Case Study

Product Launch for Skechers

SKECHERS GORUN 6 -#BEATMYSPEED CAMPAIGN

• PLAN / EXECUTION

We launched product campaigns from performance and lifestyle categories.

- KEY OBJECTIVE:
- To launch the latest running shoe, GO Run 6
- To create a digital campaign in association with young Indian Athletes



GORUN6 video with top athletes on Digital Platforms



Total Views: 1.2 MN+ Total Reach: 2.3 MN+ *Platforms leveraged: Facebook, Twitter, YouTube & Instagram*

Social Media Posts for GOrun 6 – Celeb & Influencer Posting



Shubman Gill, Indian National cricketer





Ritu Phogat, Indian National Wrestler

Shubman Gill Move like the Wind

Total Reach	10.44 MN+
Total	1.6 MN+
Engagements	



Sumit's Running Companion

SKECHERSTREET (Casual Sneakers) CAMPAIGN

Campaign Period: March – April 2018

Objective:

- To associate the brand to lifestyle/fashion segment
- Create digital noise

The campaign was marketed

- Digitally through social media content and influencers
- We promoted this campaign heavily only through digital media



Digital – Social Content & Influencers outreach:

January to April	TOTAL REACH	TOTAL ENGAGEMENT
FACEBOOK	4.7 MN	33%
INSTAGRAM	6.5 MN	30.22%
TWITTER	1.6 MN	5%



BOBS CAMPAIGN

Campaign Period: April & May, 2019

Objective:

- To introduce and create maximum awareness for BOBS for dogs and cats themed shoes on Digital platforms
- To drive traffic to BOBS product page on our website
- To drive visibility & sales through Ecommerce Platforms

Digital – Social Content & Influencers outreach:

April & May	TOTAL REACH	ENG. RATE
FB & Instagram	4.4 MN+	29%



Social Media & Digital ads:



Made especially for all animal-lovers. #SkechersBobs. Visit our website for more!

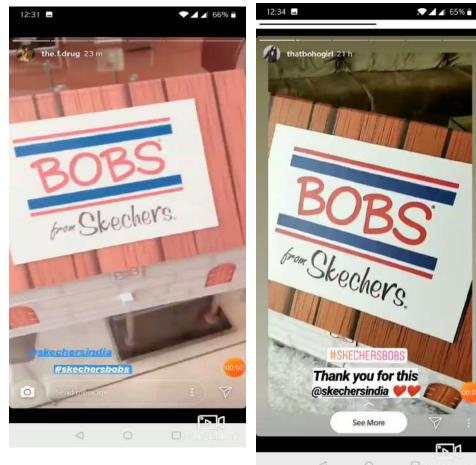
 (\sim)

SKECHERS (IN) Instagram SKECHERS (IN) Sponsored · Q Sponsored - @ skechersindia ... Made especially for all animal-lovers. #SkechersBobs. Visit our website for more! Sponsored for more! 103 WOMEN'S POP UPS - DOGGIE WOMEN'S BOBS PLUSH - QU Shop Now PADDLE ME Shop Now ₹2,299 ₹3,299 0 V SKECHERS.IN It's heccin paw-sh #BOBSfordogs from Skechers 🖒 Like Comment A Share skechersindia Let everyone know who let the dogs out. Shop for women's BOBS shoes online at Skechers India. . #BOBSforDogs from Skechers ... more



Shop Now

PR Gifting to Social media influencers



@The.f.drug – 266k @thatbohogirl – followers

577k followers

Celebrities posting our BOBS collection



V \cap - Liked by skechersgorunclub and 57,298 others

skechersindia Let everyone know who let the dogs out. #BOBSforDogs from Skechers Visit our site to find the pawfect pair! Ft. @jenniferwinget1

Jennifer Winget, TV **Actress**



0 V \bigcirc

Liked by jillian.dlima and 842,999 others

dishapatani Love twinning with my Four-legged Love. @bellajasminegoku and I are totally obsessed over this new BOBS collection by @skechersindia . The BOBS Collection is just Paw-fect :) . I am busy swooning over this Cutie all Day.

