



NAMOORU • NAMMA JANA • NAMMA HABBA

10TH - 11TH SEPT 2022

Maharaja Grounds, Chamarajapura, Mysuru

CASE STUDY

MYSURU SANTHE

Nammooru. Namma Jana. Namma Habba

- Mysuru Santhe is a flea market organized at Maharaja Grounds, Mysuru on 10th and 11th September, depicting the theme of Dasara.
- This festival was not barely an event for celebration but also for a cause. It was a charity event for supporting the kids of the Mahout, towards their education.
- It was an event enclosing aspects of Food, Fashion, Fun!



Campaign Objective:

Increased Brand Visibility

Awareness about the Brand

Increase in Number of footfalls in the event

Boosting Brand Engagement

Strategies Implemented: Campaign Execution

Posting reels of Celebrity bytes

Posting reels containing date, location and what all you get in Mysuru Santhe

Created hype by posting promo videos

Live on the event day

Testimonials from the crowd

ANALYTICS WRAP UP :

August 19th – September 11th, 2022

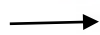


Total Followers



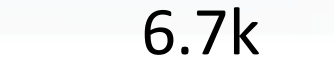
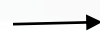
1.1k

Accounts Reached



226k

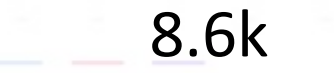
Accounts Engaged



6.7k

INSIGHTS OVERVIEW :

Reel Interactions



8.6k

Post Interactions

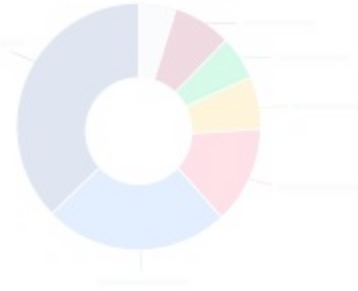


1.7k

Video Interactions



1.5k



Custom

Aug 19 - Sep 11

Overview

You gained **1,090** more followers compared to Jul 26 - Aug 18.

Accounts reached	226K	>
Accounts engaged	6,796	>
Total followers	1,153	>
	+1,730%	

HIGHLIGHT :

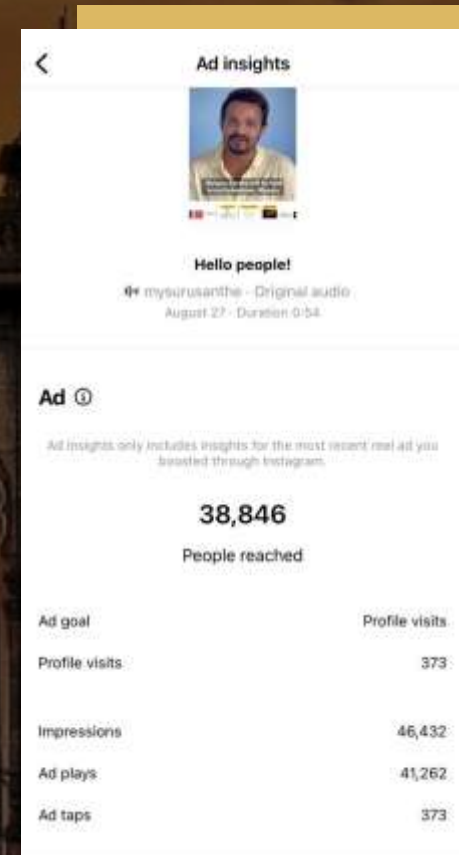


A screenshot of the Instagram Ad Insights page for the reel. It shows the following metrics:

Metric	Value
Organic	15,295 Accounts reached
Plays	18,196
Likes	388
Comments	3
Shares	1,100
Saves	100

