to transfer funds to their friends without having to divulge any bank account details like account number, bank branch, branch IFSC code etc. Through this facility, customers can create electronic coupons that can be redeemed by their friends on the ICICI bank’s website. Through this app, users can also recharge their mobile phones on Facebook itself.

Interestingly, the app includes socializing features such as booking movie tickets for friends and family on Facebook, as well as allowing users to plan, share, and display their trips through this app. Users can invite friends to plan their favourite movies on Facebook and instantly book the tickets using the app. The app runs on https and uses 128 bit encryption which keeps customer information safe. Registration of an ICICI account is based on the customer’s debit card number and PIN authentication to avoid misuse. The one time password option on every transaction ensures verification of the customer identity.
While the app assures consumers of secure transaction at almost every step, it also offers non-financial transactions to customers who can also carry out a wide range of non-financial transactions through this app. The list includes viewing a summary as well as a mini statement of their savings bank account, getting credit card details and getting demat holding statements. Through this app, a customer can open a fixed or recurring deposit, order a cheque book, stop a cheque payment and upgrade their debit card.

Pockets by ICICI app is a unique technological innovation by ICICI Bank. The app is convenient and user friendly.

This innovation is in line with ICICI’s philosophy of ‘KhayaalAapka’ wherein the bank offers products and services which make banking easier and more convenient for customers. It is an integrated effort by the brand to take its core message out to social media.

Through the redeemable coupons strategy, the app integrates offline banking with online banking. As a whole, the campaign facilitates sensible applications, discussions, actions and transactions. The payment gateways of the app are highly secure and the guidelines clearly state that.
Results

Pockets by ICICI Bank is a highly innovative app which offers the right mix of consumption and socialization. Therefore its purpose is different from online and mobile money transfer.

The app is clearly a youth-oriented online wallet which smartly integrates banking with social media. Unlike online banking, the app offers social activities for friends and families such as planning outings and films with friends on Facebook. There have been 10K+ signups.
CONSUMER ELECTRONICS
Social Media Case Study:
How LG Promoted Its New Security Feature On Social Media

**Brand Name**
LG INDIA

**Agency**
Eccentric Engine

**Objective**
LG launched a unique technology called Knock Code. It took Mobile Security to the next level. It enabled users to unlock their phones by their own secret pattern of tapping the phone across multiple points on the screen. Over 80,000 unique combinations could be formed. The objective of the social media campaign was to highlight this feature of the phone.

**Insight**
Everyone who ever uses a phone, has their own personality. With the Knock Code feature, you finally had a chance to set your unlock depending on your own style and liking.

**The Idea**
‘My Code My Style’ where we modeled and personified human fingers to represent 5 distinct personalities- A Fashionista, a Footballer, a Dancer, a Runner and a Fighter. These characters would unlock the phone in their own style. This would in turn create consideration of purchase among various groups of people.
Execution

We shot videos around each of the personalities, in miniature sets, showing them performing their acts and in that process, unlocking the phone using their own unique pattern. These videos were introduced on the Brand’s Youtube page. On Facebook, there was an engagement around each video that required users to view the video and understand the concept of Knock Code. On Twitter, 6-sec vine videos were introduced, for quick understanding of the technology and supporting contest question.

Results:

The combined views on all videos is close to 850,000
#KnockCode garnered more than 23 mn impressions on Twitter
Most importantly, it was mix of Engagement along with Feature Description
Social Media Case Study: How Yale Locks Generated Buzz and Grew its Community by 30k

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<thead>
<tr>
<th>Brand Name</th>
<th>Yale</th>
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<tr>
<td>Agency</td>
<td>GlocalEdge Consultants Pvt. Ltd</td>
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**Introduction**

Yale is a part of AssaAbloy Group and has established itself as a global leader in home security solutions. Its portfolio of digital security products include: Yale digital door locks, digital safes and digital door viewers.

**Requirement**

Yale valued India as a big market and wanted to promote its brand building activities for its Indian customers. There was an immense opportunity waiting to be exploited. The objective of Yale was to promote its digital locks product category in India. They partnered with GlocalEdge Consultants Pvt. Ltd., which is a global digital marketing agency.

**Strategy**

For GlocalEdge, the main task was to reach out to as many as potential consumers through social media sites and engage them with creative strategies directed towards promoting Yale digital locks. Of course Facebook and Twitter are the two most popular social media sites and executing campaigns on them was the right way to do things.
Objectives

1. This app intended to achieve following things:-

2. Engage visitors by asking them to play in the contest by watching a short video and answering few basic questions which is very easy for anyone

3. Letting visitors know about the various features of a Yale digital lock and its various uses

4. Informing visitors about different categories of the product and how that product is very different from any other products available in the market

5. And a real chance to win a Yale digital lock which is costly in market and only used by the affluent classes.

The campaign was heavily promoted on Facebook, Twitter and many other social media sites. People started joining in and soon it went viral.

Here is the screenshot of the contest page. The theme was simple – watch a short video, answer 3 questions and if you’re lucky you would win a Yale Digital Lock.
Twitter home page photo promoting about the contest.

The contest gained much public attention and people started following it on twitter.

Yale digital page received over 30000 likes on Facebook in a very short of time.

Both Facebook and twitter pages were well managed and regularly updated with value adding posts and tweets. The intention was to grab attention by informing about emerging home security products and technologies through social media platform and help visitors understand what are the product features and capabilities, eventually

Mumbai move out of your homes and #GetInked. Don’t let the key to your future go into wrong hands #mumbaivotes
Outcome

The campaign was a success and was able to achieve its intended target. The social media monitoring and management was done on a real-time basis.

Facebook: 30000+ likes, 2200+ contestants

Conclusion

The “Go Smart… Go Digital...” contest was meticulously planned and well managed to engage visitors enthusiastically. This campaign generated unprecedented response and quickly went viral. This campaign has been able to meet all its objectives of creating buzz, engaging with users, delicately mapping user’s security requirements with the portfolio of products.
Social Media Case Study:
How MTS Used a Wi-Fi Bin To Reach 20 Million+ People Across Social Media

Brand Name | MTS India
Agency     | Brandmovers India

Objective

The Bacardi NH7 Weekender is an emergent music festival in India and also the biggest when it comes to independent music in the country. Every year thousands of music lovers throng the festival and seeing their attendance is not just an event, but also a memory in itself. It’s the hub of young, enthusiastic people who are perpetually connected to the web and it’s the exact audience that MTS wants to reach out to.

Music, cheer, food, alcohol and an overdose of fun were the essential elements of the NH7 Weekender making it the happiest music festival, but after all that merrymaking it inevitably turned towards becoming the dirtiest as well. People usually do not care much about waste disposal and at an event like this they were more inclined to care less. What we wanted to do was to target not just the people but a pattern of behavior that could be changed.
Execution

Keeping our challenge in mind, the MTS Wi-Fi Bin was installed at each of the festival venues spread across the cities of Delhi, Bangalore and Kolkata as an initiative to keep the premises clean. The Wi-Fi Bin gave free Wi-Fi access to anyone using it by flashing a code every time garbage was disposed in it.

People could use the MTS 3GPlus Wi-Fi connection for free throughout the entire duration of the festival and stay connected with their social circle online, instantly sharing their experiences at the festival. This was incentive enough for people to keep the premises clean, thereby turning the festival to be not just the biggest or the happiest, but also perhaps the cleanest in the country.

Results

The Wi-Fi bin was used by more than 10,000 people with 200 GB of data downloaded and more than 20 million + people reached across Social Media.

The number of happy faces at the festival rose higher with every city sharing their happy experiences at the happiest music festival across Social Media powered by MTS 3GPlus WI-FI, and most importantly, we helped keep the festival clean.

Watch Video
Social Media Case Study:
How Prestige Smart Kitchen Got 1250+ Entries for Their Women’s Day Contest

Brand Name: Prestige Smart Kitchen
Agency: Alive Now

Introduction

We wanted to do something special for the wonderful women on Prestige Smart Kitchen’s Facebook page on the occasion of the International Women’s Day. We wanted to give away award-winning Prestige products to five special women. And, not just give away any products, but Prestige products that they loved and wished to possess. So, we launched the Women’s Day Wishlist campaign, where participants could pick any 3 Prestige products from 10 options and create their Wishlists!
Social Media Case Study:
How Philips India Establish the Magic of its LED Lights Online Before the Launch of TV Ads

**Brand Name**
Philips India

**Agency**
Ogilvy One

**Introduction**

LED, the technology has been around for a while, but the strongest associations were with television or a laptop and mobile screen. LED lights have also been there in the market, best perceived as Chinese festival lights or torches. In home luminaires, even though LED technology is available with Havells, Osram and even Philips, there’s almost no awareness. The price points are also almost thrice the existing solutions resulting is no strong need.

Coupled to this, no big player has taken the initiative to move the category, unveiling LED as the most futuristic form of lighting with endless possibilities. So, with this, they had an opportunity and a dual task at hand.

**Objectives**

Philips, the existing leader in lighting technology and the only brand currently to have evolutionary high-end LED products (vis-à-vis everyday LED offered by all others) can be the first brand and thus the thought leader to open up the market for LED.

Task 1: Create a strong need for customers to move to this new futuristic technology in lighting.

Task 2: Use this edge of technology to move from lighting veterans to a dynamic, modern, young and vibrant techie.
Communication Strategy

The task was simple. Show the possibilities that light can do and do this in an interesting and engaging manner. Instead of creating plain vanilla product-related TVCs, they decided to leverage both content and viral marketing techniques to showcase the usage of the product and generate buzz and curiosity around the brand.

Execution

The core of the idea was a 2 minute music video that featured today’s biggest superstar Ranbir Kapoor recreating the magic of the popular Bollywood number “SaaraZamana” by Amitabh Bachchan. In the music video Ranbir Kapoor was featured in a suit of LED lights to exaggerate the concept of “See what light can do.”

To make sure that the song and as a result the message got enough traction, they decided to build buzz by employing viral marketing tactics around the song, even before releasing it officially. They did this in a three step process.

They first leaked the making of the video shot tackily through a hand held device to get people to wonder what Ranbir Kapoor was upto in a suit of lights. Within hours the leaked video gained the attention of entertainment bloggers, the Twitterati, leading newspapers and portals.

They then posted another Video after 7 days wherein Ranbir is shown getting angry that his project has been leaked. This was followed up with a third video which was a 20” teaser of the music video leading people to a landing page wherein they could join the conversation. All the above was seeded and leaked through influencers without any brand mention.

Finally the music video was released in full glory after the press conference on the official campaign microsite.
The ‘SaaraZamana’ music video on YouTube got 1.6 million views within the first 20 days along with trending on the YouTube home page. During this period, the Philips India YouTube channel has had a higher growth rate (309.2%) than the average Consumer Electronics YouTube channel (3.3%). It managed to gain 535 new subscribers, taking the total subscriber count to 700+.

The first leaked video got about a million views in 15 days, without any paid media support. The buzz about the leaked video was covered by The Times Of India, Miss Mallini and Yahoo! Movies along with many other top bloggers and news portals. The conversations linked to this leaked video with #RanbirLeakedVideo hashtag received a reach of 1.4 million within 24 hours and trended on Twitter and YouTube for 48 hours after it was leaked. The second leaked video got more than three lakh views. The third video (20 sec teaser) got 0.8 million views on YouTube and the SaaraZamana.com microsite got 0.5 lakh unique visitors in 3 days.

In addition the campaign was extensively covered by the media and leading social media bloggers. The campaign got covered as the lead story on afaqs.com on November 7. Post that it became the 2nd most read story on afaqs.com for about 10 days. Bollywood bloggers also covered the campaign.
Social Media Case Study:
Asus Promotes The Asus Transformer Book using #AsusReadySteadyPo in Association with Chennai Express

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<thead>
<tr>
<th>Brand Name</th>
<th>Asus India</th>
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<tr>
<td>Agency</td>
<td>CogMat</td>
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Introduction

Asus recently partnered with the marketing team promoting Chennai Express, to promote their top-of-the-line product – the Asus Transformer Book to capitalize on the immense fan following Chennai Express has garnered. Asus has made the most of its association with this fun film by running a series of contests on its social properties.

To kick off the season of giveaways, the brand ran a series of small contests, with a Mega Contest running at the same time on their Facebook page. The grand prize was a one-of-a-kind Asus Transformer Book autographed by Shah Rukh Khan and Rohit Shetty, the lead actor and the director respectively of the film, Chennai Express.

Execution

Titled the Asus Fan Express, the activity required fans to upload a 20 second video professing their love for Chennai Express and Asus in a unique and wacky way. The wackiest videos stand to win the Grand prize or one of three Asus Memo Pads. The contest ended on August 18, 2013.

All the shortlisted videos win gift hampers from Asus, and the winner of this round will receive the grand prize, which is an Asus Transformer Book while both runner-ups won an Asus Memo-pad each.
The Twitter campaign began on August 1, 2013, with a series of contests focused on Twitter, while at the same time providing support for the contests on Facebook. The strategy behind the Twitter contests was to let users interact with the brand via fun hashtags, with the film used as a conversation starter.

The brand’s campaign on Twitter was essentially a cluster of 5 short and fun hashtag-based contests like #AsusPoPlaces and #AsusPoChennai where Tweeps travelled along with Asus on a fictional journey to Chennai, and answered questions on each hypothetical destination reached. Another fun contest titled #AsusChennaiTwist had participants tweeting their favourite bollywood dialogue with a Chennai Twist.

For the first contest with the hashtag #AsusReadySteadyPo, Tweeps were asked to view a product feature video of the new Asus Transformer Book – ‘Asus Celebrates Chennai Express’ – and were required to answer 5 questions based on it. The questions ranged from the features of the product, to what tweeps thought of the Brand, and its celebration of Chennai Express.

Winners were chosen on the basis of how witty their answers were and were sent gift hampers by the brand.
Results

The contest successfully linked both the movie and the brand, while educating users about Asus’ latest product.

The contest garnered more than 400 entries out of which around 50 are currently up for public voting while the page attracted 51901 new likes.

On the first day of the campaign, the brand received 93 new followers, 1204 Tweets, 889,830 impressions, along with the hashtag #AsusReadySteadyPo trending in both Mumbai and India and the handle trending in Mumbai over a period of 2.5 hours.

The success of this contest was further cemented by the fact that the handle continued to garner followers at a brisk rate, even after the end of the contest. The handle stood at 1,955 followers, showing an increase of close to 200 followers in a span of 16 days.

The hashtag trended in Mumbai and in India.
Social Media Case Study:
How GAIL India Used Social Media To Educate Citizens About Energy Security

Brand Name | GAIL (India) Limited
Agency | Social Cloud Ventures Pvt. Ltd.

Introduction

With a growing concern for energy around the globe, as the leading gas company of India, it became a moral objective to educate the nation about energy deficit around the globe and the measures to be taken to correct the same. #EnergySecurity is a prevalent topic. Energy industrialists and organizations have put in a lot of effort to spread awareness and call out for participation in the recent past regarding the same.

Objective

The objective of the campaign was to educate citizens around the world about energy security and its importance. GAILVoice, being new in the digital world, struggled to mark its presence, reflecting “#EnergySecurity” as the key agenda. Therefore, establishing and conceiving connections and coming up with path breaking creative ideas and finally driving all the effort towards meeting GAIL’s requirements to establish it as an active energy player on the virtual world as well.