If you are a pet lover like me and are melting over these shoes, here is how you can also win them. 1. Follow @skechersindia and Post a picture/video with your Dog or Cat using #SkechersBOBS 2. Tag me and @skechersindia on your post. 3. Two lucky winners will win the Skechers shoes and the Winners will be announced on @SkechersIndia Page on 25th April. 4. Entry restricted to residents of India only #SkechersBOBS

Disha Patani, **Bollywood Actress**

SKECHERS GORUN 7

Campaign Period: June, July & August 2019

Objective:

- To drive awareness about Skechers GORUN
 7 through online promotions, event
 activations & celebrity launch.
- To drive engagements & sales through digital promotions.



Online Outreach – Social Media Content



Jennifer Winget – 8.1 MN

Siddhant Chaturvedi -859K

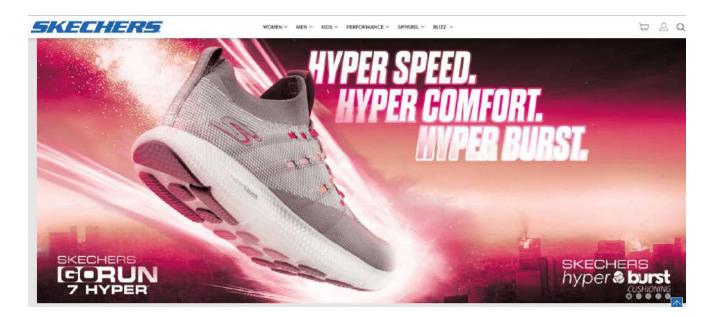
Barkha Singh - 1M

Zerxes Wadia – 82.7k

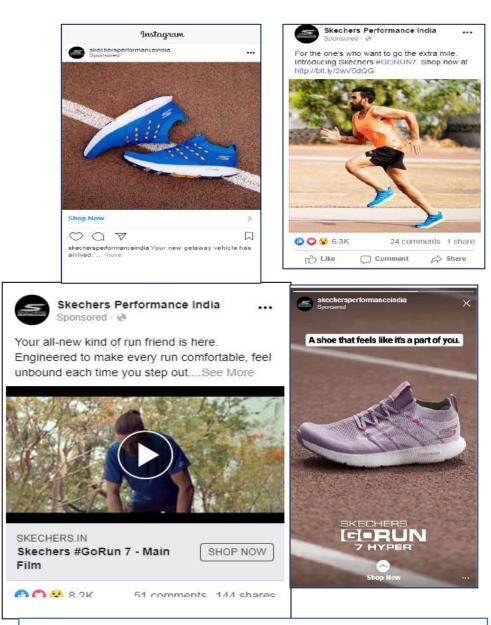
Ayesha – 98.2K

Online Outreach – Digital Promotions

June, July &		
Aug' 19	TOTAL REACH	ENG. RATE
FB, Google &		
Instagram	10MN+	38%



Skechers Website Presence



Digital Ads on Google, FB & Instagram

Case Study

Product Launch for Jaguar XE

Launch & Activation of the All-New Jaguar XE

Summary of Brief

During the most competitive time of year for the Auto industry, we wanted to create buzz to ensure Jaguar Land Rover stands out from other luxury automotive players and create a one of a kind experience for fans and attendees across platforms. The brief was to launch and promote the All-New Jaguar XE at the Auto Expo in an innovative way so as to ensure our launch stood out against competition.

Key Objectives

- The main objective was to build conversation and create a buzz around the launch and test drive experience on all social channels for the All-New Jaguar XE.
- Earn a majority share of voice amongst luxury automakers during Auto Expo 2016.
- Build excitement around Jaguar Land Rover pavilion at the Auto Expo, 2016 by driving maximum footfalls against completion stands.



You're invited to the launch of the All-New #JaguarXE LIVE. RT for an auto reminder from @JLRIndia on Feb 3rd.

