

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**



Sumit's Running Companion

Total Reach	10.44 MN+
Total Engagements	1.6 MN+

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:

skechersindia Sponsored




BOBS
from Skechers.

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

Shop Now


SKECHERS (IN) Sponsored

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



WOMEN'S POP UPS - DOGGIE PADDLE
₹2,299

Shop Now




WOMEN'S BOBS PLUSH - QU
ME
₹3,299

Like Comment Share

Instagram

skechersindia Sponsored



Shop Now

Let everyone know who let the dogs out.
[#BOBSforDogs](#) from Skechers ... more

SKECHERS (IN) Sponsored

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



BOBS
from Skechers.

SKECHERS.IN
It's heccin paw-sh #BOBSfordogs from Skechers
Shop for women's BOBS shoes online at Skechers India. ...

Shop Now

PR Gifting to Social media influencers



@The.f.drug – 266k followers



@thatbohogirl – 577k followers

Celebrities posting our BOBS collection



Jennifer Winget, TV Actress



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



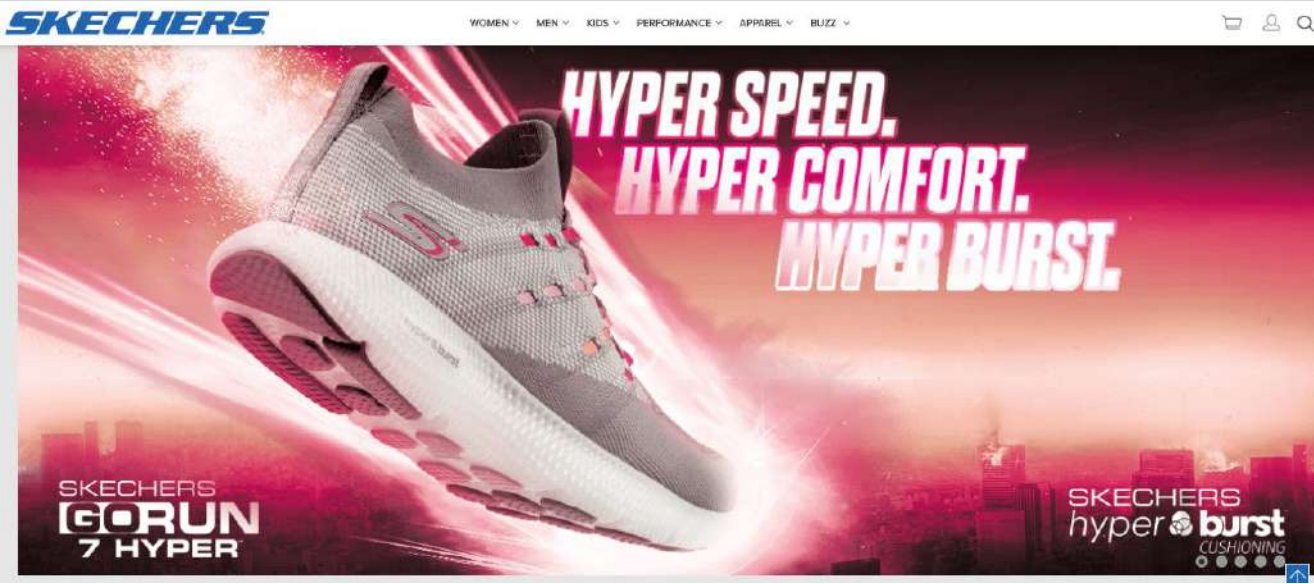
Zerxes Wadia – 82.7k



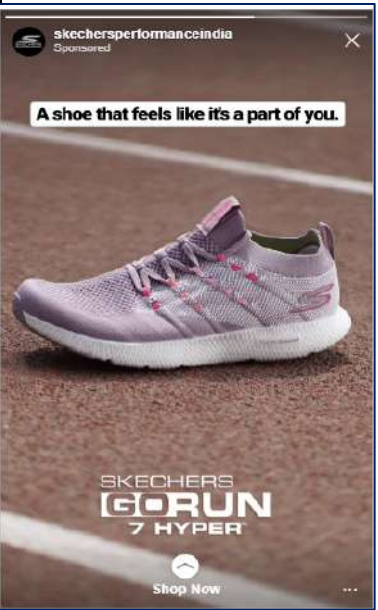
Ayesha – 98.2K

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.