Execution Plan

Under the banner #EnergySecurity, engaging posts are prepared, covering developments across the globe towards the same. Special editions such as, #GreenWednesdays and #FridayFunfact received humongous appreciation.
Regular tweets, talking about news and #infotainment on #EnergySecurity and posts, focused to increase the reach of the campaign.
To promote the quiz, we created buzz on social platforms and ensured maximum participation in the quiz. The participants were awarded with “Energy score” certificate by GAILVoice.com.

We, strategically, started the promotion of Earth Hour with GAIL’S official social.
The response to our activity was quite good.

**Solution**

The campaign had a friendly and humorous approach towards enlightening people about energy security along with an ongoing campaign of energy quiz where the user gets certified by GAIL India limited to drive user interactivity. Our aim was to educate the audience about energy and, thereby, ring the same in our nation. We wish to continue until our aim is finally achieved.
Results

The campaign drew a lot of attention over the net. Within hours, the campaign received a tremendous response on social media sites. Over 632 users have played the energy quiz so far, of whom 473 have also generated their energy certificates.

Overall Stats across parameters

Total Impressions: 9865
Post views: 17075
Certificates generated: 536
GAIL Voice subscription growth: 21.83%

View Complete case study
Feeling lost amongst the buzz?

Find the information you need to make informed decisions for your PR campaigns.

Increase your social media presence.

Follow us @meltwater
Go to meltwater.com to get a free demo!
Social Media Case Study:
How HomeShop18’s #MakesMeHappy Campaign Went Viral to 23Mn Users Within 24 hours

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<tr>
<th>Brand Name</th>
<th>HomeShop18</th>
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<tr>
<td>Agency</td>
<td>MindShift Interactive</td>
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**Introduction**

MindShift Interactive, leading digital marketing and research firm, successfully completed a comprehensive Social Media campaign that created an unprecedented buzz for HomeShop18’s new ‘Shopping Makes Me Happy’ jingle. The one-of-its kind social media campaign was emotionally driven to bring to viewers one single question: What makes them happy?

**Objective**

- Create awareness about HomeShop18’s new positioning and jingle.
- Drive maximum conversations around it

**Execution**

The campaign was built in 5 phases with Twitter conversations revolving around happiness and excitement among key opinion leaders and vibrant digital enthusiasts. The interactions began with influencers exchanging tweets with reasons and people that made them happy, across Twitter.

The conversations with ‘Happy’ thoughts saw a huge traction on Twitter, with several people talking about their experiences as a result of which HomeShop18 surprised people with vouchers to increase the happiness quotient.
With conversations at a pea, from influencers and followers alike, HomeShop18 launched the Shopping Makes Me Happy Jingle video and encouraged their followers to share happy moments using the hashtag #MakesMeHappy. The hashtag trended along with augmented conversations, interactions, and live tweets, resulting in an increased dialogue amongst digital enthusiasts.

**Results**

The campaign garnered an overall outreach of 23 million users across Social Media, trending for over 24 hours across India and engaged a total outreach of 8,16,532 on Facebook, 6,36,540 on Twitter and 2,40,000 on Instagram.
Social Media Case Study:
How Tesco HSC Raised Money on Social Media With #SpreadCheer

Brand Name  Tesco HSC

Introduction

The festive season and the New Year is a time for giving and sharing. Tesco HSC tapped into their online followers’ collective conscience and passion to raise funds for charity through a social media campaign called #spreadcheer. For every like and share of the community initiatives by followers, Tesco HSC gave back INR 10 to a cause they supported.
Tesco HSC is an integral part of Tesco PLC, a leading global multichannel retailer. Tesco HSC builds world class technology products and platforms, design stores and manages finance and retail operations.

**Objectives**

The objectives of the campaign were two-fold. It was keen on energizing employees and exciting followers online through the impact they were making on the communities. This be the first of such a campaign run by Tesco HSC to promote its community work using social media and also to garner support for charity.

In late January, Tesco HSC was participating in the Oxfam Trailwalkers event which expected teams from organizations to walk 100 kilometers in 48 hours. This campaign also tied in with the event and helped to continue the engagement.

With over half a million colleagues worldwide, of which about 6500 work out of the HSC offices in India, the potential to spread cheer was enormous.

**Execution**
#Spreadcheer campaign was conceptualized and run entirely by the HSC Corporate Communications team for the colleagues internally and externally for all the followers on social media channels. The campaign hashtag invited employees and followers to go online and spread the word. The content strategy included re-purposing updates that many followers would have missed during the course of the year. It served up the best moments and key milestones while engaging readers to share and have a conversation on the topic of giving. They were invited to read up more on the best programs run in 2013 and the impact, reach and value.
Tweets were shared via the @Tesco_HSC handle as the campaign progressed. There were frequent updates on the organization's participation in the Oxfam Trailwalkers event and the team's training run-up.

Results

Through the campaign Tesco HSC reached over 26,000 people on Facebook and generated 647 likes, 33 shares and 21 comments for 23 posts shared. Tesco HSC’s Facebook page doubled in terms of overall likes from the previous month! The campaign raised about INR 7000+ in a span of two weeks based on the shares and likes we counted.

That's not all, this campaign also got HSC additional visibility via other channels – it's Linkedin page reached 1600 more people and the 26 tweets from the Twitter account got re-tweeted 40 times. Here is an example of how HSC’s community efforts were recognised:

- @Retailbarcode message on Twitter- ‘great idea! HSC have really changed over the last few years, all for the better, great to see them do this’.

- The power of the collective network and effort worked to make this an effective campaign.

- The company contributed funds raised from this campaign to Karunashraya, a charitable trust for cancer patients based at Bangalore.
Social Media Case Study:
How Zepo Created Awareness About it’s Service with #AamAadmi Contest

Brand Name  Zepo.in

Campaign Focus

The prime focus of the campaign was simple: to generate leads by making maximum number of brands become aware of Zepo and the benefits of starting an online store. For this purpose, the existing customer groups of quirky brands were targeted. The idea was to get loyal customers to encourage the brands to go online.

To accomplish this, a photo contest was planned. The #AamAadmi Contest required customers to tag their favorite brands on Facebook. One of these brands would end up winning a free online store subscription from Zepo!

Objectives

Swift, for its advertising communication, plays on passion points of its users. Football, being the most talked about hit of the season gives the brand all the right reasons to associate with it and establish a property.

- Generate the maximum number of leads for Zepo.
- Make the maximum number of brands aware of the benefits of selling online.
- Increase the fan interaction on the Zepo Facebook page.
- To create awareness about Zepo’s brand and service.
**Execution**

After much brain racking, here’s what we asked the Facebook junta to do:

- On the contest post, tag your favourite brand.
- Zepo notifies the brand about the nomination.
- The brand shares their entry and aims to get the maximum likes.
- The most popular brand wins a free online store.
- The shopper who tagged them wins vouchers worth Rs 5000 to shop with the winning brand!

**Results**

The reception for the contest was overwhelming. Within hours of launching the contest, the post had scores of comments, likes and shares. Over the course of the 7 days that the contest was running, we received:

- 56 brand nominations
- 2327 likes on the nominations
- 331 shares
- 477 comments
- A campaign reach of 227,840 people
The race for the top prize was a close one and owing to the great response we received, we added 2 more consolation prizes for the first and second runners up!

We learned a valuable lot about running a successful campaign on social media. For a campaign or contest to go viral, a low level entry barrier is a must. The participant shouldn’t have to put in too much effort to take part. Also, the shorter and crisper the contest rules are, the better is the response generated.

So, go ahead and come up with a whacky and innovative campaign for your own brand.
Social Media Case Study: Women Take Over the Streets of Bangalore Sporting a Moustache with Wooplr ‘s Moustache Campaign

Brand Name  Wooplr

Introduction

Wooplr has always stood for women’s rights and safety as part of their social responsibility agenda. ‘The Moustache Campaign’ started as a simple fashion statement, which has quickly become a movement where women freely associate themselves with the ultimate symbol of masculinity.

Objectives

- Women take over the streets of Bangalore’s Central Business District sporting a moustache.

- To raise awareness for gender equality and women’s rights.
**Estimated Reach:**

- 1,00,000 impressions through social media channels.
- 50,000 impressions through third party channels.

**Execution**

- Women’s Rights and their safety has always been on Wooplr’s social responsibility agenda.
- They have also been associated with the #RingTheBell / Bell Bajao campaigns which focuses on ending domestic violence against women.
- The Moustache Campaign focuses on women’s empowerment and a gender neutral society.

**Execution**

- In a heartwarming turnout they saw several women from Bangalore join them for the walk.
- The walk was symbolic of a public display of gender equality in clothing and expression igniting a passion towards women’s empowerment.
- These women became a part of the video launched virally.

**Watch Video**

- Women’s empowerment is a cause that gains greater importance with each passing day, and this campaign attracted not only online but offline attention.
- Awareness was created while igniting a passion to fight for a cause that is close to women’s hearts all over the world.
- In this video, these women have not only encouraged healthy discussions on the issues faced by women in the current day, but they have also proposed solutions to deal with these said issues.

**View Complete case study**
Social Media Case Study:
Google Delights People with Virtual Fans During YouTube Brandcast

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Google</th>
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<tbody>
<tr>
<td>Agency Name</td>
<td>Tagglabs</td>
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Introduction

This event was an informal get-together of stakeholders in the YouTube Ecosystem, consisting of top brands, advertisers, artists and YouTube celebrities.

It was a mega event where you look back at the journey till date and step in to the future that is ahead. Google’s YouTube Brandcast attempts to highlight this changing face of content consumption, provide relevant video consumer insights.
Objective

- To surprise and delight everyone right at the entrance.
- To inspire and exhibit creativity.
- To connect Google+ Live to the event.

Execution

A tunnel with motion sensors was created as the entrance to the event, while back projected walls formed the sides of this tunnel. Here, virtual fans (pre-shot people) were waiting for people to arrive, and take their pictures. As soon as someone entered the tunnel, these virtual fans would spring into action, and real flashes that had been pre-installed fired and pictures were taken by real digital cameras.

These pictures went up on the Google Plus event page immediately. The facial recognition feature of Google Plus auto tagged people on the network.

A live feed of the page was displayed for people inside the event, so whoever was inside also knew who had just walked.
Social Media Case Study: iXiGO.com

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>iXiGO.com</th>
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<tbody>
<tr>
<td>Agency Name</td>
<td>AdHogInteractives</td>
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**Objectives:**

- Deepen *engagement* with followers of iXiGO on Pinterest in a creative manner
- Achieve substantial reach for the brand
- To drive traffic to the iXiGO.com website
- To be perceived as a brand that cares about its Target Audience’s travel wishes
- We wanted to make the word ‘iXiGO’ synonymous with the word ‘Travel’ through the duration of the contest to create indelible brand associations.

**Execution:**

- Contest Duration: 23rd Jan – 27th Jan
Where? iXiGO’s Community Pinboard ‘Amazing Places (World)

- Call to Action: Pin images of all the places you must visit in your lifetime on our Amazing Places (World) Pinboard AND tell us why you want to go there. Also, repin all the images from the #MustiXiGOPinboard.

- The contest was run on the most popular pinboard Amazing Places (World)

- Teaser Posts on Facebook, Twitter and Pinterest starting 20th Jan

- Call to Action was pinned at least 3 times each day to keep the interaction going

- Interacted with all the participants and appreciated their efforts

- Announced Bonus Activities at the peak participation time

- Announced winners on 28th Jan

Results:

- Increase in Number of Followers of the iXiGO.com brand Pinterest page: 92 followers in a span of 5 days

- Increase in Number of Followers and incredible levels of interaction on Amazing Places (World) Community pinboard

- 127 followers added to Amazing Places (World) in a span of 5 days

- Gained meaningful interaction and followers in Pinterest influencers from India

Conclusion:

- A strong brand association has been created for iXiGO on Pinterest.

- Pinterest followers were successfully engaged in an interesting travel contest.

- The contest was all about the travel dreams and wishes of the participants and started a real conversation between the users and the brand.

View Complete case study
Social Media Case Study:
How Slideshare Helped Simplify360 Build a Strong Global Brand

Brand Name
Simplify360

Content Strategy:
The best content rules. The strategy takes it there. The right choice of platform takes it to the top.
The type of content that we published on Slideshare:

1. How-to & case studies on Simplify360
2. Leadership presentations
3. Research reports
4. How-to generic social media presentations

**Results:**

- 81 Slideshares
- Over 2.5 million views
- 2730+ Downloads
- 251 direct leads
- 31k+ average number of views for a presentation
- 22 Slideshare posts promoted as ‘Featured Content’ on the home page.
- 23 Slideshare posts became hot on at least one social network (Twitter, Facebook or Linkedin)
- Blogs, Facebook and Twitter can compliment Slideshare in a big way.

**Business Outcomes:**

- 3 to 5 strong business leads every week; over 25 indirect leads
- Most enterprises know Simplify360 through one of our research papers
- Strong branding among agencies; they are our regular readers
- The creation of a premium Band – Simplify360

View Complete case study
Social Media Case Study: Social Media Day Bangalore

Objective

A small idea to bring all the social media enthusiasts in Bangalore, India under one umbrella to celebrate Social Media Day 2012.

Social Networks Leveraged

Facebook, Instagram, Twitter, Foursquare, Meetup, LinkedIn

About the Event
Started off with an Instawalk in the morning at Cubbonpark and moved on for a panel discussion with Social Media pundits from the city. A pre-party with a twisted offer of tweeting to avail a free cocktail and a grand party to end the day in a high note with stand up comedy and lots of beer games!

Hashtags for the Day

#smdayblr and #smday

Results


Graffiti Collaborative Twitter Handle: 200+ mentions and 50+ followers

Instagram: 20+ participants, 80+ #smdayblr photos.

#smdayblr Hashtag: 18,000+ impressions, 10,000+ accounts reached and it trended No. 1 in India for more than 5 hours.

Facebook Viral Reach: 6000+ viral reach for posts. 5000+ engaged users.
Social Media Case Study: 
Game of Gyaan

Brief on Gyaan Exchange:

Gyaanexchange is an online community where anybody with a skill or knowledge can teach and anyone with a desire to learn something can learn.

Gyaanexchange enables you to learn things, which you cannot or could not learn in school, college or university. Gyaanexchange also enables people with a skill, talent or hobby to share their knowledge and teach it to others.

Objective:

To promote the online platform – Gyaanexchange.com by engaging users all over the country who have a desire to learn and few others who wish to teach to the mass, using this platform, carefully integrating both online and offline activities.

Solution/ Campaign Plan:

The online community just recently made an appearance on popular social media platforms. What better way to create buzz online than by promoting direct engagement with target audience in offline events on social media platforms like Facebook and twitter. We did social media integration of “Game of Gyaan” at the Madma fest at Xaviers College, Mumbai.

Concept Game of Gyaan:

At such fests, we conventionally come across stalls showcasing interesting things for purchase. We tried to do something different and kickass keeping the strategy in mind to engage well with the audience present at the venue.
We got the audience to play the “Game of Gyaan” at the venue.

