

Case Study On #StyleWithMebaz Contest

15th November- 30th December



Brief

Client: Mebaz

Agency: Social DNA

Target: Hyderabad

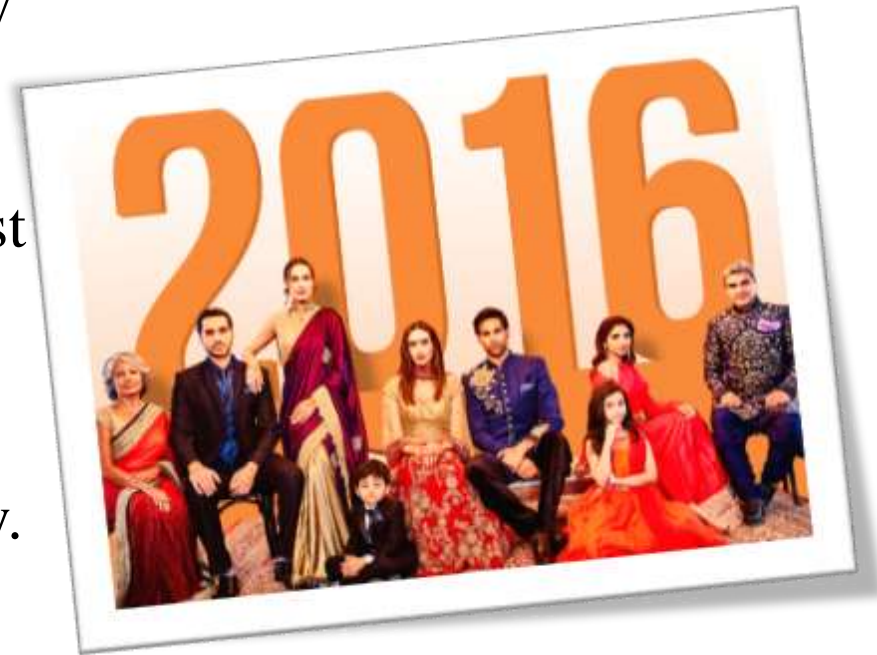
Media: Facebook Page

Objective: To increase engagement
on the Mebaz Facebook page



About Mebaz

- Mebaz is a result of close to four decades concern for pure beauty and fashion. It redefines style and class in all its collections.
- With the most delicate and finest fabrics, every Mebaz design speaks a story of its own!
- Mebaz is a one stop shop for an ethnic experience for everybody. Mebaz looks forward to extending the brand nationwide in the near future.



Challenges

- To increase Mebaz Facebook page engagement.
- Use Facebook as a platform to increase store walk-ins.



Our Approach

- With a primary focus on increasing engagement on the Mebaz facebook page
- We worked on a contest idea (#StyleWithMebaz contest) where, the fans of the page had to play an easy quiz
- As part of this process, our creative team designed attractive contest post so as to visually appeal to the followers along with the content.



#StyleWithMebaz

- The contest began with a quiz on the latest trends of Mebaz fashion.
- The followers on the Mebaz page were asked to comment, share and like the post
- The contest was driven twice on the page, which led to maximum reach.
- The winner was chosen over the following criterion
 - a) The contestant who had commented with the correct answer
 - b) Also, shared the post and tagged maximum friends.
- Three lucky winners won a Mebaz shopping coupon worth INR **1000, 750 & 500**.
- The period during and after the contest saw tremendous user engagement in terms of comments and shares, and post likes.
- The reach and the response of the contest was overwhelming

How did #StyleWithMelaz contest gain Momentum?

- The contest question was kept simple yet tricky.
- The contest post was reposted thrice on the page over a period of time.
- The contestants were suggested to keep tagging & sharing to win the contest.
- Contestants were personally invited to play the contest on the page with the contest post link attached
- Community updates also played a major role in making the post go viral on the page.