Jaguar Land Rover IN

@JLRIndia

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



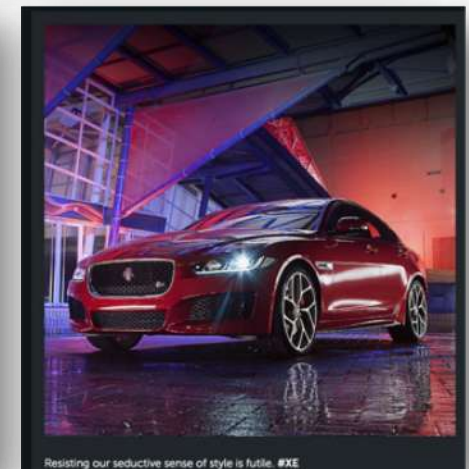
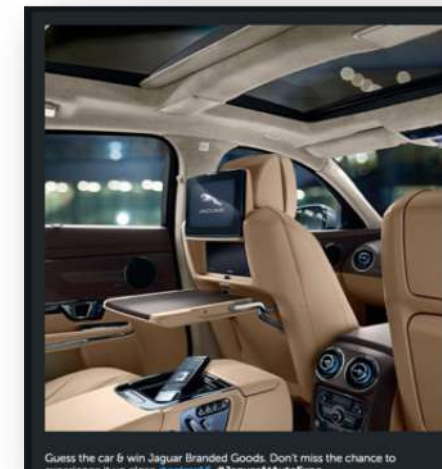
Implementation

- 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.**



Key Results

- Achieved over 3.5Mn+ video views during the course of the Expo (Across Facebook and Twitter)
- Generated total Impressions which were **equivalent to \$1.7Mn in media spends.**
- 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.**



India Trends · Change

#AudiAtAutoExpo

📌 Promoted by Audi India

#JaguarXE

#OpenOffice

#VitaraBrezza

#ExperienceHyundai

Balram Jakhar

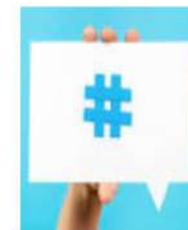
Mumbai's Girgaum Chowpatty

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 in-car 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)

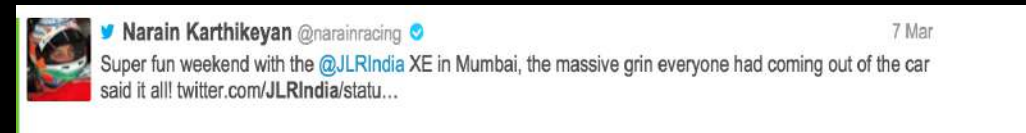
Generated potential Impressions of **12.4Mn** across both the platforms.

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.

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.



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:
<https://www.youtube.com/watch?v=c2cu-xJx7a0>
https://www.youtube.com/watch?v=_Cz75HTbKIE

Case Study

Product Launch of TATA Consumer products

The logo for TATA COFFEE GRAND is displayed within a white circular frame. The words "TATA" and "COFFEE" are stacked in a bold, sans-serif font. Below them, the word "GRAND" is written in a large, stylized, brown script font with a slight shadow effect.