Game of Gyaan is a board game designed basically with a set of general knowledge questions related to movies, latest technology, music, etc. It’s a two participant’s game wherein each participant starts opposite to the other (on other side of the board) and the finish point is at the middle of the board for both the participants. The participant who answers a question right gets an opportunity to take a step ahead and also can block the opponent’s way and the one who can make his way through to the finish point first is declared the winner.

We organized 3 rounds of 10 questions each on the first day of the Madma Fest. We gave away gift vouchers from Crossword and also the prestigious title of “Master Gyaani” to all the winners. This interesting interactive game was very well executed at the venue which made it a successful on ground activity.

What made this whole event stand out and in great ways benefit the brand was the Online Integration.

We actively promoted the happenings at the event on social media platforms like Facebook and twitter.
EDUCATION
Social Media Case Study:
How Cambridge University Press India Connected Teachers & Students Across the Country via Social Media

Brand Name       Google
Agency Name      Creativa India

Objective:
To connect with school and college teachers across India and honour them.

Execution
Teaching is one of the world’s most selfless professions, but usually as students, we forget to thank our teachers. Cambridge India designed a two-fold campaign to address this:

Get featured: This was a series of engagement posts where teachers could send in a short write-up on ‘Why they love teaching’. A lot of teachers from across the country have shared their stories with us and they have featured more than 70 teachers on our Facebook page.
My favourite teacher: This was an activity aimed at making people thank their teachers. They had a form on Facebook where people could nominate a teacher as their favourite teacher along with a message for that teacher, and they would then send their teacher a customized certificate with the name of their students.

This was certainly something that made teachers feel really special.

The bigger picture

It has been over one and a half years since we started our social journey and many things worth noticing happened during this time. One of the most heartwarming reunions that happened through our page was that of a teacher and her student – 27 years later.

Here's what the teacher had to say–
Result

They’re now a community of 63,000 educationists and they’re going strong everyday with an objective to connect and converse with teachers.

“While they’re promoting their brand, their prime focus would always be on celebrating the most honorable profession – Teaching”.

Watch Video
Social Media Case Study:
MyCityLinks Tabloid

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<tr>
<th>Brand Name</th>
<th>MyCityLinks (Fortnightly tabloid)</th>
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<tr>
<td>Agency Name</td>
<td>Prelude</td>
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Prelude Digital is a 360 digital media agency based in the “Temple city – Bhubaneshwar” in Odisha. A digital agency having a natural flair for design and strategy.

**Objective:**

The whole concept was designed and planned in a way that would lead them to garner more likes for the page and drive people’s attention towards the campaign. As it was a newly launched tabloid so its ideation was such to make the campaign a fun experience so that people who like the page start sharing this new thing by word of mouth to make the page an interactive one.

**Execution**

Just few days before the launch of our client’s tabloid, MyCityLinks initiated a teaser campaign to help boost up likes for the page. It was done in the following ways:

1. Creative’s were shared on the Facebook page and users were asked to guess what next is about to launch. This continued until the time the page became interactive and likes started pouring in.

2. Just before launch, the cover page of the tabloid was selected as the core thing to be featured in a mysterious way

3. The particular cover page was revealed part by part to the users in four different photos until the tabloid was not officially launched
4. They also designed a contest for the users and whoever guessed the correct answer of “What next is going to launch in your city” was given goodies related to the tabloid.

**Result:**

The results of the campaign were as follows:

1. Around 1000 likes were received in the first 4 days
2. The page became an interactive platform from the first day itself
3. People started talking about the page and its content was greatly shared and liked

In a nutshell, the campaign was a “Huge Hit”
MyCityLinks (Tabloid) – Teaser Campaign
(30th April - 18th May 2013)

Target Audience

- Students of all age groups
- Working Professionals of all categories

“Summing up all, audiences targeted were basically the general public, irrespective of the category they belonged to.”

How the teaser ad was revealed..
Social Media Case Study: Penguin India

Introduction:

Facebook Marketing India has released its first case study of 2013. Published last week, it details how Penguin Books India used Facebook to increase awareness and attendance for its flagship Spring Fever 2013 book festival. The case study was published on Facebook Marketing’s official page, which has close to 3 million (30 lakh) engaged users from the digital, social media and marketing communities.

The case study details how AliveNow helped Penguin India garner over 7,400 registrations in a 2 week period for the 10-day gala event held in New Delhi. Spring Fever is one of Penguin India’s flagship events attended by celebrities like Shobhaa De, Vikas Khanna, Ruskin Bond, Vikram Seth, Ramchandra Guha, etc, who interact with book enthusiasts, aspiring writers and literature lovers.

Using various Facebook features like applications, ads and sponsored stories, Penguin India was able to increase awareness, engagement and registrations to the event.

Objectives:

- Drive registrations for Spring Fever 2013 events during the 10-day festival.
- Increase awareness about Spring Fever by sharing details of each day’s events.
- Increase engagement and conversations on the Facebook Page regarding the event.

Execution:

- Penguin India had AliveNow – Social Media Management build a Spring Fever 2013 app on the Penguin India Facebook Page. The app was Like-gated, so people had to like the page to enter the app. Fans could browse through events or register and request passes to specific events.

- Facebook Ads used keywords to target people interested in books, authors and reading; Ads also used geographical targeting because a high percentage of event registrants were expected to be from New Delhi and Gurgaon. Using various Facebook features like applications, ads and sponsored stories, Penguin India was able to increase awareness, engagement and registrations to the event.

- Penguin India engaged new and existing fans about Spring Fever by posting regular updates about authors and events on its Facebook Page. By using promoted posts, updates appeared higher in fans’ News Feeds.

- Penguin India used sponsored stories to spread its Spring Fever message at scale to friends of fans.

Results:

- 20,000+ likes added during the duration of the campaign.

- 7,431 passes were requested via the app.

- Database collection via the app will allow Penguin to communicate with engaged fans about upcoming events, book launches and more.

- All events were overbooked; ticket requests and event registrations were activated ONLY on Facebook.
Social Media Case Study: EMC Academic Alliance

This Case Study is a part of few case studies showcasing the best ways to leverage Facebook from business perspective.

Objectives:

- The Facebook Page is built around bringing all information for students and universities together in one place.
- The “About” section contains complete details of the alliance, curriculum, and availability
- The cover picture is clear, striking and thought provoking
- The Page is connected to other social media platforms like Twitter, You Tube and Slide Share through apps and tabs
- The “Events” app hosts details of all upcoming student events
- Facebook Ads are used to reach out to students and universities.
- Topic targeting is used in conjunction with country targeting to reach students from particular universities.
- Ads for career opportunities, technology write ups and other infographics are targeted to relevant students.
- Page post ads targeted to current fans are used to boost specific posts
- The EMC Academic Alliance engages its large fan base by:
- Posting information relevant to its fan base – the latest trends in IT, infographics, career opportunities, notes, white papers, and videos

- Asking questions and seeking fan input

- Sponsored stories are a primary driver of new likes to its Page

- Sponsored stories are used in conjunction with country and age targeting to reach friends of current fans who are likely to be interested in the program

Results

- 30% of all student enrollment queries originate from Facebook

- 10% increase in students enrollment

- 2X increase in enquiries from universities/institutions to join the program

- 1 million users on Facebook educated about EMC World, an annual IT conference, due to Page posts
FOOD & BEVERAGES
Social Media Case Study:
How Krispy Kreme Used Social Media to Boost Sales on Fathers' Day

Brand Name: Krispy Kreme
Agency Name: Frog Walks Out

Objective:
To create new doughnut eating occasions for Indian consumers, while increasing traction on Krispy Kreme India’s Facebook page.

Execution:
We worked on the insight that Fathers’ Day is a special occasion for everyone to connect with and remember their fathers, especially in a world where children often stay away from them. We used the power of the digital media to help people connect with their dads on this occasion with the ‘Say it with a Doughnut’ campaign.

We created a Facebook app on the Krispy Kreme India Facebook page, where anyone who logged into the application could enter a 15 character message for their father. These special messages were then iced on to doughnuts that were delivered by Krispy Kreme to the address provided.
Before the beginning of campaign, we built up excitement with a series of teasers.
We leveraged on multiple platforms, including Instagram, to build the campaign. The campaign created buzz and excitement among the people we targeted.

Krispy Kreme India Hi Vikram Ohri, you can place your order for these doughnuts now, and you can choose any date from the 13th-15th of June to pick up your order at the store, or have it delivered (only in a 5km radius from the store).

You can order your box at this link: http://bn.fb.me/lp4YbOg

Krispy Kreme India | Father’s Day
Doughnuts & Coffee. Sharing flavours of America since 1937.
Coffee shop: 32,980 like this.

Are you having a #HappyFathersDay? #SayItWithDoughnuts

Unlike - Comment - Share

You, Anand Mull and 23 others like this.
And we delivered a box of happiness, not just doughnuts.

**Results**

- Krispy Kreme received over a 100 requests for a box of doughnut.
- The total impression scaled up to 2 lakhs.
- There was a 10% increase in the total engagement. It scaled up to 33,000.
Social Media Case Study:
How Indus Pride Enthralled Mumbai With Unique ‘Spice Art’

Brand Name
Krispy Kreme

Agency Name
Frog Walks Out

Visitors at Kala Ghoda Festival experience a unique initiative to discover a brew of spices exclusive to the Festival.

For over 15 years, the Kala Ghoda Arts Festival, held in Mumbai, celebrates the diversity of the city’s most revered, creative, and innovative minds who showcase their work across theater, art, literature, dance, and music. Indus Pride – an Indian beer brewed with spices especially for the Indian palate, provides a unique opportunity to every visitor at this year’s festival to savour the thrill of the various artists’ performances with pride!

With an aim to evoke pride in Indian choices amongst consumers as India’s first specialty beer, every visitor at Irish House in Kala Ghoda wasn’t just taken on a sensual journey with every sip of Indus Pride, but also were a part of a first-of-its-kind ‘Spice Art’ initiative.

During the nine day long festival, all Irish House guests who went on to sample this beer were in for a treat as they were presented with personalized portraits created purely with the various spices that constitute the four variants of Indus Pride – Citrusy Coriander, Citrusy Cardamom, Spicy Fennel and Fiery Cinnamon.

Additionally, the exclusive personalized ‘Spice Art’ portraits were shared with all the artists performing at the festival as a token of appreciation, celebrating their talent and contribution to our rich culture and heritage. Indus Pride created an impressive number of over 450 distinctive Spice Art portraits for users on ground and on digital media.
This unique initiative was executed with a strong social media presence on various platforms such as Facebook and Twitter. Indus Pride held a number of contests on Twitter through engaging conversations such as #SpiceArt, #GuessTheSpice, #GiftASpiceArt amongst many others. This not only led to an increase in followers to 1.3K, but to a whopping total of 2.8 million impressions on Twitter. With an aim to evoke pride in Indian choices amongst consumers as India’s first specialty beer, every visitor at Irish House in Kala Ghoda wasn’t just taken on a sensual journey with every sip of Indus Pride, but also were a part of a first-of-its-kind ‘Spice Art’ initiative.

However, the festivities did not end there; the nine day initiative led to an increase of 6,660 fans on Facebook and achieved an overwhelming average reach of 23,032. This garnered a reach of 1.1 million in total across Facebook and Twitter.

Indus Pride beers achieved a huge boost in sales at the Irish House, Kala Ghoda outlet, with the weekly sales of Indus Pride enjoying a massive growth of 1133%.

The Spice Art initiative was the perfect convergence of experimental and digital marketing where social conversations added another dimension to the consumers’ experience at Kala Ghoda. The magnifying sales results prove that the campaign created a strategic, deep, and personal connection with consumers who are now brand loyalists.
SPICE ART

FEB 1st - 9th

Platforms

Twitter
Facebook

Hashtags

#SpiceArt
#GuessTheSpice
#GiftASpiceArt

The Activity:

ONLINE:
Personalized Spice Art sent to influencers and tweeps that reflect their unique personalities, created with spices.

ON-GROUND:
When patrons stepped into The Irish House, Kala Ghoda, they were greeted with a customized Spice Art at the entrance.
Social Media Case Study:
How Bingo’s #CraziestPlaces To Eat Campaign Generated Over 300% Reach

Brand Name  Bingo!
Agency Name  IBS

Objective

Bingo hit 5 million engaged fans on Facebook, who liked, commented and shared their content. The brand wanted to celebrate them by turning the tables for once and creating content on demand, via a Response Campaign.

Execution

The interactive campaign engaged fans by inviting them to share the #CraziestPlacesToEatBingo that they could imagine and gratified interesting requests by putting together a series of illustrations.
This was followed up by a Twitter campaign that trended all over India. Interesting entries were responded to with live illustrations throughout the day.
Thanks @unmuktforeva for this yummy idea to make peace with the neighbours
#CraziestPlacesToEatBingo
pic.twitter.com/1AwgNuMUW2
@Hakka_Noodles We bet name will be remembered after Newton, for this idea;) #CraziestPlacesToEatBingo
pic.twitter.com/QnZ4Hhd66K
Results

- Total reach of Posts on Facebook – 4,302,968 (Total Reach during Activity increased by around 300%)

- Over 23,000 Interactions on the page (including Likes, Comments, Shares)

- Twitter: 1 day activity #CraziestPlacesToEatBingo:

  - 562 Mentions – Trended in India, Trended for 24hrs in Mumbai

  - Total Tweets (including Retweets)– 819

  - Total Reach – 456,878
Social Media Case Study:
How KFC India Boosted its Social Media Presence

Brand Name
KFC
Agency Name
Blink Solution

Introduction

With the age of internet revolution prevailing in the Indian market and the Indian youth becoming more net-savvy, famous global restaurant chain brands like KFC have been increasing their presence on social media platforms. In India, KFC is the number one restaurant brand on social media.

Objective

The objective of the entire social media campaign that revolved around apps like the Radio KFC RJ Hunt, Design your own bucket campaign, Currycature and Wow Menu option, is to appeal to and target young audience who are their target groups and also to develop brand engagement with this segment. Ultimately the objective was to increase the sale of KFC products in India.

Execution

Radio KFC RJ Hunt was basically a campaign to promote KFC along with KFC in – house radio channel. 3000 people from around 30 Indian cities participated in the competition. With the Facebook app, fans recorded their voices over the internet and were provided analog radio experience.
Design Your Own Bucket was another fabulous campaign where the participants had to come up with creative and colorful KFC buckets. It received 5500 entries. Not only that, KFC also leveraged the occasion when cricket legend Sachin Tendulkar retired. They also conducted bucket entries with Sachin’s picture on the KFC bucket on the day he retired.

Cuurycature was another creative campaign where participants could choose either male or female characters which were wacky, have an ethnic Indian touch to them and then upload their pictures.

The next was the Wow Menu Option on a INR 500 note. This app allowed users to scan currency notes of 500 denomination which would then suggest various food menus that could be purchased within this budget.

**Results**

- KFC was featured among the top 5 socially devoted brands by Social Baker; post sentiment grew to 93%.

- Engagement rate became 3 times the industry average.

