



## SUCCESS STORY - MY HOME CONSTRUCTION

### ABOUT MY HOME CONSTRUCTION:

- My Home Construction Pvt. Ltd. is a leading construction company in Hyderabad and part of My Home Group which is engaged in construction of residential and Commercial complexes over a period of two decades

### OBJECTIVE:

- To celebrate the 35<sup>th</sup> anniversary of My Home Constructions'. Creating a holistic mixed media strategy for the entire duration of 1 month. The main objective was to increase the engagement rates, reach and followers, as well as gain multiple entries for the contest

### CHALLENGES:

- Generating buzz about the press conference
- Gathering video messages from the management, vendors and influencers
- Website integration to include the event, and other content
- Gathering a large number of entries for the contest, through maximum reach
- Engagement rate – Keeping up with the existing pace and boosting the rates further to create a traction



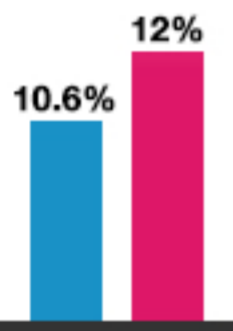
17,63,348  
reach Facebook

2,32,497  
reach Instagram



Engagement  
rate Facebook

Engagement  
rate Instagram



LinkedIn:

1000+ followers



900  
contest participants

## HOW DID SOCIAL DNA ADDRESS THE NEED?



- ⦿ We closely worked and integrated with My Home Group's team to formulate and execute a plan and developed personalized communication
- ⦿ Collaboration with PR agency, influencers, celebrities and major publications and news channels for promotions
- ⦿ We formulated a contest and interacted with the audience to generate engagement through an Instagram story strategy
- ⦿ Developed a micro website that included multiple forums

## RESULTS:

- ⦿ We reached over 17.6 lakh people on Facebook and 2.3 lakh people on Instagram
- ⦿ The engagement rate on Facebook was 10.6% and the same on Instagram was 12%
- ⦿ We further gained 1000+ followers on LinkedIn
- ⦿ The Contest gained 900 participants