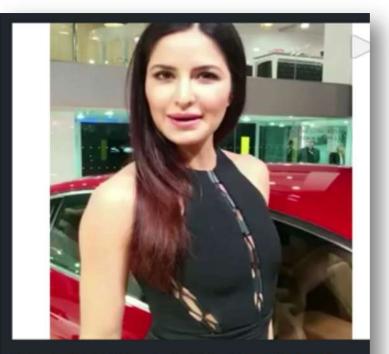


Implementation

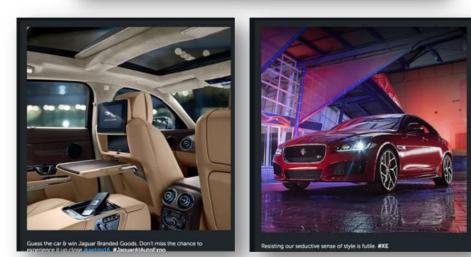
- We launched, the All-New Jaguar XE via a live broadcasted Press Conference on Periscope (twitter) and Facebook's Live Video feature.
- We also leveraged a Twitter innovations such as "RT2Reminder" and "Live Video Replies" which enabled us to send an automated live video response to users who tweeted to @JLRIndia.
- During the duration of the 5 day Expo our on-ground team worked tirelessly creating video and photo content across platforms to ensure Jaguar Land Rover earned a majority share of voice during the Auto Expo 2016.

Creative

 The "RT2Reminder" and "Live Video Replies" enabled the brand to send an automated live video response to users who tweeted to @JLRIndia. This ensured fans who weren't present at the Expo get an immersive experience of the launch.



The lovely #KatrinaKaif launches the All-New #JaguarXE @Aetms16 #ReadyToRule



Key Results

- Achieved over 3.5Mn+ video views during the course of the Expo (Across Facebook and Twitter)
- Generated total Impressions which were <u>equivalent to</u> <u>\$1.7Mn in media spends.</u>
- Our campaign hashtags generated over 250Mn impressions on Twitter.
- First auto brand in India to use the "Live Video Replies" Twitter innovation.
- 2 National (Branded)Twitter Trends
- Ranked the most engaging luxury auto maker on Twitter by Brand Equity's Twitter Advertisers Index

Key Learnings

• The key to outperform competition and create massive traction on social media is to use new and creative ways to engage users and non-users.

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India Trends - Change #AudiAtAutoExpo Promoted by Audi India #JaguarXE #OpenOffice #VitaraBrezza #ExperienceHyundai Balram Jakhar Mumbai's Girgaum Chowpatty Foreign Secy Sardar Singh Bombay HC Crompton Greaves



Three **car** brands that are getting Twitter right ETBrandEquity.com - 10-Feb-2016

So, auto brands are using the micro-blogging platform like never ... So, brands must be "always-on", create spikes during launches and events like the **Auto Expo** but maintain conversation throughout the year. ... **Jaguar** Land Rover: The Tata-owned car brand was launched on About **ETBrandequity**.



Jaguar XE sedan was unveiled at Auto Expo 2016 and th... afaqs - 09-Feb-2016

By Diksha Seth , **afaqs**!, New Delhi |. In Automotives. | February 09, 2016. Wup. The all-new **Jaguar** XE made its way to India in time for the Auto Expo 2016 and its ... the launch of their all-new sedan **Jaguar** XE from the Auto Expo 2016.

Jaguar XE Pit Stop Activation

Implementation

- We generated content for the Jaguar Pit Stop Activity across Facebook, Twitter & Instagram.
- We leveraged Facebook's New LIVE Video feature by giving fans an incar dynamic drive experience with one of our trained driving instructors.
- We also created video testimonials, images, boomerangs and Instagram content during the course of the event.

Creative

• With the use of unconventional methods, we created a distinct platform for numerous discerning lifestyle and travel bloggers to experience exclusive test drives of the All-New Jaguar XE.



Key Results

Achieved over **2.7 Mn+** reach during the course of the Activation. (Across Facebook and Twitter)

Generated potential Impressions of **12.4Mn** across both the platforms.

Our campaign hashtags generated over 6 **Mn+** impressions on Twitter.