- Placed among the top 5 fastest growing social media brands in the country.
# Social Media Case Study:

## How Snickers Used Interactive Technology to Create a Strong Impression of their New Range of Vegetarian Chocolates

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<thead>
<tr>
<th>Brand Name</th>
<th>Snickers</th>
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<tr>
<td>Agency Name</td>
<td>TouchMagix Media</td>
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### Objective

Snickers’ objective behind this campaign was to introduce and create a strong impression of their vegetarian range of chocolates. They used interactive technology to enable consumers to co-create experiences with the brand, making it a two-way communication.
Execution:

The campaign used motion and gesture based technology to gamify their message of ‘Going Veg.’ The campaign required the audience to complete a puzzle challenge where they could pick up and place puzzle pieces with motion and gesture in order to complete the Snickers Challenge.
Once the puzzle was complete, the message read loud and clear: ‘Snickers is Going Veg’; a technology-enabled experience created by the audience. The campaign added further impact when each participant’s scores were posted on their Facebook page. Interactive technology can truly add a different level of integration through seamlessly connecting offline activity to online platforms.

More than ever, it is now crucial to meet consumers wherever they are, online or offline. The advances made in interactive technology can help create immersive experiences onto any space.

Through a projection set-up, a brand can transform any surface from a wall or floor into an interactive environment, bringing just about any campaign to life. An interactive experience elevated Snickers’ thought into an unforgettable brand experience.
Results:

The Snickers campaign was successful in catching the consumer’s attention and enabled the brand in capturing a larger brand space in their minds. The use of interactive technology through touch, motion, or gesture ensured a higher level of engagement, and therefore created a resounding impression on the minds of the consumers.
# Social Media Case Study: How 6th Street Yogurt Created Awareness About their New Store Launch

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<tr>
<th>Brand Name</th>
<th>6th Street Yogurt</th>
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## Objective

- To create an awareness about the new store launch
- Generate footfall at the new store
- To sample the product

## Campaign Approach

- To create a campaign named #WhatMakesColabaDifferent which would run across Facebook and Twitter.
- To Create awareness among existing fans on Facebook using promotional updates.
- Create awareness among existing followers on Twitter using promotional tweets.
- To build a larger fan base on Facebook with the help of targeted Facebook ads.
- To build a larger follower base on Twitter with the help of relevant #tags and keyword tracking to interact with them.
- To build a larger database by encouraging participation across Facebook and Twitter.
- Give away online coupons to participants to generated larger footfall at the new store and encourage Product Sampling.
Execution

Facebook

Facebook application:

- An interactive application was created where in fans were asked to answer a simple question i.e #WhatMakesColabaDifferent.

- All the participants were asked to give their contact details and click on the download coupon button to claim their free yogurt.

- Interactive posts were used throughout the week to attract the existing fans.

- Facebook ads were created and optimized to attract new fans.

- Interactive Facebook posts
Twitter

- Keyword tracking used to reach out to the target audience
- Hashtags were used to attract new fans

Results

- 1800+ Unique users interacted with 6SY’s Facebook and Twitter profiles
- 81 New followers on Twitter
- 1.5 k new fans on Facebook
- 43.6 k Reach on Twitter
- 946.2 k Impressions on Facebook
- 2.2k total Interactions
- 122 Total Coupons downloaded
- 288 Mentions on Twitter

View Complete case study
Social Media Case Study:
Kingfisher’s Beer Dispenser Machine Creates 3,00,000 impressions on Social Media

Brand Name  Kingfisher

Objective

In the month of October every year, beer lovers in India begin to count down the days of Kingfisher Premium The Great Indian Octoberfest, where music, Good Times and barrels of beer flow in plenty.

With each passing year, The Great Indian Octoberfest gets better, topping the user experience becomes an interesting challenge.

In the same vein, to truly enhance the user experience at the beer festival, Kingfisher combined the love for rock music with the love for beer. It was interesting to capture what lengths a true beer lover, who also visits Octoberfest, would go to! So voila, presenting the world’s first Beer Dispenser Machine that dispenses beer when you headbang to it – the Good Times Dispenser!

Execution

The mechanics were simple – the patron had to login to his or her Facebook account, strap on a helmet that captured the head’s movements and headbang in front of a beer vending machine. A mobile device attached to the helmet recorded the number of headbangs generated, and the count was displayed on an LCD screen.

Through motion capture technology, the action of headbanging caused beer cans to be dispensed from the machine. Within 30 seconds, the individual had to headbang as much as he or she could. The faster an individual headbanged, the more beer he or she won. Users also had the opportunity to share their conquests on their social networking accounts.
Results

The results were phenomenal, and how! Hordes of beer lovers lined up to experience the machine, and headbanged with gusto, with most coming back for a second round. Dizzying headbanging sessions took place, with some patrons walking away with as many as 6 cans of beer at a time! 100s of beer cans were expended over a course of 3 days and nearly 1,00,000 headbangs were generated in 3 days, with almost 3,00,000 impressions online.

This platform gave Kingfisher a marvellous opportunity to integrate the online experience with the offline visitor. Moreover, there was plenty of room to capture the crowd’s reactions, which judging by the response, was well beyond expectations!
Social Media Case Study:
How Zee KhanaKhazana Engaged their Audience in a Fun Activity during Janmashtami

Brand Name  Zee KhanaKhazana  
Agency Name  SocioSquare  

Objective
- To drive on the occasion of ‘Janmashtami’ and engage the audience in a fun activity.
- Create a connect between the celebration and the core offering of the brand ‘Food Recipes’.

Execution
The activity was broken into 3 parts – 1st post that went up on the page requested fans to build a pyramid of 300 LIKES to fetch the recipe hidden inside the Matki. The post received 150+ LIKES in just 45 minutes.

And then the 2nd post went up on the page showing the ‘LIKES’ pyramid as half done and encouraging the fans to keep on pressing LIKE. It also reminded the fans that only 150 LIKES is required in order to reach the Matki.

At 6:30 pm, finally the ‘Janmashtami’ special recipe of ‘Golden Fried Flour Rings’ was revealed.
Great going fans!

You have reached half way through. Keep hitting the 'Like' button to reach to the top & fetch our 'Janmashtami' special recipe.

You are just 150 'Likes' away...

Here's a fun activity for all those who have always wished to break the matka during 'Janmashtami'.

We have a special recipe hidden inside this dahi handi for you.

Create a pyramid of 300 'Likes' to reach to the top & fetch our Janmashtami special recipe.

Trick: If you want to reach to the top faster, simply press 'Share' & ask your friends to help by hitting the 'Like' button!

You have successfully reached our 'Janmashtami' special recipe - 'Golden Fried Flour Rings'.

Try making them tomorrow & celebrate the birth of nakhat Nandlala.

We thank you for all the 'Likes' — with Richa Rana and Latika Godbole.

**Janmashtami Special**

**Recipe: Golden Fried Flour Rings.**

**Ingredients** - 1 cup Split Green Gram soaked in Water, 5 tbsp Rice Flour, Salt to taste, ½ tsp Red Chilli Powder, 2 tsp Sesame Seeds, 2 tsp Roasted Cumin Seeds, 2 tsp Desi Ghee, Oil for frying.

**For Garnish:** Split Green Gram soaked in water, Sesame Seeds, Roasted Cumin seeds, Red Chilli Powder.

**Method:** Heat water in a pan, add split green gram in it to boil and take out in a bowl. Now, mix rice flour, salt, red chilli powder, sesame seeds, roasted cumin seeds and ghee in the gram to knead a dough. After this, shape the prepared dough and deep fry them. Garnish the prepared rings with split green gram, sesame seeds, cumin seeds and red chilli powder.

Your Golden Fried Flour Rings are ready.
Results:

At the start of the activity – fans were asked for only 300 LIKES but the post received an awesome response and fetched a total of 795 LIKES.

The engagement received on the posts was entirely organic in nature and no paid promotions were done during this activity.
Social Media Case Study: How KFC Created Awareness for Radio KFC Using Digital Technologies

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>KFC</th>
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<tbody>
<tr>
<td>Agency Name</td>
<td>Blink Solution</td>
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**Objective**

To leverage interactive digital technologies to create awareness for Radio KFC, KFC’s in-store radio channel.

**Execution**
Blink Solution used Facebook as the chosen medium to reach out to KFC’s target audience. The Facebook campaign consisted of a hunt for the first Radio Jockeys (RJs) for Radio KFC, which required fans to record their voice with added sound effects to create a rocking demo. The interface replicated a vintage retro radio receiver to create an analog radio experience in today’s digital era. The interface was designed to be clean and simple, and the usability quotient was high due to the familiarity of the audience with radios. A Voice Response number was also provided to make this a multi-channel experience, allowing users to record a demo over the phone if they so desired.

**Results:**

A total of 3,000 enthusiastic recordings were made for Radio KFC from all over the country.
Social Media Case Study:
How Sahara Star Converged Guest Experiences with a Dynamic Facebook Cover Photo

Brand Name
Sahara Star
Agency Name
Brandlogist Communications Consultancy

Introduction

Sahara Star recently reached a benchmark of 1,00,000 fans on Facebook and 1,000 followers on Twitter, which was done by converging guest experiences from across the web onto Facebook via a dynamic cover photo.

Objective

The objective was to celebrate the occasion while continuing to drive increased ROI for the brand via current guests/customers. Sahara Star currently has 23,200 check-ins on Facebook, which is one of the highest in the 5 star category and derives a significant part of its revenue and custom interest from social media. The campaign just extended the ROI via reviews from existing guests.

Execution

One big challenge which any hospitality brand today faces is that, guests are sharing their experiences across the web – tripadvisor, blogs, forums, Twitter etc and as a brand you would want all of these to get aggregated in an interesting way onto your primary platform, which is usually Facebook. These are strong drivers of consumer interest, especially for a luxury brand. To address this, Brandlogist designed a Facebook cover photo which would be updated with a new user comment from across the web after every like. So, a user may tweet something on Twitter today about the brand, and the people on the Facebook page see his/her
Feedback from Twitter on Cover Photo

@shashi_70 Staff is extremely helpful and courteous, always ready to help in order to make your stay the perfect one!

Conversation on from Tripadvisor on the dynamic cover photo

Staff is Extremely helpful and courteous, always ready to help you in order to make your stay the perfect one.
A dynamic countdown was also included on the cover photo, with every new guest experience on the cover.

Apart from that, Sahara Star ran a contest on Twitter, Instagram and even Facebook under the theme of ‘Star moments’ where the focus was on guests and generating word of mouth publicity through them. On Twitter, the campaign was called #1000Stars where the idea was to crowd source reasons from Twitter followers for being at the hotel. On Facebook, the campaign, which was an app called ‘Memorable Moments,’ asked fans to share their Star Moments with a picture, background and a few words.

On the concern of negative reviews coming up on the cover photo app, Sahara Star says, “When you are on social media, you are bound to be criticized and it’s something we have always dealt by active engagement (picture below). Since there was a potential of us getting spammed, we also had a CMS (Content Management System) to choose the reviews/tweets which appeared, but the agenda was not to block constructive criticism”.

“A.A”

“The best place to be in MUMBAI”

O000000000 Reviewed 12 August 2013 via mobile

The place is just awesome !!! Actually worth every penny ... Great location juz walkdown from plane (domestic airport) Logoon view is te best Best staff Great Hospitality Best Food Highly recommended Best place in mumbai

Was this review helpful? Yes

Problem with this review?

Tanisha @tanishap8 2h
And why exactly has it taken 5 years (or more?) to build the outside structure of Sahara Star? #OnlyInIndia

Expand

Sahara Star @sahara_star
@tanishap8 Becausc good things come to those wait! :) 23m

Expand

Tanisha @tanishap8 4m
“@sahara_star: @tanishap8 Becausc good things come to thosc wait! :)” Bravo on social media turnaround time.
Cc: @MildlyRogue @keyurbarad

Hide conversation Reply Retweeted Favorite More

1 RETWEET

5:18 AM - 3 Apr 13 - Details

Reply to @tanishap8 @MildlyRogue @keyurbarad

Sahara Star @sahara_star now
@tanishap8 @MildlyRogue @keyurbarad Wow! Thank you :) We’d love to have you over - Promise the interiors will delight you!

Expand
Results

The idea behind all of this is to build word of mouth through our guests and relevant fans, and it’s a strategy which has worked for them throughout. This campaign itself got a reach of 342.6k with 1.8 million impressions by 770.8k users.

Sahara Star currently has 23,200 check ins on Facebook. Even on Twitter, the brands strategy has never been to follow a lot of people just to get a follow back. Currently the follower-following ratio stands at 12 to 1,096 people, which is great by any standard with a lot of active engagement.
Social Media Case Study: KFC India

Brand Name: KFC India
Agency Name: Blink Solution

Objectives

To create an interactive digital campaign that would launch KFC India’s new flavour Curry Crunch– Chicken with Indian Tadka.

Execution
With KFC Curry Crunch, the world’s beloved Kentucky Fried Chicken, or KFC as we know it, got an Indian tadka. The indigenous flavours of the Indian palate were captured in this dish, and to add to this vibe of Indianness, Blink created the Currycature App on Facebook. Currycature is a portmanteau of the words ‘Curry’ and ‘Caricature,’ and this app enables KFC fans to create Indian caricatures by embellishing their photos with ethnic styles and accessories, thus encapsulating the diversity of Indian culture. Eight quirky Indian characters were illustrated to serve as backgrounds for the Currycatures, while the design also incorporated several other Indian elements and motifs.

**Results**

The Currycature app was a resounding success with over 17,264 Currycatures being made. It received tremendous adulation on KFC India’s Facebook page and was applauded by many of the leading social media blogs like Social Samosa and Lighthouse Insights.

Watch Video
Social Media Case Study: How Burgs Crowd Sourced a New Burg on their Menu

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Burgs</th>
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<tbody>
<tr>
<td>Agency Name</td>
<td>GoZoop</td>
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Objectives

- To a wider audience through influencers and to give them a one-of-a-kind chance to make their own burgers.

- To innovate the menu by giving people a chance to create something new.

- To increase the footfalls with a new burger made by the people who our AamJanta look up to when it comes to food.

Execution

Burgs invited food bloggers along with a few tweeples to one of their outlets on Saturday, the 24th of August.

They had invited 30 renowned food bloggers and Twitter influencers to come down at the outlet and make their own burgers. On a bright sunny weekend, these bloggers created around 24 burgers using a variety of ingredients and delicious sauces, which amounted to amazing novel creations while maintaining a high quality in terms of taste.
the 24th of August.

They had invited 30 renowned food bloggers and Twitter influencers to come down at the outlet and make their own burgers. On a bright sunny weekend, these bloggers created around 24 burgers using a variety of ingredients and delicious sauces, which amounted to amazing novel creations while maintaining a high quality in terms of taste.
Social Media Case Study:
How Falafels Used Social Media to Delight a Fan!

Brand Name: Falafels
Agency Name: Social SeetyPvt Ltd

Objectives

• To create a buzz about Falafels Launch on social media.
• To strengthen customer service and experience through social media.
• To drive brand evangelism and loyalty.
• To convert Facebook users to potential customers.
• To harness into the power of word of mouth on social media.

