



# Case Study

35 Years of My Home



What was the campaign about?



# Campaign: #35YearsOfMyHome

Duration : 1 Month



The campaign was done to celebrate My Home Constructions' 35th anniversary. **The focal point of the campaign** was a press conference that was held and Ugadi.

In collab with their PR agency, we came up with a detailed month-long calendar - **this was a holistic 360 calendar including** - Youtube, FB, Insta, LinkedIn, Website integrations, influencers & PR activities.

We did **multiple activities** - 35 journey video, contest, video messages from management, landing page, congratulatory messages from vendors and influencers, etc.

# Goals of the Campaign

These are the goals, challenges that were set by the client

1

**Increasing engagement rate on all platforms - above 10%**

2

**Increasing followers by 10%, attaining a cumulative reach of above 1.5 million**

3

**Getting 500 entries for the contest**

# Achievements

**17,63,348**

Reach



**10.6%**

Engagement Rate

**2,32,497**

Reach



**12%**

Engagement Rate

**1000+**

Followers



**10%**

Engagement Rate

## Pre-launch

- Something exciting is coming up - Hype
- Logo Reveal video
- Templates were made for all posts & kept ready
- Event promotions

## Launch

- Chairman's message video
- Event videos
- Celebrity videos
- Newspaper/channel clips
- Facebook profile picture frame

## Post-launch

- Contest
- Then - Now comparison
- Journey video - legacy
- Celebrity videos
- Management & vendor videos

# Overview: Influencers



- On Facebook, we got an average of **60,000 reach** and **600 reactions** for each influencer post.
- On Instagram, the **average reach was 3500** and the **reactions were 1500**
- **Top Influencers:** Chiranjeevi, Vijay Deverakonda, Rana Daggubati, Allu Arjun, Saina Nehwal, Parupalli Kashyap

