



CASE STUDY – VOTE CAMPAIGN

SOCIAL MEDIA & YOUTUBE

Campaign: Your VOTE, Our FUTURE

Campaign Duration: 1 week

Challenge: To attain **1 Million reach** via the digital platforms

Campaign Concept : The campaign was an awareness drive that showcased Meruvians urging the citizens to go out and vote for responsibly during the Elections. The campaign intended to awaken the target audience with the message: “The future of our children depends on your vote”. The campaign was successful in showcasing the students of Meru as the future leaders of the society who encouraged the adults towards their duties and responsibilities.





OVERVIEW



Video performance & achievements

Results Achieved :

- Total Views Facebook : 1,39,000
- Total Views (from influencers) : 6,09,024
- Total views Instagram: 74,976
- **Total Views Social: 8,23,000**

- **Total Engagements : 862**
(Reactions + shares + comments)
- Total **engagement rate** during the campaign **8.51%**



Industry benchmark for engagement rate : 3.39%
 Source:<https://www.rivaliq.com/blog/2018-social-media-industry-benchmark-report/>



OVERVIEW: Influencer Marketing

Results Achieved :

Total video views: 6,09,024

Total posts : 62

Influencers : 47 users

Total Engagement: 100,000

Total Reach : 1,00,000+




Top Influencers : Allu Arjun,

Upasana Kamineni, Lakshminanhu,
Sneha Allu Reddy

Top Posts

Engagement

Recent

-  @alluarjunonline Nov 29 141,475 ❤️
My very dear friend Meghna Jupally who is the Founder of Meru International School made a short film for social awareness. It's about the topic " PLS VOTE" . Lovely Initiative. Proud to share my Friend... 🙌
-  @upasanakaminenikonidela Dec 6 10,967 ❤️
A Dear friend of ours @meghanajrao created this video to inspire us to PROTECT INDIA'S FUTURE. @meruinternationalschool video choosi meeru kuda vote ayyandi 🙌 7th of December 2018 #MeruviansReques...
-  @lakshminanhu Nov 29 3,464 ❤️
Are we not responsible for these little souls future? Make the right choice. Your vote makes a difference. I stand by this noble initiative by @meruinternationalschool & pledge to vote on the 7th of D...





Overview: STORY ANALYSIS

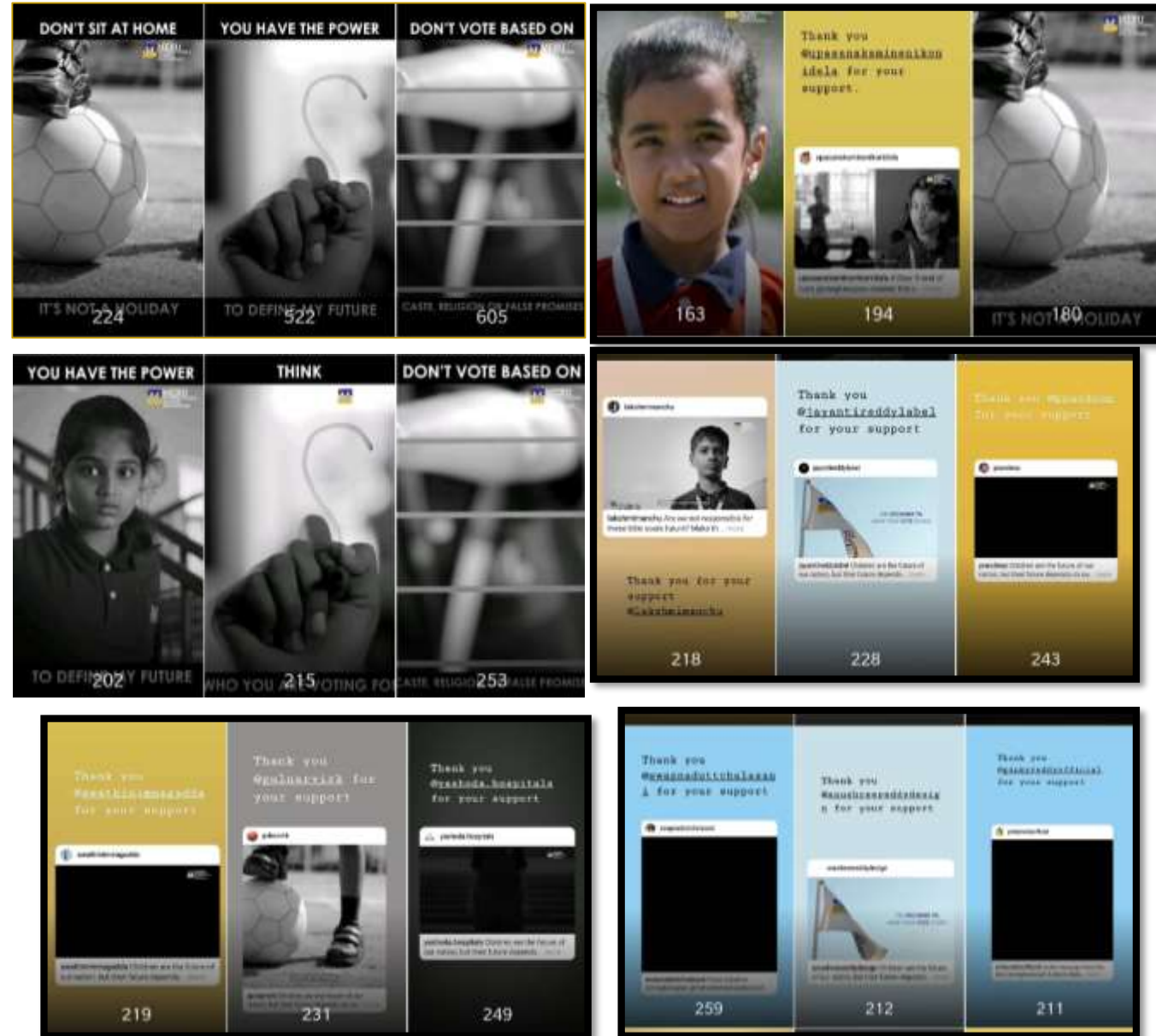
Challenge : To attain maximum reach

Our Insta Story strategy included sharing the short video snippets & reposting the influencers postings

Results Achieved :

Total impressions: 6650

Seen by total : 3822 people





Overview: YouTube

Challenges

- Spread maximum awareness to proactively VOTE for 2018 elections

Result

- We crossed 1.20 lakh views organically
- Achieved 2,01,424 views via paid strategy



URL: <https://www.youtube.com/watch?v=3C7n-jEC4OI>



Thank You!

*“ Strive not to be a success, but to be of Value”
-Albert Einstein*