Execution

• By using the Facebook page as the core medium of communication.
• By monitoring user comments and strategically responding to each, giving them an experience they wouldn’t forget.
• One of their fans commented on the brand page, on the second day of the launch, asking how to order the product showcased in the update through Falafels.
• They realized: A. They don’t have provisions for home delivery, and, B. He was one of their very early set of fans on the page.
• So they decided to break the norm of Facebook responses and to reach out the customer in real life with an actual Facebook response.
• They packed the same product that was showcased in the update, added a few more goodies and sent a note which carried the response to his comment.
Results

• A Facebook comment turned into a user delight, which in turn led to a potential customer.
• The fan blog spread to three major PR dailies.
• In a span of 24 hours it organically hit more than 2000 views.
• It was picked up by major influencers on the digital space.
• Their social mentions jumped by 30% in a span of 24 hours.
• People talking about the brand 130% more than the fanbase.
• The brand received more than 1 lakh impressions in a span of 48 hours of the launch organically.
• There was a considerable increase in the order placements at the outlet and the Facebook page.
• 1 Delighted Customer + A lot of word of mouth + Jump in evangelism = The Falafel Experience.
Social Media Case Study:
Best Foods Drives Engagement in Association with Chennai Express

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>ZenithOptimediaIndia</th>
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<tbody>
<tr>
<td>Agency Name</td>
<td>Best Foods</td>
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**Introduction**

Best Foods tied up with Red Chillies Entertainment, a production and distribution company headed by Shah Rukh Khan. The objective was to promote both the brand as well as the film through a contest on Facebook. The target audience for the brand is primarily women within the 25-35 age bracket, but the contest was open to everyone residing in India within the same age group.
Objective

Promote Best Foods’ association with Chennai Express through a contest to drive engagement.
Gain traction for Best Foods by leveraging the association.
Ensure participation in great numbers by drawing parallels between the brands.

Concept:
The tagline for Best Foods is ‘The Perfect Match’. Best Foods is a food category brand, which is why this contest was designed around food combinations. There are several food combinations which are perfect complements to each other, for eg. cholebature, idlisambhar, pav-bhaji etc. Contestants were asked to upload images of the food items that they thought were the ‘Perfect Match’.

Execution:
The execution was divided into three tactical stages:
1. Pre-contest posts.
2. Contest launch with custom made application.
3. Participation reminders during the contest.

Pre-contest posts:
A week before it started, community members were given a teaser about the contest with the help of attractive creatives:
Contest Launch

The contest was run on Facebook with the help of an application on the Best Foods page. The contest was open to people residing in India between the ages of 25-35 years. The application contained a like gate making it mandatory for everybody to like the page in order to enter the contest.

A photo uploading section was created for participants to upload photos of food items which was the perfect match, in their opinion.

Participants had to invite their friends to vote for their respective entries, and hence a leaderboard was created.

Results:

During the week, there was phenomenal participation and the campaign was successful on all parameters.

- New Likes: 15,600 new fans added in 7 days. From 36,695 to 52,295 likes on page (42.5% increase).
- People talking about: Talking about increased from 4,712 to 15,796 (235% increase).
- Engagement per post: Increased from 378 to 829 (119% increase).
- Engagement rate per post: From 1.06% to 1.85%.
- Campaign reach: Over 1,225,132 people reached with 19,119 clicks and CTR of 0.51%
- They received over 250 contest entries during the week, and three winners were announced at the end based on the number of votes garnered after thorough background checks.
Social Media Case Study:
How Mad Over Donuts Increased Footfalls on its 5th Anniversary

Brand Name: Gozoop
Agency Name: Mad Over Donuts

Introduction

Mad Over Donuts completed five delightful years in India and to commemorate this occasion, they decided to indulge in a memorable celebration. Exclusive offers were announced on 24th March, with the anniversary week beginning from 20th to 26th March. Patrons would be expected to remember these novel festivities.

Objective:

To increase offline footfalls, along with online engagement and create awareness about Mad Over Donuts’ 5th anniversary celebration.

Execution:

• An interactive application was created to engage with donut lovers online and ask them to share their ‘Hi5 Moments’.

• The application was designed keeping all promotional objectives in place.

• Offers, prizes and the contest were promoted with the help of this application.

• Over 400 #Hi5Moments were created.
Results

- Online awareness was created about this entire celebration. There was a noted increase in sales observed in Mumbai, Delhi and Bangalore.
- On Twitter, their #Hi5Moments trended in Mumbai and Bangalore.
- They received over 1900 tweets, which were delivered to 2.78 million Twitter timelines.
- They recorded 451 unique participants.
- Over 221,435 impressions were noted.
Social Media Case Study: How McDonald’s Got More Than 10,000 Footfalls to its New Store

McDonald’s India decided to launch their first outlet in Coimbatore and their objective was to drive footfalls to the new restaurant. McDonald’s has recognized the need to engage the local community, by using exciting promotions in order to uplift sales in the new city. This case study will take you through McDonald’s India’s journey to become the talk of the town with their Social Media Campaign!

It is common knowledge that people can’t resist sharing secrets; this was the germinating seed for their campaign. The idea was to develop a secret code exclusively for only those Facebook fans who participated in a special activity. Users were told that those who received the code were privileged, and only those who had this code would be treated to free soft serve vouchers which could be redeemed on the day of the launch.

McDonald’s worked with their social media agency Tonic Media, to create a buzz around this campaign, which was begun with the creation of irresistible teasers meant to build up anticipation.

In addition, they were asked to participate in a special contest, in the form of an application, titled ‘Coming to Coimbatore.’ Users had to choose their favourite line and display their excitement about the new McDonald’s outlet in the city.
When a user participated, a customized message was published on their walls which made it possible to create a viral outcome. This way, many of them were generous enough to share the secret with their friends! Slowly but steadily, they turned into a strong community to engage with.

McDonald’s cleverly got their message out long before the launch of the new store and the results it brought about were fantastic!

These exclusive deals drove a footfall of more than 10,000 within the first week of the launch itself. The application generated more than 1,38,312 impressions and there was a 250% increase in the number of fans.

The launch of McDonald’s ended up becoming the latest big thing in the city, making it an event to remember!
McDonald’s Coimbatore

McDonald’s southern voyage goes viral!

Objective
McDonald’s India was launching its 1st outlet in Coimbatore in August 2012. Hence the objective was to:
- Increase footfalls and generate sales at the new store on the day of the launch.
- Increase engagement rate on the brand’s Facebook page.

Strategy
- The insight was that people can’t resist sharing secrets. What is not meant to be told to anyone, gets told to everyone.
- Hence the strategy was to develop a ‘secret’ code specially ONLY for the Facebook fans who participated in a special activity. The users were given to understand that the code is not meant for anyone else and exclusive to them. Only people aware of the code from Facebook would be treated with free soft serve vouchers for redemption on the Launch Day in McDonald’s.

Execution
The entire campaign was executed in 2 phases from 10th August to 2nd September 2012.

Phase 1: teaser posts were developed to create buzz around the city where McDonald’s was going to be launched. The teaser post generated curiosity and buzz around “Coimbatore”.

Phase 2: Posts in which, users were asked to participate in a special contest with an application called ‘Coming to Coimbatore’
The application asked users to choose their favourite meal and express their excitement about the new store at Coimbatore. This also integrated the brand message and proposition ‘I’m lovin’ it’ in the contest.

When a user participated, a customised message was sent to their wall thus increasing the visibility of the activity.

To gratify participating users, they were emailed SECRET coupon codes which they could redeem on the day of the store launch. These Secret codes were promoted as exclusive codes meant only for people participating in the contest / application.

Only people coming with the secret coupon codes were eligible for a free soft serve on the day of the launch. Many people were generous enough to share this secret with their friends and give them the code to avail of a free soft serve.

Results
- Over 10000 footfalls were generated in the first week of the store launch.
- 90% of the Facebook fans based in Coimbatore participated in this application based contest to avail of the SECRET Code.
- The application generated 138,312 ‘impressions’ i.e. The number of people who saw the customised message that was sent to the user’s wall after they took the application.
- By the end of the campaign, the page saw a 250% increase in the number of fans from Coimbatore.
- 176 Secret code redemptions from Facebook offer on day 1 of the opening.
Social Media Case Study:
Tweet to Tap for Sahara Star

Brand Name: Sahara Star
Agency Name: Brandlogist

Objective:
Using twitter for lead generation.

Execution:
- Understanding the consumer better via a psychographic analysis. Mapping his behaviour into specific keywords.
- They detected and captured conversations across the web and filtered them using a human layer.
- Brandlogist analysed the connections between a conversation, an individual and a brand. They engage with the prospect via a conversation.
- Using the process of monitoring & response they understood their target group and monitored relevant conversations.
- Sahara Star responded with a quicker turnaround time to the guests staying at the Hotel.

Results:
- This translated into ROI for Sahara Star.
- Quicker turn around time helped customize the experience based on their feedback. It gave them an experience they absolutely love!
- More leads delivered business. There were more and more conversions.
Tweet to Tap

Using twitter to help build a brand or business

1. From interest to lead to conversion to cross selling to a review

The focus for any luxury hospitality brand is to customize experiences based on guest feedback. And what better if we can do it in real-time?!

While monitoring conversations around the Hotel, we respond with a quicker turn-around time to the guests staying at the Hotel. This helps customize the experience based on their feedback & gives them an experience they absolutely love!!
Mindshift Interactive conducted The Smirnoff Espressology Meet to launch a new flavour of vodka for Smirnoff.

**Brand Objective:**

To announce the launch of their new flavoured vodka, Smirnoff Espresso, on digital.

**What They Did:**

1. They got people who love to drink, party and basically, have a good time, together in two cities – Mumbai and Bangalore.

2. Instead of conducting a regular meetup, it was an evening of Mixology with professional Mixologists, rightfully christening it as ‘The #Espressology Meet’.

3. People attending were trained to make the right cocktails, with Espresso! Bangalore and Mumbai Event Highlights

It was an evening of mixing it up! The event highlights include:

- Blind-folded tasting
- Coffee Vodka Badges
- Social media influencers partying with Smirnoff
Total Outreach:

Facebook: 1,71,52,00,000
Twitter: 8,32,05,75,000
Bloggers: 2,36,400

Outreach Strategy:

11 Bloggers + 9 Facebookers + 14 Tweeps = 10 Million+ Outreach

View Complete case study
Social Media Case Study:
Mother Dairy Ice Creams

Brand Name  Mother Dairy Ice Creams
Agency Name  AliveNow

Objective:
• Being creative and interesting with new ideas to increase fan base and fan engagement.
• Target Social Media Platform: Facebook

Execution:
We came up with a simple but viral game application called ‘Ice Truck Grabber Challenge’ on Facebook to engage with the audience on Mother Dairy Ice Creams.

In this game application, a user has to catch as many Ice Creams as possible in the Mother Dairy Ice Cream truck and score high to stay on top of the leader board. Based on the top scores, fans were rewarded in the form of goodies from Mother Dairy Ice Creams.

Facebook application and Facebook Ads were used to reach the right audience and achieve desired results.
Result:

- 12,000+ new likes within 3 weeks
- Over 1000 entries
- 9 winners got mother Diary Goodies

View Complete case study
Social Media Case Study: Christmas Surprise at Foodhall

Brand Name  Foodhall India
Agency Name  White Rivers Digital

Objective:

To make Christmas special for their fans with a gift which was a melange of Time, Love and Surprise.

Execution:

Fans had to vote for their favourite Christmas gifts on the Facebook page. They also had to mention about their most recommended Christmas gifts!

Then they were asked to caption their most favourite gift. No one knew what the surprise was! 15 Best captions were short-listed a day before Christmas. On a Christmas day, a beautiful surprise was on its way to the final 5 winners of Foodhall Christmas surprise. It was for 2 cities – Mumbai and Bangalore.
Result:

200+ participants
Fans Talking about this – 16%
750 new likes. 11% increase in likes during the contest duration.
And Fans for lifetime!

Have a look at the video:

Watch Video
Social Media Case Study:
Chill Out Surprise – Lipton Ice Tea India

Brand Name  Lipton Ice Tea India
Agency Name  Social Seety

Lipton Ice Tea’s social media campaign – Chill Out Surprise.

Stress!! It is a word that is all around us and we crib about it everyday. Now what we found out through crisp research is that with the evolution of Human Kind the places we crib out our stress also evolved. And today 80% of us crib on social media and that too majorly on Twitter.

So we thought why not spread some smiles amongst the stressed tweeps by a little surprise. And that’s how “Chill Out Surprise” came to life.

Chill Out Surprise Destination 1: Mumbai
In this campaign we targeted Twitter for stress-filled or complaining tweets from the city. We first went all over Twitter and found out all the tweeps who were stressed out and were venting it out on Twitter. Then through crisp research we tracked down their location and after finding out where they were the Chill Out Crew began their mission…the mission to spread happiness and smiles. The Chill Out Crew reached the stressed tweeps location with a customized Chill Out Hamper and Voila!! They were surprised and how.

The idea not only tapped the digital platform but also engaged the target audience on ground by tweeting its own whereabouts while delivering the gifts. This we say is Social media. A medium which can create an experience for the consumer that will stay with them forever and also not forgetting the strong product connect that can be generated via such campaigns.
The campaign has been extremely successful and has received a phenomenal response. There’s an interesting video that captures the emotions of the individuals who were pleasantly surprised by LIT’s kind gesture and brings out the true essence of Lipton Ice Tea’s motto – take a chill pill.

**Here are the results of the campaign:**

- Half A Million Impressions
- 10+ tweets per minute
- 3000 + Interactions
- 1,50,000 + People reached
- 20% Jump in number of followers in just 6 days!!
- 1 City
- 6 Days
- 14 Stressed people
- 1 Chill Out Surprise
- Countless Smiles

Says RashiGoel, Brand Manager, Lipton Ice Tea “Lipton Ice Tea is a delicious beverage that gives instant refreshment so it helps people ‘Take a Chill Pill’ in the middle of a busy day. The “chill out surprise” has been a very effective brand activation wherein we have surprised our consumers with moments of relaxation and refreshment in the middle of their normal working day! This brings alive the brand proposition and helps our consumers experience the brand promise first hand. It also goes to demonstrate yet again how social media portals like Twitter (in this case) make it easy for brands to directly connect, interact and gratify their consumers”.

Have a look at the video:

Watch Video
Social Media Case Study:
Pepsi Paint Your Face Facebook App

Brand Name: Pepsi
Campaign Name: ‘Paint Your Face’ Facebook App

Objective:

Pepsi wanted to create a digital awareness campaign around the 2010 FIFA World Cup in South Africa. Without lead sponsorship of the event, Pepsi needed a guerrilla marketing initiative that would be embraced by online users and shared around the world through their social networks.

Solution:

Brandmovers designed and developed a custom Facebook application that allowed users to paint their face with their country’s flag. Users were able to upload their picture, paint it and then post it as their profile pic in a few easy steps. The app was developed for 3 separate brands (Pepsi, Diet Pepsi and Pepsi Max) and was pulled into several local country Pepsi pages for maximum reach.
Results:

The application went viral within a few days and was used by thousands of Facebook users in over 30 countries. The initiative generated a significant amount of likes as well as millions of impressions for the brand. It was also covered by several media organizations and publications online.
Social Media Case Study: Chi Kitchen

Brand Name: Pan Asian restaurant chain based in New Delhi called Chi Kitchen
Agency Name: Brandlogist Communications Consultancy

Challenge:
With a market this crowded with hoards of other restaurants having similar value propositions at highly competitive prices, how did we drive brand awareness & subsequent business? The brand being localized in nature our targeting needs to be very effective to cause business impact.

Solution:
By #spreadingchi :) , ie spreading happiness. The basic idea behind the campaign was to actually make people happy instead of just having it as part of our tagline or a cute vision/positioning statement.