# Overview: Contest



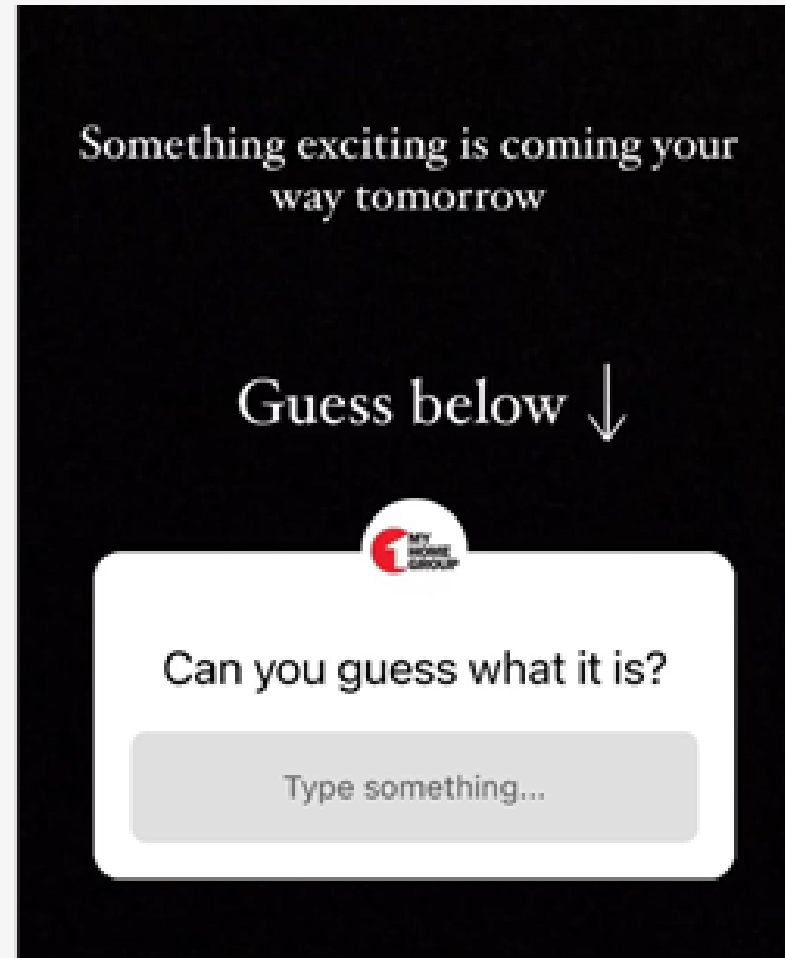
**We got 900 participants**

## Activities:

- The contest was to comment on the post (4 posts) with the right answer, use the tags, tag 3 friends. The questions were all about My Home.
- We promoted on **Facebook groups, sent messages to all our existing audiences on Insta & Facebook, cross-promoted on LinkedIn, YouTube and Twitter and did multiple stories,**
- We also did targetted paid promotions.

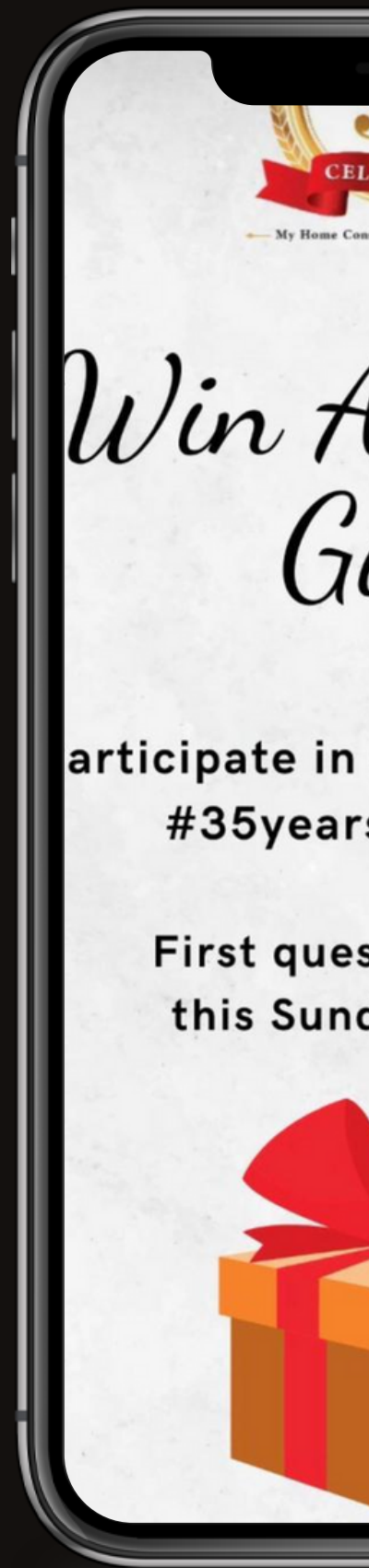
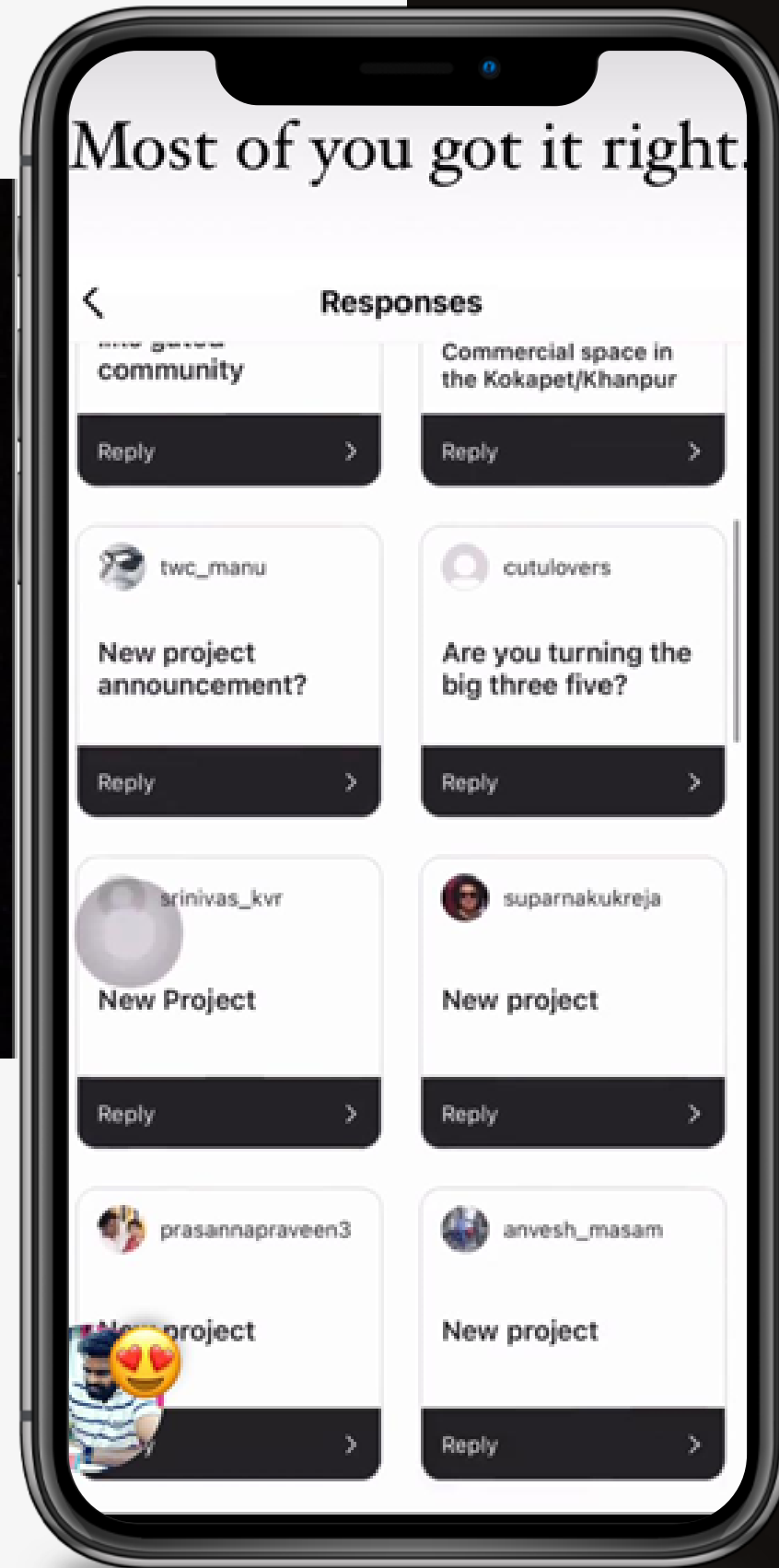
# Overview:

## Story Analysis



Our Insta story strategy:  
Stickers (question, poll, slider) +  
updates + Celeb re-stories

We achieved:  
54,000 reach  
10% engagement rate  
40 responses (to question)







#### CHAIRMAN'S MESSAGE

“

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris.

**Dr. Rameswar Rao Jupally**  
Chairman, My Home Group.



#### ACHIEVEMENTS

"Creating happy communities since 1986"



#### JOIN THE 35 YEARS CELEBRATION

We are celebrating our 35th anniversary in all its glory!  
Come, join us to find out what we have in store.

[Click Here](#)

#### CHEERS TO 35



“  
Congratulations My Home Group on turning 35 years! It has been a remarkable journey that I have personally been witness to and am extremely happy to have been a part of it.”

- Chiranjeevi Konidela



#### GLIMPSES FROM OUR CELEBRATIONS



#### ENGAGE WITH US



[Visit our Instagram](#)

# Overview: Website Work

We did a micro-site on the website which had multiple forums like chairman's message, **event live integration**, celebrity and vendor congratulatory videos, and **Insta profile live time feed integration**

Click [Here](#)

# Overview: Company Internal Drive

1

Emailers &  
Whatsapp  
messages of  
chairman's  
message

2

Press release by  
senior  
management

3

Updated Whatsapp  
DP & Facebook  
Profile Frame of all  
employees with  
logo

4

PR integration -  
with publications  
on major news  
channels &  
newspapers



**Thank you!**