



SUCCESS STORY

f Facebook:

2,24,873
Acquired a total reach



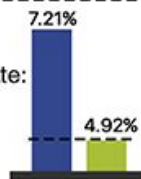
Organic
24,544

Paid
2,00,329

Reach

Acquired Engagement Rate:

For an industry benchmark of



2,697
Reactions



ABOUT SHAKTI HORMANN:

- Hörmann a pioneer in high performance doors across the world and No. 1 door brand in Europe. We adopt cutting-edge German technology to design, build and supply doors for industrial, commercial and residential applications.
- Leading global brand with more than 15 million doors delivered worldwide through our 80 sales subsidiaries, and hundreds of authorized dealers, across 30 countries.

CHALLENGES

- To promote the need for fire safety doors in public places.
- To create a sense of importance for high safety and quality standards to be maintained at places of high footfall.



HOW DID SOCIAL DNA ADDRESS THE NEED

- Created post with realistic fire facts & stats that were alarming in number to inform the target audience about the importance to maintain high quality standards
- The campaign portrayed various important location with high footfall like theatres, school & hospitals and proved the audience to understand the fire safety
- The campaign also explained the fire safety guidelines and propagated the idea of being aware of the fire exists when in a public place