Mechanism:
We searched for tweets with specific keywords like “angry”, “bored”, “sad” and “hungry”. Once we found these tweets and these people, we replied to their ‘distressed’ tweets with funny quotes, pictures, videos or whatever it would take to bring a smile to their faces. Once we had the conversations going, we understood what they liked from our menu options (thus making them aware of the brand in detail) & giving the same specific items on huge discounts from 30%-80%. In certain cases we gave them discounts on the whole food bill. https://www.youtube.com/watch?v=o3Rd156u4Y4
Impact:

Needless to say most of those who we had spoken to were pleasantly surprised & 96% of them responded back with positive happy tweets steadily converging into final business for us apart from great brand awareness.

Takeaway from Our Perspective:

In a day and age where the biggest of brands are talking about happiness, we believe making your customers happy needs to go beyond a cute tagline or a fancy ad but in actually understanding what they need & delightfully surprising them.
HEALTHCARE
Social Media Case Study: How Cloudnine Care Used Integrated Digital Strategies For an 800% Increase in Traffic

Brand Name: Cloudnine Care
Agency Name: Tangence

Introduction:
As a premiere maternity care provider in Banaglore, Cloudnine Care wanted to go big with its signature Mother’s Day Carnival – MummaMia. The objective was to organize a light-hearted event to celebrate motherhood and at the same time engage with their target audience.

Objective:
With no previous online presence or promotion associated with MummaMia, the objective was not only to promote and capture registrations for the event, but also to establish it as a signature Mother’s Day event.

The focus of the whole digital campaign was to create lot of buzz around MummaMia, get some of the hashtags trending, push user engagement and of course, get loads of leads!

Execution:
Tangence integrated digital strategies with the campaign objectives to get the desired results. Tangence adopted an integrated approach to push the event online. The mix included social media, email marketing, mobile marketing and CSR. The campaign was bifurcated into three phases – pre event, on the D-Day, and post event. Content was an integral part of the campaign and strategic hashtags were used to promote specific events and activities.
The campaign started with creating buzz on social channels and other online platforms (created events on Facebook, Twitter etc. Special landing pages that were integrated with a robust mobile system, were created for the event. Aggressive promotion followed to capture registrants and give them real time confirmations for their registration.

Multiple contests and campaigns were launched to promote the marquee events at MummaMia. Collection of Mom and Kid selfies for Limca Book of Records was a major highlight of this campaign. A special Facebook badges app was also created to push brand awareness and the whole concept of celebrating motherhood.

We also did real time online coverage of the event and each activity was promoted instantly. Tangence also conducted special online contests for people who were at the event, real time, to build online engagement.

**Results:**

43% registrations from online promotion, close to 2000 registrations for the event.

Aggressive content marketing received a total of 3500 clicks, 792.49% increased visits (5000+ social traffic). We will be able to get 23K+ Facebook likes, 285.52% increase in Facebook reach, 397.61% increase in Facebook impressions and 72.52% increase in Twitter reach. **Engagement** on social media increased manifolds: – 294.61% increase in Facebook users engaged, 374.59% increase in Facebook posts likes, 35.61% increase in Facebook posts comments, 31.52% increase in Facebook shares and 500% increase in Twitter Retweets.

View Complete case study
Social Media Case Study: How Kaya Skin Clinic got 20% of all Sales from Facebook

Brand Name: Kaya Skin Clinic
Agency Name: UltraViolet Digital

Objective:
- Ultraviolet Digital worked with Kaya Skin Clinic and used Facebook to:
  - Drive awareness of physical stores.
  - Generate walk-ins at clinics.
Execution:

Kaya Skin Clinic built its Facebook Page to:
- Give customers and prospects complete details on the clinics, including location and available packages.
- Allow users to book appointments online.
- Allow the company to run Facebook Ads to reach users who would be interested in their services.
- Allow specific age and gender targeting to narrow down prospects.
- Post videos on the Page, and Page post ads (ads based on these posts) were created.
- Kaya Skin Clinic engaged with their fans by:
  - Using a mix of updates, videos, pictures, questions and polls.
  - Maintaining a good balance of posts about the brand and the overall category it belongs to.
  - Pinning and highlighting important posts.
  - Replying to fans’ questions about their services.
  - In matters of skin care, users trust their friends’ recommendations first. Kaya capitalized on this by:
    - Using friends of their connections and targeting, in addition to other targeting parameters, to reach friends of current Page fans.

Results:

- 20% of all sales can be attributed to Facebook.
- 22% of website traffic originated from Facebook.
- Offer posted on Page generated revenue of INR 8L in 6 days.
- Conversions from Facebook are 40% higher than from other lead sources.
- When they added Facebook to their digital marketing mix, it became the best performing traffic source for them. Not only is the cost per click affordable, the cost per acquisition has been phenomenal.
RETAIL
Social Media Case Study:
How #GastroWednesdays at High Street Phoenix Generated Over 5 Lakh Impressions

Introduction:
Gastro Wednesdays, organized every alternate month by High Street Phoenix, seek to bring to Mumbai flavors from all around the world to satiate the taste buds of the average Mumbaikar.

Objective:
The March edition, which was also the third edition of Gastro Wednesdays, was entirely dedicated to the female chefs in the city, making it a special edition to celebrate Women’s Day. Popular names like SnigdhaManchanda of Tea Trunk, PoojaDhingra’s Le 15 Patisserie, AditiHanda of The Baker’s Dozen, Chef Thea Tanneleht of Marzipan – The Bakery Shop and many others had participated and made it a huge hit.
The March edition, which was also the third edition of Gastro Wednesdays, was entirely dedicated to the female chefs in the city, making it a special edition to celebrate Women’s Day. Popular names like Snigdha Manchanda of Tea Trunk, Pooja Dhingra’s Le 15 Patisserie, Aditi Handa of The Baker’s Dozen, Chef Thea Tanneleht of Marzipan – The Bakery Shop and many others had participated and made it a huge hit.

**Execution:**

Online contests were organized in association with Burrp.com, generating a lot of buzz and winners at the same time. There were a lot of tweets from the food bloggers who had attended the event, making it an overwhelming response from all quarters. Most of the stalls were sold out by the end of the evening. The social media team of High Street Phoenix engaged people on various social networking platforms by inviting them for the event, and by continuously posting live updates and feeds about the event.

**Result:**

The hashtag created for the event, #GastroWednesdays, was trending on Twitter for more than 24 hours and had received 623 mentions on the same. It reached out to almost 2,00,000 tweeples and had more than 5,00,000 impressions.
Social Media Case Study: How Ambience Mall Leveraged Social Media to Promote In-mall Events

Brand Name: Ambience Mall, Gurgaon  
Agency Name: Togglehead

Objective:
- To promote and increase awareness about in-mall winter events at Ambience Mall, Gurgaon.
- To increase Twitter followers and promote engagement with them.
- To increase fan base and engagement on Facebook.

Execution:
A campaign mascot, using his clothing and props as the theme of the week, was displayed as per the events taking place at the mall. In-Mall event promotions for social media promotions took place for 4 days, which included – Posts, Tweets and Contests. The cover photo was changed every week with the theme and the logo of the event.

Facebook Content Planks
- Event Promotion
- Interaction
- Contest Promotion
- Current Affairs
- Special Days

Twitter Contests
- #HelloWinter
- #FashionFreaks
- #ChocoFest
- #MyNewYearResolution
Results:

• 1500 Mentions on Twitter
• Facebook fan growth increased by 59%
• #ChocoFest trended 3rd in India

View Complete case study
Social Media Case Study:
How Sahara Q Shop Increased Its Fanbase by 31.7% in Just 2 Months

Brand Name
Sahara Q Shop

Agency Name
Brandlogist Communications Consultancy

Introduction:
Sahara Q Shop recently crossed the benchmark of 50000 fans on Facebook and around 800 followers on twitter, which was done by creating a positive brand image, using a campaign with a social objective.

Objective:
The objective of the campaign was to create thought leadership and to inspire people so that they think about bringing a change in this world. We made sure to keep our focus on a social element so that we can engage maximum audience on Facebook and twitter.

Insights and Idea:
Keeping in mind the objective of the campaign, our idea was quite simple and based on essentially 3 elements:

• Engagement.
• Creativity.
• The types of entries.
On the basis of these 3 elements we ran the entire campaign. We chose a topic which would drive maximum engagement i.e. a simple question which can have multiple answers “What is the kind of world you would want to leave for the future generations?”

In order to make sure that the participants make strong efforts and just don’t send in random posts and thoughts, creativity was given a high weightage and the same was communicated to the participants.

Lastly, we truly capitalized on the freedom of expression as the participants were allowed to send in their entries either through tweet, post, image, painting or even a video.

**Execution**

- We created a tab on Facebook wherein we would get the people redirected through our ads campaign, the tab specifically had a like gate so that we can even record traffic.

- We created various posts around the topic so that we can drive a conversation on Facebook and twitter regarding our topic.
We used the hashtag #Qshop

- Through ORM we targeted certain keywords, relevant to our topic to reach out to people who are actually talking about or are interested in changing the world.

We received numerous entries through various participants describing their views on what kind of a world they would want to leave.
Results

We received more than 3,000 entries through Facebook and twitter. People from all over the country took part in expressing their views on what can be done to make sure that we can leave a better world for our future generations.

More than 1.2 million timeline deliveries on the hashtag #Qshop, we were able to deliver a positive brand image.

We managed to increase the fanbase by 31.7% in just 2 months.
**Sahara Qshop**

- **December '13:** 40,000
- **February '14:** 60,000

**MY SOCIAL SCORES**

- **Engagement:** 90%
- **Influence:** 70%

**Tweeting Behavior**

- **Conversation:** 90%
- **Updates:** 10%
- **New Contacts:** 47%
- **Existing:** 53%
Social Media Case Study:
How FabFurnish Generated Social Media Buzz with #Fimagination

Brand Name: FabFurnish.com
Agency Name: 

Objective:
FabFurnish.com is a leading online store in India that mainly deals with home décor and utility products. The e-store, which has already found huge acceptance on various social media platforms, has recently launched a TV commercial. The company had been searching for a word which would clearly reflect an exclusive thought, playing a vital role in expressing the objective behind launching the TV commercial.

FabFurnish.com, therefore, being an active brand on social media, took the opportunity to conduct a 6-day contest on Facebook and Twitter. The company knew that nothing could have served as a better platform to meet this purpose. The contest, being thoroughly innovative and interesting, was appreciated by a wide audience.

Campaign Approach:
• To create a campaign using the hashtag #freedomofimagination which would run across Facebook and Twitter
• To create awareness among existing followers and fans on Twitter and Facebook using promotional updates
• To create awareness among fans and followers using interactive tweets
• To build a larger follower and fan base on Twitter and Facebook with the help of relevant hashtags and keywords tracking to interact with them
• An added incentive was the offering of shopping vouchers worth Rs. 1500 without any minimum purchase to the winners
Execution:

So, it was on the opening day of the campaign that FabFurnish.com started using the hashtag #freedomofimagination. Consequently, it attracted the attention of numerous visitors, who started using it as a trend. Plenty of tweets followed, and the post was even retweeted and shared many times. It also played a key role in helping FabFurnish.com add over 50 new followers and develop a fan base of approximately 10,000.

As far as the contest was concerned, it commenced from January 11, 2014, and continued till January 16, 2014, and was divided into two phases.

First Phase:

The first phase had a duration of 4 days, during which the participants were asked to coin a new term by blending the words ‘FREEDOM’ and ‘IMAGINATION’. The contestants came up with plenty of words, from which only four words were shortlisted by the jury. This was followed by the final phase of the contest.

You love words when they are mixed up. We will love it if you do one for us. You can get vouchers worth Rs. 1500.

**FREEDOM + IMAGINATION = _____?**

---

Looks like the jury has picked their WORD. Would you like to know it today? RT to let us know!

#freedomofimagination

---

So which word speaks freedom of imagination the best?

Vote for your favorite & grab shopping voucher worth Rs. 1500.

The chosen word will be announced on January 14, 2014.

If you had to give a word for your Freedom of Imagination, it would be:

a) FIMAGINATION  
b) FREEIMAGE  
c) IMAGINADOM  
d) FREENATION
Now, in the highly interesting second phase of the contest, the contestants were provided with the shortlisted words and were instructed to cast their votes in favor of the word they liked the most. ‘FIMAGINATION’ stood out as the ultimate choice of both the jury and the majority of the participants. The ones who voted for it were declared winners and were therefore awarded a free shopping voucher worth Rs. 1500, without any minimum purchase.

The television commercial was finally aired for the first time on January 17, 2014, and became an instant hit. The word ‘FIMAGINATION’ perfectly expressed the entire theme of the commercial. Moreover, the term found huge acceptance among people of various categories – including politics, sports, and business. The grand success of the word endowed it with an identity. It became a favorite expression of people’s freedom to dream and furnish their homes just as they want.
Results

- 50 new Twitter followers
- 349 Mentions on Twitter
- 38.9k reach on Twitter
- Total Facebook reach 46,000
- 2.2k total Facebook new likes (Organic)
- 3,000 total interactions on Facebook related to the contest
Social Media Case Study:
How Kokuyo Camlin Showcased it’s Range of Products with a Crowd Sourced Video

Brand Name         Kokuyo Camlin
Agency Name         Bc Web Wise

Objective:
To showcase the range of Camlin products and how they can be used to create beautiful works of art.

The Idea:
Create a crowd sourced work of art to celebrate the Colours of India on Republic Day

Challenges:
The entire video had to be planned and shot in 3 days!

Idea and Execution:
Children are the future of the country. So, a bunch of street kids in Dharavi were given a selection of Camlin Art Products. They ran into the streets of Mumbai, approached all kinds of people and asked them to draw, colour or paint with the colours of the Indian National Flag- orange, white, green or blue, using Camlin Art Products. A camera followed them through their journey and captured every beautiful moment. The specially composed music track for the video captured the innocence and joy of the children of India.
Promotion of the campaign on Social media:

A promoted post was done via Facebook post to help increase the reach of the video. But the media budget was small so the traction gained was largely organic.

How did it help the brand:

The brand has recently entered the digital space and this video helped boost the visibility of the brand and the cause helped to create a positive association with Camlin.

Outcome:

Results on Facebook

- Post Reach: 2,874,368
- Post Likes: 1658
- Post Shares: 74

Results on YouTube:

Organic Video Views: 3223

Watch Video
Social Media Case Study:
How High Street Phoenix Saw Shopping of More Than Rs. 60L with its Contest

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>High Street Phoenix</th>
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<tr>
<td>Agency Name</td>
<td>Go Zoop</td>
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Introduction:

High Street Phoenix, India’s most admired shopping destination, hosted its annual festival called ‘Shop. Download, Win’ between 15th July and 4th Aug. ‘Shop. Download. Win’ works on a traditional lucky draw mechanism. However this year, High Street Phoenix gave a very interesting and contemporary twist to this traditional event.

Objective:

To keep the audience engaged and entertained with exciting contest.

The event was innovated to integrate the recently launched Go Phoenixing Mobile Application along with Social media.