**TATA
COFFEE**
GRAND

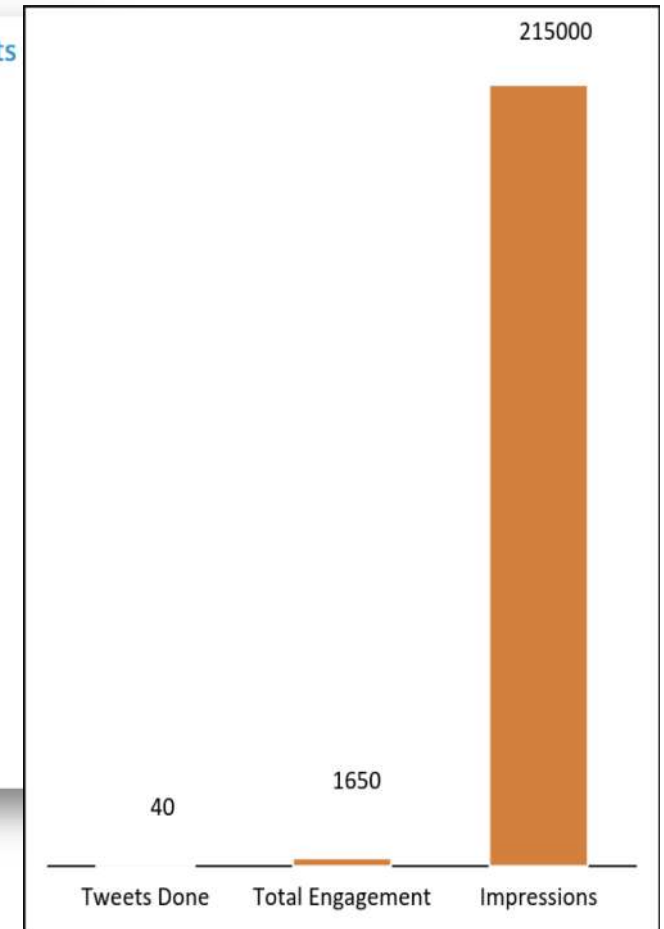
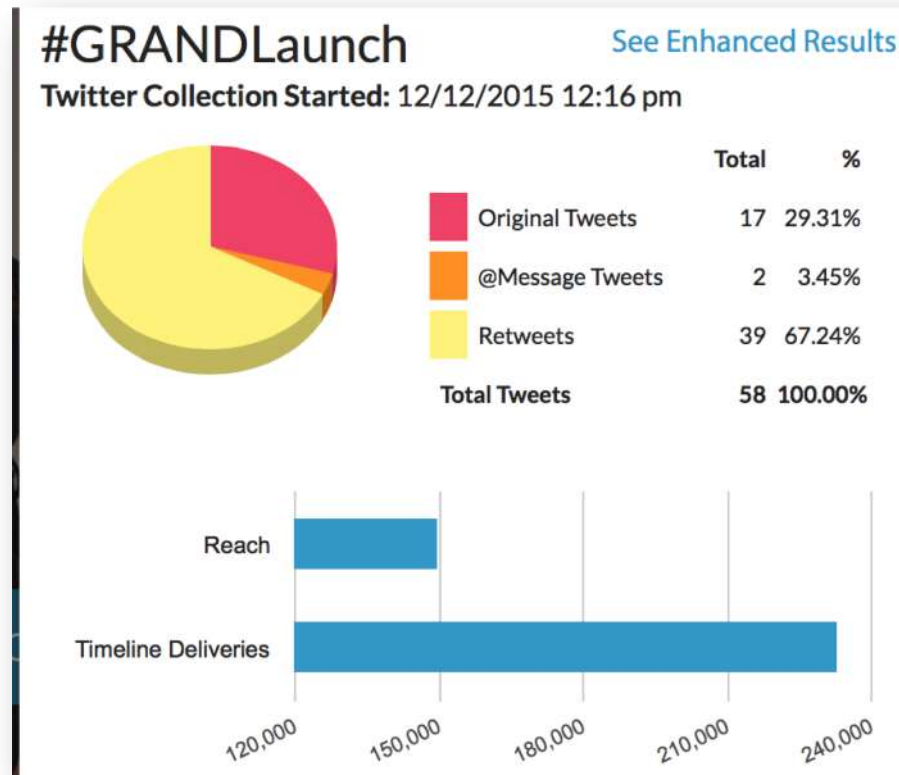
#GRANDLaunch Trend Analysis on Twitter

Original Tweets: 17

Retweets: 39

Reach: 1,50,000

Impressions: 2,30,000



 **TATA Coffee Grand**
@tatacoffeegrand

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



RETWEETS 47 LIKES 82

 **TATA Coffee Grand**
@tatacoffeegrand

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

RETWEETS 27 LIKES 106

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



RETWEETS 2 LIKES 30 HEARTS 52

Best Performing Tweets

That Goan Boy
@schmmuck

Following

The nice guys at [@tatacoffeebrand](#) sent over a goodie bag which I don't even remember signing up for. So cool! :-P



Bheja Mat Kha @DimagKaShot · Dec 15
Hey! Look what I received today! What a pleasant surprise :) thanks [@tatacoffeebrand](#) for this fantastic experience!



frCoffeekhor · 24h
[JaiReality](#) kit #Cardboard from [@tatacoffeebrand](#) is here. Lookin #coffee experience :)



Influencers mentioned TATA COFFEE GRAND



Anu Menon added 2 new photos.

1 min • 🌐

Goofing 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

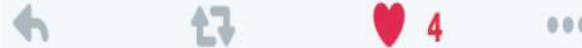
@tatacoffeegrand #GrandExperiences

A cuppa jumpstarts my lazy winter mornings.
I go from 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

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

GRAND ▼

Positive Mentions



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**.