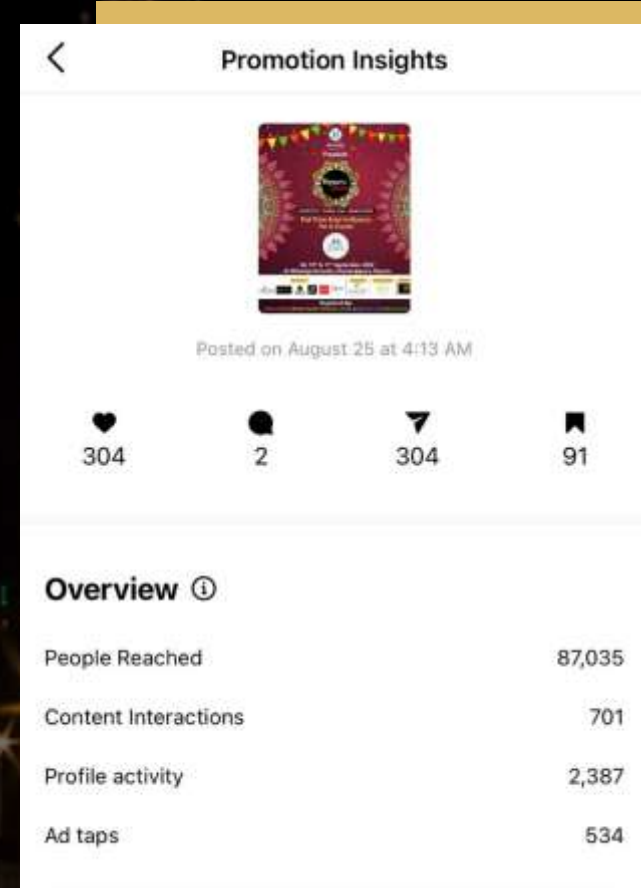
Our Reel of September 7th Showcasing the promo video has highest plays and shares.

HIGHLIGHT :