While the two former service help the customer plan their visit to the mall, Loyalty program rewards them for shopping at the mall by simply entering their bill details in the application, designed with a user-friendly interface.
Execution:

The mobile application was effectively used to run the “Shop. Download. Win” contest. The Go Phoenixing application was used by shoppers:

- To enter the bill details during the contest
- To stay updated about daily winners
- To stay engaged with the contest buzz

Go Phoenixing application provides its users the luxury of adding the bill details of their shopping done in the mobile application:

- The user entered bills are automatically verified at the back end, and automatically get qualified to participate in the contest.
- Apart from push notification, SMS infrastructure is also used to notify the users about their transactions.

Customer engagement is personalized in Go Phoenixing app. Only a winner got the push notification declaring the award to them.

- The application was a simple Shop. Download. Win application keeping in mind the non-shoppers and our online fans.
- Since not all of them could go down to the mall and shop, the application served as a way to be eligible for the contest sitting right at home!
- All they had to do was answer a simple question, which was “What would you do with 1 Lac rupees at High Street Phoenix?”.
- The best answers from the online applications went directly to the lucky draw and were eligible for the bumper prize.
- The total number of participants for the SDW application was 68, out of which a selected number of entries went into the bumper draw for the contest.
- Hashtag for Twitter was #ShopDownloadWin where followers were redirected to the Facebook application thus boosting the participation.

Results:

- Total shoppers downloaded the Mobile app and participated in the contest – 677
- Total number of participants on the Facebook application – 68
- Total amount of shopping done linked to contest – Rs 6,441,838
- No of updates around contest Favorited and shared – 181
- No of Facebook updates and likes – 39 updates + 246 likes
- Total number of winners for daily prize and final prizes – 24

View Complete case study
Social Media Case Study:
DLF Place Fight For Social Causes with a Facebook Campaign

Introduction:
Finally, the one mall that answers all the prayers of the urban denizens, bringing together a sterling shopping experience, a gourmet trail, an entertainment platform and a fantasy land for children, all under one illustrious roof: DLF Place, Saket, the most successful and happening place in South Delhi that packs all the punch.

Diwali, The Festival of Lights usually comes with a lot of bang and card playing. But this year they went a little off the board and started a fun-filled yet eco-friendly Campaign with DLF Place Saket on Facebook. They introduced a contest called ‘Be a Non-Pataka Celeb’. This contest was generated to create awareness amongst the people towards the serious issues faced during the festival in a more fun manner, and spreading the message, that saying NO to crackers can actually be cool.

Objectives:
• Fight against the social cause of Child Labor, due to the children employed in Cracker factories, and environmental cause of air and noise pollution.
• Targeting to increase the brand equity of the existing brand name to higher margins.
• Engagement and awareness of the causes to the fans and their involvement in the same.
• Increase in the participation of people with the brand name on various social media platforms.
Execution:

The contest ‘Be a Non Pataka Celeb’ showcased a completely new concept, which was very well executed.

Fans were asked to upload their picture and select a pledge from the pre-defined ones through the drop box.

Each photo submission was followed by customizing the playing card, with the players’ face itself, wherein the male participants were given a king card with their photo on it, and the females given a Queen Card with their photo.

Each personalized card was then allowed to be shared on various social media platforms like Facebook (Invite your Friends), Twitter, and Instagram.

Results:

No. of increase in Page Likes in 20 days - 2,500 approx (Organic Totally).
Total No. of Entries - 92
No. of maximum votes - 102

This contest generated heavy traffic also on Twitter with all their participants sharing their customized cards on their Twitter Accounts with the Hashtag #IPledgeToBeANonPatakaCeleb.
OfficeYes.com, India’s #1 e-commerce firm for B2B Office Supplies, recently introduced a new range of School Stationary Products and launched it via a Campaign on Twitter #SchoolMemory.

**Objectives:**

The challenge was to establish the category, generate a buzz around it and subsequently drive sales for our new range of products amongst the right TG. They knew that their right TG i.e. School Students may not be majorly active on Twitter and therefore wanted to focus on driving traction from their parents, elder siblings etc who are a more evolved set of users on Twitter.

To do this, they partnered with Brandlogist, a Brand-Communications Consultancy who launched the campaign with the insight that people love to reminisce and talk about their School Memories.

The objective was essentially to launch & market this category in a way which connected with the parents of school kids, by generating enough positive buzz & get them interested in school products.
Execution:

To execute this, Office Yes invited people to tweet their favourite School Memory using the hashtag #SchoolMemory. Their winner was declared each day and rewarded with a set of Back-To-School Goodies.

To build a genuine 1:1 relationship with our TG, they kept it to a subtle conversation about School Memories and purposely stayed away from blatant selling while reminding our followers that Office Yes has introduced a new range of Products that might interest them. As a result, they saw a 154.2% rise in mentions and 113.5% increase in retweets without any media budget being spent.

The campaign closely involved the customers with the brand and in-turn directed them to the website. In fact the love for School Memories was such that celebrities like Derek O’ Brian, AshwinSanghi, Rahul Mahajan, SachinGarg and many more joined in.
Results:

Through the campaign, Office Yes reached-out to over 1.6 Lakh Twitter Users in 20 days and saw a 50% hike in the number of followers as well. Hashtags like #SchoolDaysMemories began trending during our campaign and we joined their conversation to widen our reach further. In fact a single tweet of ours fetched 116 re-tweets through this approach.

All in all, the brand maintained an engagement score of 99% through the course of the campaign and hence despite being a B2B setup, Officeyes successfully established School Stationary as a part of its product portfolio.
THE CHALLENGE
B2B business selling School Products

Officyes.com, India’s No.1 e-commerce firm for B2B office supplies, lately added school stationery in its product portfolio. The objective was essentially to launch & market this category in a way which connected with the parents of school kids; by generating enough positive buzz & get them interested in school products.

WHAT WE DID?
#SchoolMemory Twitter Campaign

We started a #SchoolMemory Twitter Contest, which was about people sharing their most treasured moments of School Time using the Hashtag #SchoolMemory. The aim of the campaign was to position Office Yes as a brand in the School Stationery space by generating enough buzz & interesting stories that resonated with the future parents.

The Increase

- Tweets
- Re-Tweets
- Followers

Engagement score of 99% @Office_YES

Strategically connecting with the right set of influencers.

Social Samosa

meltwater
Social Media Case Study: CupoNation

Objectives:

Cuponation.in is a website which provides coupons for e-commerce companies in India. As part of a marketing strategy, Cuponation does a large scale business campaigns every two months. In May 2013, they wanted to promote the coupons for sports category so they did the Fit India Movement campaign.

Execution:

They sourced special coupons for this campaign from leading online retailers. To increase the awareness they had to get a social angle. The campaign was scheduled during the IPL season. To target the youth, they used a tag line that would excite the youth. “Get High on Sports not on Drugs”

They roped in leading sports personalities like Sushil Kumar (Olympic double medallist), GaganNarang (Olympic medallist), AtulWasan (Former India Cricketer) &ShibaMaggon (National Women’s Basketball Team Coach) and talked about the importance of sports in our daily lives. This gave a social aspect to the whole campaign.

To ensure the message reached the masses, Cuponation promoted this video on our main page and our facebook page. They also ran a contest on their facebook page. For signing up for our newsletter and referring friends, people would get points. The winner was awarded a Sports Bike.
Results:

The contest combined with the sports video was received well and saw high engagement from our fans. The number of fans increased by 25%. Our traffic from the social media channel increased by 40% resulting in increase in sales and brand awareness.

Social Media Case Study: CupoNation from SocialSamosa.com
Social Media Case Study: Myntra.com’s #DialForStyle Twitter Contest

Myntra.com is India’s largest e-commerce platform for fashion and lifestyle products. The brand is active on social media with over 1.3 million Facebook fans and over 8000 Twitter followers. Here is a Twitter contest run by the brand on the occasion of World Telecommunications Day.

Objective:

On the occasion of World Telecommunications Day, Myntra.com wanted to combine telecommunications and style for a fun engagement on Twitter.

Strategy:

Myntra.com mixed the two genres by conducting a quiz, consisting of 10 questions, in which both a mobile and knowledge of fashion played a part.
**Implementation:**

The hashtag used was #DialForStyle.

Myntra.com gave the participants on Twitter a total of 10 clues every 10-15 minutes with a set of numbers accompanying each clue. These numbers, when typed using an alphanumeric keypad, would actually spell out a word related to fashion. Participants also got an example to start with, so there would be more clarity on the contest (tweet).

By the fourth question, the hashtag #DialForStyle had started trending, and the total number of tweets generated was 1500.

More than the trend itself, several tweets appreciated the uniqueness of the contest. Myntra.com added more than 50 followers and crossed 8000 followers during the contest.

The contest ran from 2 pm to 5 pm and the winners were announced at 5 pm. The winners were rewarded with Myntra gift vouchers.

Myntra.com’s #DialForStyle Twitter Contest from SocialSamosa.com
Social Media Case Study:
London Market

Introduction:

London Market is setting out to firmly establish itself as one of the important markets leading up to a crown jewel of New Delhi. It is a destination for apparel shoppers, art lovers, antiques. From Jewellery to Fashion, Kids to Grown ups, the London Market has something for the whole family.

Execution:

Facebook proved to be the perfect medium to inform the shoppers as well as the designers about the event. Whenever a girl talks (Likes, shares, comments) about a fashion event on facebook, rest of her girlfriends come buzzing like bees on the same destination! ;) Well, that sort of worked in our favor for this complete fashion oriented event.

It was almost like inviting ladies to be a part of a high class society, where its all about taste, design, exclusivity, variety. Something for everyone. The Cufflinks, as an agency, left no stone unturned in talking and promoting each designer and their products separately and rigorously, over a period of one month. It was so regular and extensive, that by the date of the event, everyone was talking about it.

Daily they had queries from the girls wanting to know about various designers, dates, timings and so on. We kept them well informed about every tiny detail about the event. Two campaigns that were successfully conducted to support the affair –

1. Style Stalker Contest
2. Loyalty Card Program
Implementation:

Twitter aided a lot in doing cross branding promotions for all the associated designers. Their respective followers were coaxed to talk about London Market as a complete affair. The twitteratis who followed a particular designer, were sure to have an interest in fashion and design on whole. This created a complete Buzz around the promotions.

YouTube was en cashed to showcase the actual footfall at the event. From the décor and designer stalls to the actual ruckus at the venue, all was showcased in a creatively edited video.

Results:

- Increase in likes – 4600
- Avg. number of people talking about – 2460
- Friends of Fans – 30,65,909

Style Stalker Contest

- Total number of participants : 51
- Highest number of votes: 163

Loyalty Program:

- Total number of Participants: 82
- People shopped with the card benefit: 70

Social Media Case Study: London Market from SocialSamosa.com
Social Media Case Study:
Wooplr Shopaholic Spotted

Brand Name          Wooplr
Agency Name          -

Objective:
The Soul Sante flea market of Bangalore gave Wooplr, the perfect setting to get their primary target audience – internet-savvy women in the age group of 16 to 40 years. The idea was to give them an experience they would remember and associate with Wooplr giving them a reason to go back and sign-up.

Execution:
“The Sunday Soul Sante” is Bangalore’s biggest flea market which receives more than 15,000 footfalls. Wooplr decided to do something special for all the shoppers. In the age of Instagram, they thought of doing something that creates a real smile on somebody’s face and this is way much cooler than just adding a filter. That’s exactly what the Wooplr team did at the Sunday Soul Sante. They gave the shoppers a real-world Instagram experience!
Twitter aided a lot in doing cross branding promotions for all the associated designers. Their The No Strings Attached stall turned into a mini photo-booth of sorts to spot shopaholics at the Sante (check out the #ShopaholicSpotted trend). As the lovely shoppers tried out exquisite jewellery pieces and accessories, they posed and and were snapped with our Polaroid camera. The expression on their face said it all. To see the magic of photo-film develop right in front of their eyes was just incredible. Well, now that they had their attention, they told them what Wooplr is about and gave them invites right away. And they started off by recommending the accessories they had just bought!

Results:

They got more than a 100 young women on board. Shopaholic Spotted was the name of the event and #ShopaholicSpotted was the hashtag used to promote it. Hits to the site increased by 500% in the 3 days post the event.

Key Lessons:

The brand made shopping in flea markets even more fun by sharing on social media such as on Instagram, and used this as a way to introduce Wooplr to these shoppers.

About Wooplr:

The joy of shopping is something women especially can identify with as they love to show off their shopping finds. Wooplr brings back the joy and sociability in shopping by giving shoppers an online platform to share their happiness.

Social Media Case Study: Shopaholic Spotted – A Marketing Campaign by Wooplr from SocialSamosa.com

View Complete case study
While today most brands are still going taking the celebrity endorsement route, Peperone, a ladies handbag brand from Delhi decided to employ a different approach. In a campaign created and conceptualized by Brandlogist Communications, they decided to position themselves as ‘a brand for real girls’. In a conversation with Saurabh Parmar, CEO, Brandlogist Communications said,

Our idea was to create Peperone as a brand for real girls. It’s not a bag advertised by a celebrity who is being paid to endorse it but girls should be buying it because people in their age group like it, to tell their friend, ‘Babe, you absolutely gotta get it!’
To do this, Brandlogist used social media with a clever integration of offline to get people involved. They launched a campaign to select 6 girls for Peperone’s yearly look-book but unlike most ‘model hunt’ kind of campaigns, the focus was not on a contest but they actually went offline and identified real influencers in the college community who would connect with the brand. Elaborating on this Roma Joshi, Brand Manager said

The clear insight was that today’s girl does only connect with a Kareena or a Deepika; they could also connect to an Arundhati Roy or a KiranBedi. The idea was to identify and engage the different character sketches which a girl could connect with and these girls with their own unique sense of style are being chosen as our brand ambassadors.

Figure 1: The different character types created by Peperone to connect with the 16-29 TG girls in metros. She added,

Also they will not just be a pretty face posing on the look book. We plan on making them Style Advisors for Peperone i.e. seeking their thoughts on new products, styles they like and maybe even specific aspects such as the utility-quotient of a bag (like a separate compartment for keys for us women, since we keep losing keys in the bottomless pits of our handbags). It’s a living focus group that is actually attached to the brand.

On social media the brand has taken a really authentic and conversational approach which has connected with women. Saurabh commented,

We actually got bloggers to review the product without a blogger outreach campaign. How many times have you heard that happening for a previously unknown brand? And remember here, our media budgets were really minimal.

Figure 2: Blogger Reviews

Along with the action on social, they have integrated the campaign to the real world by going in campuses interacting with the target group, getting reviews and putting up posters in premier institutions prompting participation thereby driving traffic to the Facebook page.
As a fashion brand they are also using Pinterest. They are trying to tap into the community with interesting boards dedicated to things like DIYs, Bag essentials, Vintage bags to the current trends worldwide, they have created a platform for a conversation.
Social Media Case Study:
Allen Solly, End of Season Sale
Facebook App

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>Allen Solly</th>
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<tbody>
<tr>
<td>Agency Name</td>
<td>Blogworks</td>
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**Objective:**

To translate user engagement on Facebook into footfalls and sales at physical stores.

**Execution:**

- A ‘Scratch Card’ Facebook application was conceptualized, which would allow users to scratch a card virtually and win discounts of 30%, 35% or 40%.
- They had to put in their names, email ids and contact numbers, and click on the submit button to receive the discount coupon in their inbox.
- They could then take a print of the discount coupon, take it to the store and avail the discounts on their next purchase.
- The application was available on mobile as well, for Android and iOS platforms.
- It was promoted through social ads and promoted posts on Facebook.