As a result

- We successfully achieved an overwhelming response and user engagement on the page, with statistics as below:

Total Reach: 45,911

Organic- 31,693

Paid- 14,218

Total Engagement on the post:

Likes- 1,736

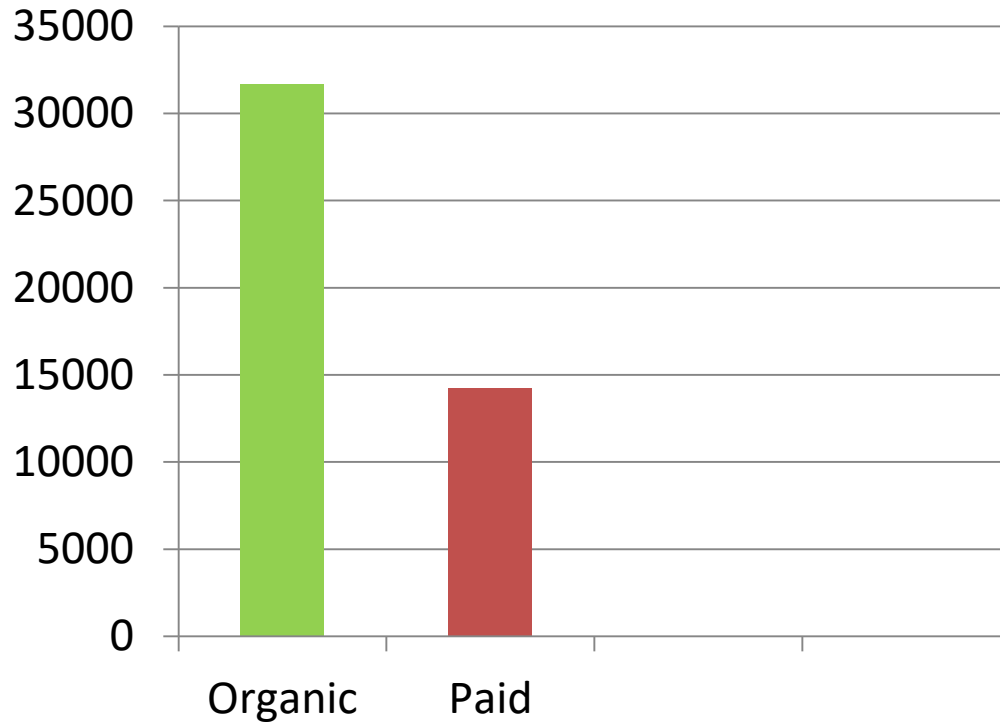
Shares- 2,069

Comments – 1,095

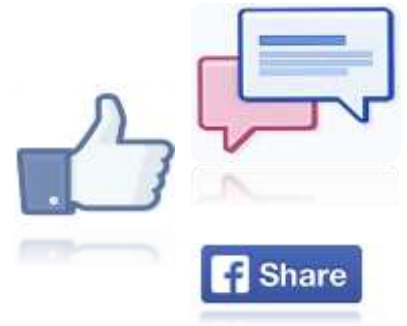
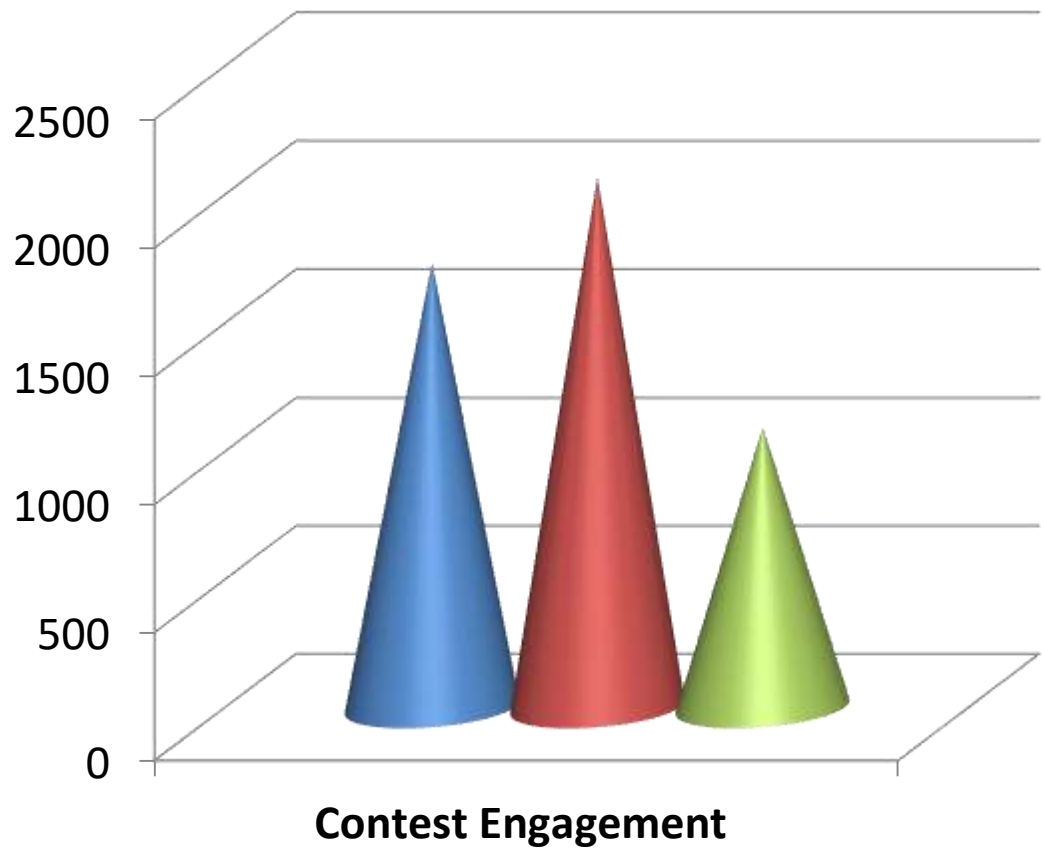
- Achieved virality amongst our followers by posting interactive and creative content
- A major increase in the popularity and visibility of Mebaz