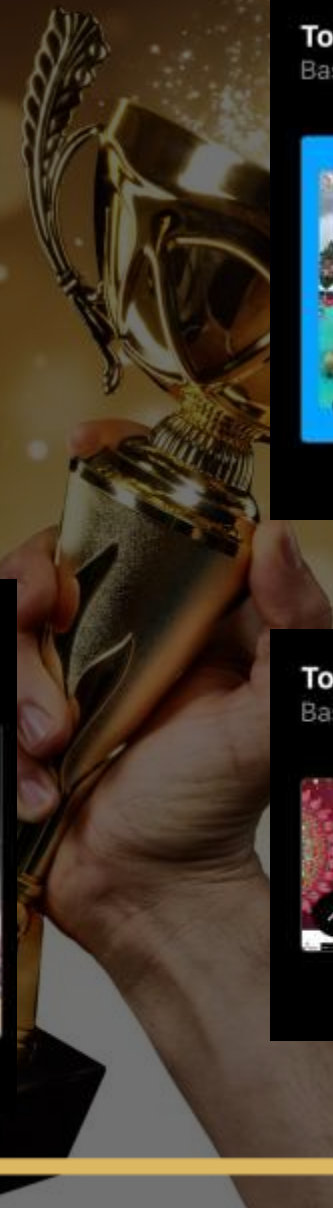
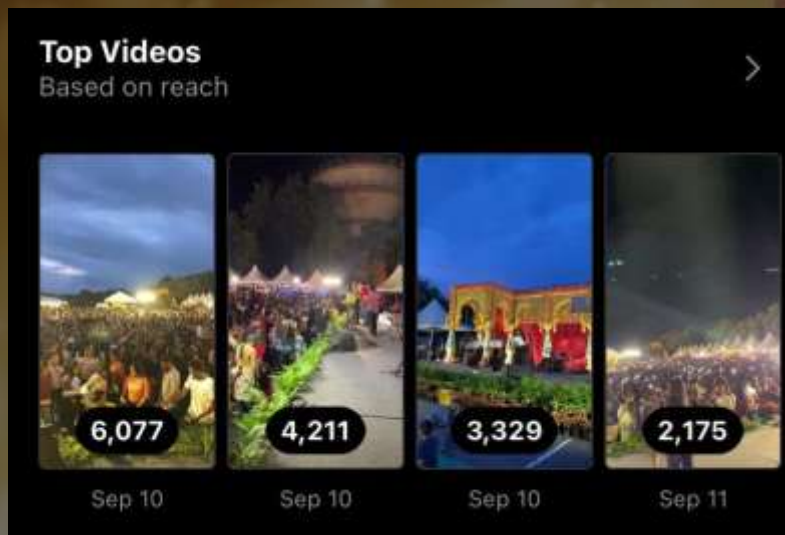
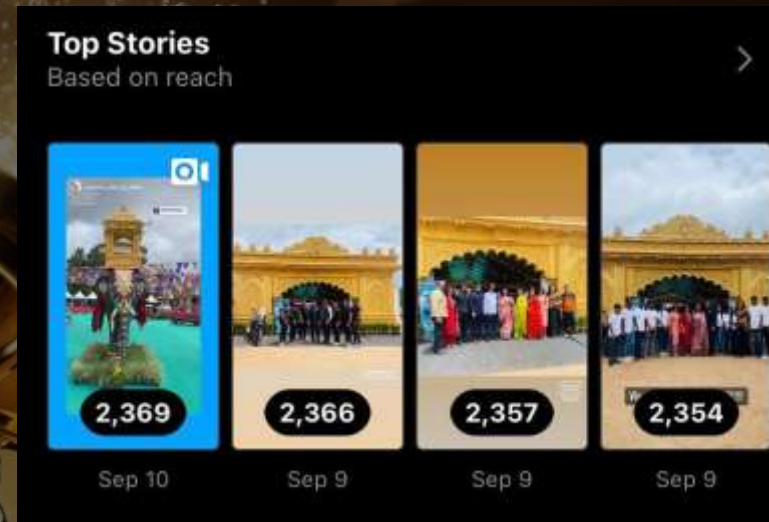
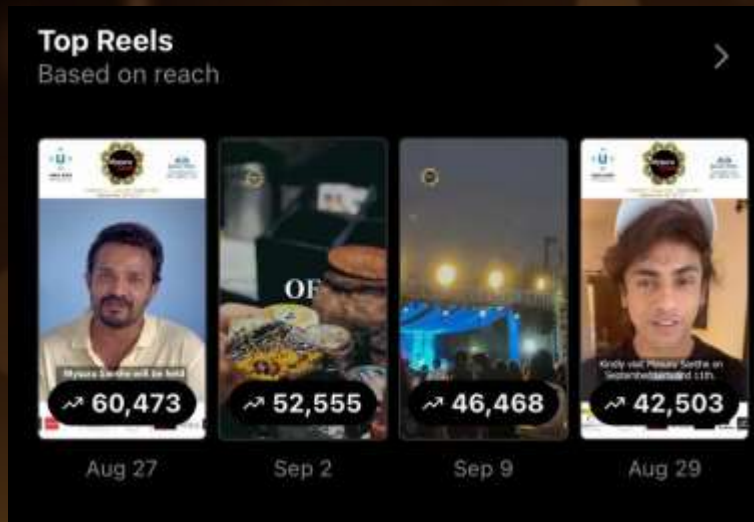
Our Reel of August 27th Showcasing the Celebrity byte has highest Reach.

HIGHLIGHT OF THE MONTH :



Our Post of August 25th Showcasing what's Mysuru Santhe all about has highest Reach.

TOP PERFORMED POSTS :





REELS INTERACTIONS :

Reels Interactions	8,689
vs Jul 26 - Aug 18	--
Likes	3,318
Comments	23
Saves	364
Shares	4,984

POST INTERACTIONS :

Post Interactions	1,781
vs Jul 26 - Aug 18	--
Likes	753
Comments	5
Saves	96
Shares	661

VIDEO INTERACTIONS :

Video Interactions	1,548
vs Jul 26 - Aug 18	--
Likes	846
Comments	7
Shares	643
Saves	52

HIGHLIGHTS OF SMM :



Impressions 1,237,110

Profile Activity ⓘ 20,007

Profile Visits 20,007

- We have got 1k Followers in **just 25 Days**.
- According to the survey of the event, our outreach through promotional videos was 70%.



RESULTS:

- 15,000+ Footfall
- 1.15K Followers on Social Media
- Accounts Reach 226k
- Accounts Engagement 6.7k
- Above all, super satisfied and grateful clients.