First LIVE Test Drive experience of the All-New Jaguar XE and **#ReadyToRule** trended nationally on the day of the event.

arainracing on his experience at #JaguarPitstop with the All-New aguarXE, #ReadyToRule,



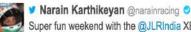
Narain I		Super fun we	RIndia XE in Mumbai, the veetsNow
4	17		 View summary



Key Learnings:

Jaguar Pit Stop, one of a kind test drive experience in the All-New Jaguar XE under the expert guidance of Narain Karthikeyan and his crew generated a buzz around all social channels.





7 Mar Super fun weekend with the @JLRIndia XE in Mumbai, the massive grin everyone had coming out of the car twitter.com/JLRIndia/statu.

Case Study

Product Launch of New Discovery Sport - LandRover

CHALLENGE: To generate awareness around the launch of Land Rover's most versatile SUV in the Indian market and to create a buzz on all social media platforms to amplify the marketing message; "Adventure, It's Our DNA".

- To generate visibility during SUV launches in the Indian market.
- Drive fans/ followers to the Land Rover's website to book exclusive test drives and pre-order the vehicle.
- To cement Land Rover's Adventure proposition to fans in India.

EXECUTION: We conceptualized the #ReadyToDiscover campaign which became a nation-wide trend on twitter on the day of the launch of the New Discovery Sport. We were the first in India to make use of the live video-streaming tool, "Periscope" for the Discovery Sport launch.

- We created the campaign with two of Indian marque sportsmen, Yuvraj Singh (World-cup winner with Team India) and Narain Karthikeyan (India's first Formula-1 driver)
- We created 6 videos including an association film, Call to Action film for a chance to feature in an
 off-road adventure film as well as the actual marquee film, 'The Live the Adventure with Yuvraj
 Singh and Narain Karthikeyan' across all platforms to drive traction.

RESULTS: We executed the campaign across Facebook, Twitter and YouTube resulting in 300

pre-bookings of the Discovery Sport in India before the official launch.

- The #ReadyToDiscover analysis drove 3.4 MN impressions over the course of the campaign.
- Around 40,000 new fans were added during the campaign.
- Fans and followers drove multiple conversations with the brand on Social Media leading to a overall 8.67% engagement rate.



Link to #ReadyToDiscover Videos: <u>https://www.youtube.com/watch</u> <u>?v=c2cu-xJx7a0</u> <u>https://www.youtube.com/watch</u> <u>?v=_Cz75HTbKIE</u> Case Study

Product Launch of TATA Consumer products



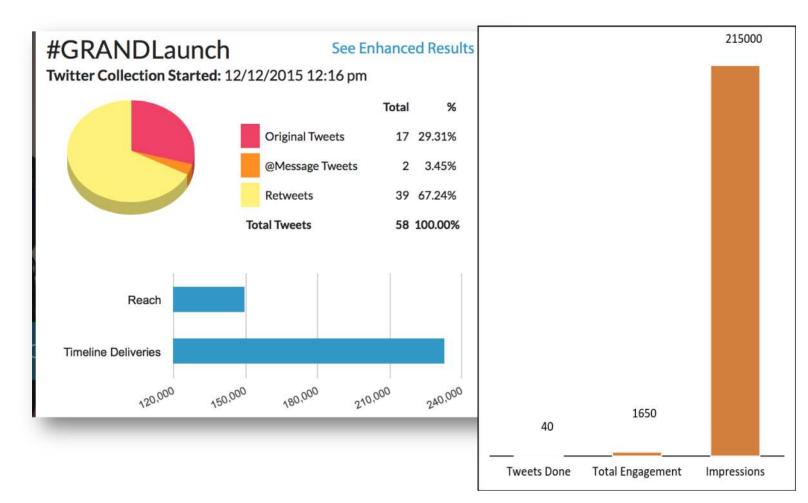
#GRANDLaunch Trend Analysis on Twitter

Original Tweets: 17

Retweets: 39

Reach: 1,50,000

Impressions: 2,30,000



GRAND TATA Coffee Grand

Presenting - The story of Tata Coffee Grand. The story of your cup of coffee, the way it should be.



