



SUCCESS STORY-CONTEST

ABOUT MY HOME CONSTRUCTION:

- My Home Construction Pvt. Ltd. a leading Construction Company in Hyderabad and part of My Home Group engaged in Construction of Residential & Commercial Complexes over a period of Two decades

1.7 Lakhs

Reach

OBJECTIVE:

- Successful conduct of #MyHomeMyGanesha contest during Ganesh Chaturthi within the short Timeline of 25th August to 2nd September 2017



ENTRIES:

60 plus
entries

CHALLENGES:

- Build awareness on the usability of Eco-friendly Ganesha
- Encourage My home fans to promote eco-friendly Ganesha & to increase the engagement (no. of reactions, shares & likes) of the contest post
- Engagement - To keep up the pace & buzz of the contest throughout its span



ENGAGEMENT
RATE: 10%



HOW DID SOCIAL DNA ADDRESS THE NEED?



- ⦿ We worked in steps with My Home Group, to plan for the campaign in advance
- ⦿ A Road Map was created for every phase of the contest from initiation to its closure
- ⦿ Prompt & personalized response to entries & interactions from contestants
- ⦿ Community updates were done to spread the word and create awareness especially among the residents & fans of My Home Group

RESULTS:

- ⦿ Over 1.7 Lakh reach achieved with awareness through the campaign
- ⦿ 60 plus entries received for the contest
- ⦿ A strong Engagement rate of 8% was achieved during the span of the contest