**Results:**

- RoI generated from this initiative was an unprecedented 2,194%
- 4% of the total sales during the End of Season sale came from Facebook alone
Allen Solly End of Season Sale Case Study from SocialSamosa.com

Results:
- ROi generated from this initiative was an unprecedented 2.194%
- 4% of the total sales during the End of Season sale came from Facebook alone
Social Media Case Study:  
Xmas Treat by Major Brands

<table>
<thead>
<tr>
<th>Brand Name</th>
<th>MajorBrands.in</th>
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<tbody>
<tr>
<td>Agency Name</td>
<td>Go Zoop</td>
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**Objective:**

- Spreading the joys of the festive season by engaging fans and followers to share their Christmas wishlist
- Increasing fan base and promoting categories and products available on their website
- Target Social Media Platform: Facebook, Twitter, Major Brands website

**Execution:**

Xmas treat was initiated 4 days before Christmas eve and was continued till New years to maintain activity during the festive season. Online promotions were designed on the lines of Christmas/New Year.

An application was designed for users to participate. An activity where the user had to collect maximum gifts displayed within 10 seconds. On timeout, users were expected to enter items from their wishlist. Users were also directed to the main website to browse through various categories and products available.

The application had an invite and share button to increase participation. Twitter was also integrated with the facebook app to gain more visibility across social media platforms.
Result:

- Website view: 1,03,613
- New visitors: 70.8
- Organic fan increase on facebook: 360
- Total game plays: 960
- 4500+ URLs submitted
Social Media Case Study:  
55DSL’s Twittergun

**Brand Name**  
55DSL

**Agency Name**  
Glitch

**Objective:**

To launch 55DSL’s new line of Streetwear and take Pune by storm!

**Execution:**

On the 20th of October, Diesel decided to Take Pune by storm. To launch their new line of Streetwear, they decided to try something new. A gun, wired up to the internet was set up in the middle of a mall in front of a moving target. Passers by were encouraged to tweet @fiftyfivedsl along with #gethit. The tweet would trigger the gun and anyone who hit the target would win 55DSL goodies.

People thronged to the gun over 3 days (19th, 20th and 21st) resulting in some astronomical outcome.

[Watch Video]
Result:

Over the 3 days we received 2800 mentions and 480,000 impressions. For everyone who missed the event, an online version of the game goes live on 15th November, 2012.

View Complete case study
Social Media Case Study: Crazeal Lolympics

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<th>Crazeal</th>
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**Objective:**

As the world was swept over by the London Olympics 2012, Groupon found an instant connect with the global sporting spectacle as the flavor for July. We decided not to make it sports centric with the obvious thought that we wanted to do something different from the routine conversations on Olympics. So to make it more engaging for our online community we thought of a satirical theme “Lolympics”.

**Strategy:**

When London Olympics 2012 was round the corner, we decided to take a humorous and quirky take on the Olympics, keeping our communication tone in tact. We created buzz using a series of contests and engaging content based on Olympics and the current stream of events. Content categories included graphics used on social media during this period and pure content around sport humor. The Doodles, The Jokes, The Mornings Posts, The Women’s Wednesday Contest, The Hashtags, and the Deal Olympics Contest, were all around the Lolympics theme; ensuring that the Gaming attitude of the brand and the customers was captured on the page.
Solution:

1. Crazeal Doodles: The Crazeal doodles were the heart of the theme, where every day we talked about all the latest stuff in a quirky way.

2. Women’s Wednesday: Women form a very integral part of our online community. Women’s Wednesday is a weekly contest which Crazeal conducts on its social media pages, to engage and connect with Women. During the month even this contest had a LOlympics twist to it.

3. #GamesIndiansPlay: On Twitter the #LOlympics theme extended with the hashtag campaign #GamesIndiansPlay. The campaign trended in India and garnered more than 1K mentions.

4. Deal-Olympics: We did a site based treasure hunt which was called “Deal Olympics” (Deal Hunt contest). A unique medal number was put on one of the daily deals which went live on the site. Users were asked to locate the deal with the medal on the site and mail the link of the deal. It was a daily contest with one lucky winner chosen on a daily basis, for 10 days. We got a tremendous response and during the Contest our Referral Traffic from Facebook increased by more than 30%! Here are a few Snapshots from the contest.

Outcome:
The content created was relevant, engaging, a lot of fun, and got us a lot of traction in-terms of website traffic and conversions.

Our Referral Traffic increased by more than 30% from the Facebook Page.

The increase in engagement was witnessed by our surge in “Talking About us” which increased by over 50%.

View Complete case study

CrazealOlympics case study from SocialSamosa.com

Case Study submitted by Iffort
Social Media Case Study:
#FAASTweetUp [Puma]

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**Introduction:**

PUMA’s range of FAAS shoes are modeled after the superstar Jamaican, none other than Usian Bolt. To get consumers to sample these shoes, the Faas Launch was accompanied by the ‘Faas Test’

This is a fun little activity. A small piece of a running rubber track and the Speed Gun. Wear your Faas shoes and see just how fast you are! Normally, these are laid out at different activation points for people to experience FAAS.

**Why Do A TweetUp?**

Jack In The Box Worldwide said, why not make this a tweetup? We can involve theTwitter Junta from Mumbai in a fun activity where the brand can engage with them, offline. And so, that’s what they did.

The audiences on Twitter are known to be really opinionated and subsequently, individuals with opinions on different life genres have huge amounts of following. It is then, when these individuals talk about PUMA and their experiences with the brand at the event that really bring the brand and it’s product to the forefront of conversations for the duration of the event.
Another challenge was—how do they long tail the brand traction using the same people over a longer period of time as opposed to a one-time burst on Twitter? Well, the solution was simple. They used the event as a brand cum product induction of sorts for the invitees. And then then unleashed contests on Twitter every alternate day that were conducted by their invitees for the tweetup!

The tweeple they targeted as invitees for the event come from various walks of life and yet fall under PUMA’s core TG. These are people who are into Digital Media, Green Initiatives, Copywriters, Marketing, Acting, or just plain studying!

The venue chosen for the event was the hip Cest’ La Vie in the coolest Mumbai Suburb of Bandra. There was booze. There was food. There were free shoes. And, there was Running. Here’s how the magic happened…

**Execution:**

**At Event**

The Activities planned were as follows:
1. Run the FAAS Test and be crowned the FAAStestTweep (Male & Female) and win PUMA gift cards

2. Pick a date, Pick a Hashtag with the word FAAS in it and run a contest from your twitter handle and we will give away goodies to the winners.

3. Karaoke Sessions

https://www.youtube.com/watch?v=nups3T81P88

And that’s not it, every attendee gets a pair of PUMA FAAS Shoes and a FAAS Bag. And obviously, drinks and food were on the house.

**Post Event**

**What?**
- From the influencers who attended the tweetup we asked tweeps to run a contest on their personal twitter profiles

**How?**
- For the contest we asked the tweeps to choose a hashtag where the word FAAS was mandatory. For eg. #FAASfood #YoMamaSoFAAS and so on

- The contests were run in the format of quizzes, trivia’s, captions etc

**Why?**
- This created a lot of buzz on twitter as people started getting curious about the word FAAS.

- The brand connect here was that we gave away FAAS 300 shoes as giveaways
**Results:**

**During Tweetup**

- 22 Influencers from Twitter with a total reach of 81,700 showed up. (Including two gatecrashers)

- Impressions generated: 1,044,922 with a reach of 1,55,954.

- #FAASTweetup trended in Mumbai

- Total impressions from @PUMACricket – 20,946

- Total number of mentions to @PUMACricket – 176 in 2 hours
Social Media Case Study: Bombay High

Brand Name          Bombay High
Agency Name          Social Setty

Background:

Bombay High is a formal apparel brand for the young and young at heart. The brand targets the young professionals between the age group of 25 to 40.

The Case:

Bombay High has moved forward to online marketing now in order to create awareness about the brand, a medium to communicate directly with its fans or consumers and in return increase sales of products and gain loyal consumers. The need for formal wear will never decline in the industry and with the increase in demand for the same; the brand can tap its target customers who are looking for classy formal wear that gives them a sophisticated look and makes them stand out from the rest. In order to reach out to its fans and showcase the collections to them social media platforms can be used wisely.

What Was Done?

For any brand, tapping the audience which perfectly falls into the category specified as the brand target audience is a challenge. Online and offline integration is a must in order to trigger and create awareness. This enables the brand to create buzz offline and promote the same in the online space and engage with fans, thus advocating its presence in the market.
A formal fashion brand that it is, Bombay High conducted an offline event “High On Fashion”, bringing the fashion and formal elements together in the concept.

The event had six well known bloggers in Mumbai and six brand managers of well known companies in Mumbai, as participants.

The event was all about “The Blogger Challenge” where in these six bloggers were paired individually with six other brand managers, and each one of the blogger was asked to dress up the manager keeping in mind the theme – day time office wear and use only the clothes available at the Bombay High store.

The event also featured a high-profile fashion designer and well-known socialite, Shaina NC, who announced the blogger challenge winner – The Style of the Day.

A fun filled engaging event that it was, High On Fashion proved to do a great deal of positive to the brand in the online space.
The Result

The event was well promoted on digital space via platforms like Facebook, twitter and e-mailers-invitations for the event were sent out to the participants.

Details of the event were put forth to the fans on Facebook, twitter hashtag – #highonfashion was used by each of the participants and Bombay High trended in Mumbai as a result of this.

Brand awareness created via this event increased the fan base on the facebook page and also increased interactions of the brand with its fans.
Social Media Case Study: The Bombay Store

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<td>MindShift Interactive</td>
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MindShift Interactive is an Insightful Digital Outreach powerhouse that provides business with a data-centric approach towards achieving an impactful, innovative and, most of all, sustained Social Media presence. The Insights in this presentation are provided by MindShift Metrics, our social media research unit that helps businesses understand their consumers & engagement better.

MindShiftInteractive Private Limited is the parent company of MindShift Digital and MindShift Metrics, our Social Media Marketing Agency and Social Media Research Company respectively. Combined together, they give your business an insightful and innovative Social Media Outreach.

**Objective:**

Spread awareness about the latest range of Flip Flops from The Bombay Store.
Campaign plan:

Indianize it & attach it to an ongoing topic, i.e the current Mumbai elections #ChappalMaaro the bombaystore social media case study

View more PowerPoint from SocialSamosa.com

Outcome:

The results - 78+ unique users who participated with over 150 mentions to The Bombay Store. 650+ tweets using #ChappalMaaro hashtag #ChappalMaaro trended as the topmost hashtag in India & Mumbai within 25 minutes of its introduction. Trending – Delhi, Bombay & India! For 2 days!!
Social Media Case Study: Celio

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**The Case:**

The social media team was approached for the purpose of store launch. This brand new store launching at one of the premium locations in the city should be well publicized so people know about the store closest to them or even tend to visit the store when they happen to be at the location some day.

The objective was to create buzz about the store launch on suitable social media platforms which can drive people to the store, make them check out the latest collection and maybe even buy the ones they love.

**Celio Social Media Case Study**

**What was done?**

Purpose was to use all the suitable social media platforms to create buzz about the store launch. There arose an idea “LIVE LIFE THE CELIO WAY”

Thought behind the idea – “It’s all about Living it BIG, living it in Style.. Living it the Celio* Way.”
Accordingly, a unique identity was given to the brand based on the idea. A phase wise strategy was made for the purpose of store launch,

Phase 1: Celio coupon activity

Phase 2: Live Life the Celio Way Contest

Phase 3: Launch Buzz, Conceptualizing in Store Social Media Integration and Live Social Media Coverage at the Launch event.

The coupon activity, on Facebook had question to the fans “Where do you think the next store is launching in Mumbai?” with three options. The ones who got the right answer could get a coupon with a code. Coupons worth of Rs 500 each were given away, fans could take a printout of their coupon and at specific stores could redeem their coupon. This activity not only created buzz about where the store was being launched but also, the coupons created a sense of gratification in the fans.

Then came the Live Life the Celio Way contest wherein fans were asked to upload their pictures on the Facebook tab, and the picture with most “likes” would be the Winner and would get an opportunity to be treated like a celebrity for an entire evening and also get an chance to meet RiteishDeshmukh – the celebrity guest at the store launch event.

The platforms used for the store launch were – Facebook, Twitter, and e-mailers sent out to the database of fans who were active participants during the coupon activity.

Regular updates about the store launch, activities and contests made the launch event a successful one on the social media front. Great responses were received on Facebook tabs and Twitter.

Live tweeting during the store launch and sharing of photographs created lot more buzz to the social media platforms.

**The Result:**

The coupon activity, Live Life the Celio way contest and also the live social media coverage during the event gave a lot of exposure to the brand and added to the brand awareness. The celebrity Miss Malini tweeted and created a viral PR loop about the event.

All this resulted in a definite increase in numbers of fan base and followers on Twitter.
Social Media Case Study: 
Maybelline BB Cream

Brand Name          Maybelline BB Cream
Agency Name          FoxyMoron

Objective:

Launch India’s 1st BB Cream by Maybelline – a new category altogether in a fun, interesting and memorable manner.

Launch the product ‘differently’.

In Month 1 of the launch, Digital would be the ONLY media and hence launch it in a manner that generates sales.

Solution/Campaign Plan:

Solution 1 – Create the WTF Movement by getting men to talk about the problem and giving them a platform to vent out the fact that Women Take Forever

Solution 2 – Build buzz and momentum. Get recognizable faces to support the movement and leverage online and offline PR
Solution 3 – Highlight to Women that they need to fight back by introducing them to WTF

Solution 4 – Give them a cheeky solution to fight WTF. Something equally provocative. Something equally eye catching. Men say WTF. Women go NUDE.

Solution 5 – Reveal Nude to be the Nude look by Maybelline’s BB Cream – a little secret known only by Women.

Solution 6 – Get women bloggers, influencers, magazine editors, and consumers to try and advocate the BB Cream

**Return on Investment:**

1 Months – Over 100,000 New Fans for Maybelline

15 Days – Over 38,000 Men Join WTF

Over 6 Million Impressions on Twitter for WTF

1 Global Trend #beforewomengetready 1 National Trend #womentakeforeverbecause

Unique Reach of Digital Campaign – 6 Million People

Unique Reach of PR – 4 Million People

Cumulative Reach of Campaign – 8 Million People

75,000 Units of BB Cream sold in 1 month (promoted ONLY via Digital) – This is a record for Maybelline as its the highest amount of units sold for any product in its portfolio

Girls don’t need to ‘wait’ for the perfect skincare product anymore ;)

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**Insight!!**
Social Media Case Study:
Summer Smiles for High Street Phoenix

**Brand Name**  
High Street Phoenix

**Agency Name**  
FoxyMoron

**Objective:**
To help users enter High Street Phoenix in the Summer of 2011 and create a memorable moment or experience they’d remember forever.

**Solution/Campaign Plan:**

Summer Smiles – The quest to find Mumbai’s best Smile!

Come Phoenixing. Have a great experience. Smile (like you mean it).

We’ll upload your photo.

Go back to Facebook and tag it.

Get your friends to vote for you. The best smiles, Win.

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