CRAND TATA Coffee Grand

LIVE on #Periscope: Launch of the TATA Coffee Grand in #Mumbai #GRANDLaunch. periscope.tv/w/aSvnqTF6dktO...



Top media Tweet earned 675 impressions

Tata Global Beverages enters the branded coffee segment in India launches Tata Coffee Grand. bit.ly/TataCoffeeGRAND pic.twitter.com/ra6PsKDaUm



♠ 2 13 30 ♥ 52

Best Performing Tweets

That Goan Boy



e nice guys at @tatacoffeegrand sent over joodie bag which I don't even remember ning up for. So cool! :-P



Bheja Mat Kha @DimagKaShot - Dec 15 Hey! Look what I recieved today! What a pleasant surprise :) thanks @tatacoffeegrand for this fantastic experience!





IrCoffeekhor - 24h

Influencers mentioned TATA COFFEE GRAND



Anu Menon added 2 new photos. 1 min • ⊗

Goofying around with the **#VirtualReality** Viewer - **#Cardboard** that the guys at **#TataCoffeeGrand** sent over.

After about 30 mins of exploring the viewer- I did check out the video which explains where the coffee is made. I honestly think the video could have been done better. But bonus points for the thought and effort of the entire campaign

#InfluencerMarketing #NotPaid #DigitalCampaign #ProductLaunch



Acer In Action @AceAccolade · Dec 15 @tatacoffeegrand #GrandExperiences A cuppa jumpstarts my lazy winter mornings. I go feom Lazy to Day ready in just few minutes

9:27 PM - 15 Dec 2015 · Details

Anu Menon @AyeNuMe · Dec 15

Going to try the new @tatacoffeegrand soon! Their thoughtful #virtualreality kit has definitely got me excited. #Grand360



Swarit Sohaard @SSohaard · Dec 9

A-11

I am trying out this brand new coffee that just got launched by Tata which is @tatacoffeegrand . About to have its 1st cup . #CoffeeTime



Akash Deep ► TATA Coffee Grand December 4 at 9:21pm · @

Loving Every Sip @tatacoffeegrand #GRANDLaunch

Positive Mentions

GRAND V



DRIVE AWARENESS FOR LEEDS CITY REGION UNIVERSITIES ACROSS DIGITAL

Leeds City Region: Paid Media Campaign

We were given an opportunity to run a paid media campaign for 7 universities in the Leeds City Region area. Our task was to leverage paid media on Facebook and Google platforms with the aim of increasing awareness about the universities and their offerings as well as increasing traffic from India to their website.

CHALLENGE: Increase awareness and consideration for the 7 chosen universities and build strong communication to positioning Leeds City Region universities as leading institutions for Indian students to plan their International career.

- Challenge 1: Drive Web traffic to their website: Leeds City Region
- Challenge 2: Reach the correct target audience of Indian's from across different fields looking to pursue further education abroad.
- Challenge 3: Build Awareness around the key USP's of each of the 7 leading universities in the Leeds City Region

EXECUTION: We strategized and executed the campaign through **Google Search Ads, Contextual & Facebook Display Ads.**

- Building a strong communication strategy for each university, we analyzed of the potential target audience and their online behavior.
- Post this, we prepared a media plan that included Facebook ad types as well as Google Ad Words inventory in order to be accurately present at destinations where our audiences were.

RESULTS: We have received great results on Google search and display campaign, we've also **been able to achieve 269% over performance** on the Facebook campaign as well.

- The Google Paid Media Campaign resulted in a 385% over performance. We were able to achieve 72,298 clicks to the website as in comparison to the committed 18,747 clicks within the original budget.
- The Facebook Display Ads Campaign resulted in a 269% over performance. We were able to achieve 61,411 clicks to the website as in comparison to the committed 22,800 clicks within the original budget.
- Strong campaign optimization, allowed us to achieve a Facebook Cost Per Click of is 0.09 against our target of 0.26.