Reach



- Organic
- Paid



- likes
- shares
- comments



mebaz
Published by Social DNA (P)
Like This Page · 17 December 2015 · Edited ·

If you claim to be the fashionista This is your chance to prove it to us! Win the title **#StyleWithMebaz** Contest. Hurry be the first one. Get lucky to win a coupon worth Rs 1000.

Tag photo Edit

Like Comment Share

Mariya I. Khan, Jyoti Agrawal, Norallah Khan and 389 others like this. Top Comments · 265 comments

367 shares

Ishani Dhar Dutta Velvet #StyleWithMebaz #mebaz has an aura of crown
Unlike · Reply · Message · 1 · 17 December 2015 at 12:04

mebaz Don't forget to share & tag your friends for this contest in the comments section : The more tags & shares the higher your odds of winning !! Good luck.
Like · Reply · 17 December 2015 at 12:15

Naveed Fatima Vervet @ Marzia Moosvi

Write a comment

STYLE WITH Mebaz CONTEST

WHAT IS THE MOST PROMINENTLY USED FABRIC IN OUR COLLECTION?

- a Velvet
- b Raw Silk

Tag photo Options Boosted Share Send Like

mebaz's photos in Timeline Photos



mebaz

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Like This Page - 19 December 2015 near
Hyderabad · 📍

★★★★ 4 HOURS TOO GOO ★★★★★
★★★★ Win a coupon worth Rs 1000/ 750/500
★★★★
Hurry contest ends SOON. You dont want to miss
this chance. do you??HURRY UP!! Win the title
#StyleWithMebaz Contest.
★Share more ★ Tag more Friends ★ WIN WIN
WIN!!

📷 Tag photo 📍 Add location ✍ Edit

👍 Like 💬 Comment ➦ Share

Eharat Jaipurboy, Reema Gupta Garg, Rana A. Razvi and 61 others like this.

Top Comments

201 shares

119 comment

 Hanil Kataria Aarew... So wanna win this...
mebaz 😊 ... See More
Unlike · Reply · Message · 👍 1 · 19 December
2015 at 17:58

 Jyoti Agrawal mebaz Plz see my efforts and hard
work. I shared more than 500times ND tagged so
many friends



Write a comment...



mebaz

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Like This Page - 18 December 2015 near
Hyderabad · 📍

★★★★★ Win a coupon worth Rs 1000 ★★★★★
Hurry contest ends tomorrow. This is your chance
to
prove it to us! Win the title #StyleWithMebaz
Contest.
★Share more ★ Tag more Friends ★ WIN

📷 Tag photo 📍 Add location ✍ Edit


👍 Like 💬 Comment ➦ Share

Rana A. Razvi, Swati Gupta, Geeta Bathija and 156 others like this.

1,028 shares

Top Comments

207 comments

 Esha Kakkar #StyleWithMebaz a) Velvet
Ganesh Vasudevan NairShilpa KochharMonika
BhatiaPreeti KumariPreeti ThakurPreeti
AggarwalManoj Kumar SinghPeeyush
VibhandikShivani KaranwalChander
DaswanilImran AhmedApexa AminAntara
ChatterjeeBala GandhiKirti KavalYogita
BaidBhawna VarshneyCheena MahajanFiroz
SaifiRani Jain



Write a comment...

