

# Digital & Social Media Marketing Success Story



- Facebook    - YouTube    - Times of India    - Hindustan Times    - Rediff.com    - SantaBanta.com    - Bollywood Hungama



# Background

- ASA Productions & Enterprises is a fast-growing entertainment company owned and managed by Vikram Bhatt.
- In 2008, they produced and distributed a successful Bollywood Horror movie, 1920.
- A sequel to the first, 1920 Evil Returns, was released on Nov 2<sup>nd</sup>, 2012.
- This is the first instance when the production house considered digital & social media for movie promotion. Although implied, they had no online presence on Facebook, Twitter and YouTube.
- IntelliAssist was engaged for a period of 45 days to manage digital marketing.



# Campaign Objectives

- Primary objective was to create maximum video views for theatrical trailer & other videos.
- Secondary objective was to ensure that official posters get maximum attention & visibility.
- Last but not the least; to create social media presence & build a community of horror genre fans. Engage audience (especially those who loved the prequel) to spread a positive word of mouth.

# Solution Offered

- Facebook Marketing: Since ASA Productions & Enterprises had no social media presence, 3 fan pages were simultaneously created:
  - ASA Productions & Enterprises Pvt. Ltd. (Company)
  - 1920 Evil Returns (Movie)
  - Vikram Bhatt (Celebrity)
- YouTube Channel: A brand channel on YouTube was created. Theatrical trailer and other videos were uploaded and promoted.
- Google AdWords: Google search & display network was used to place image and video ads to promote the movie.
- Online Advertising: We managed advertising campaign on Times of India, Hindustan Times, Rediff.com, Bollywood Hungama & SantaBanta.com

# Facebook Marketing



# Execution: Facebook

- Facebook page was created; to grow its fan base IntelliAssist quickly started promoting the page to targeted audience (age: 18 – 35 years, Location: India, Interest #Horror) with help of Facebook ads & sponsored stories.
- Custom Apps like Exclusive Stills showcase and Top Fan dashboards were used to enhance engagement. Active fans were recognized and rewarded; this in turn motivated other fans to actively participate and contribute.
- A picture contest (based on audience voting) was announced to create buzz and increase viral reach of the page.
- Content strategy revolved around announcements (news bytes, video upload etc.), sharing movie stills and creation of interesting polls.
- Although considered harmful for a brand, several fan-created posters were shared on the page; this helped in increasing the feeling of belongingness and the community appreciated the same.



# Picture Contest Winner

Rao Aditya Singh





# Fan Created Posters were Posted on Wall





# An Interesting Fact

- One fun picture was created exclusively for Facebook; this featured entire team (cast and crew).
- It reached 1,27,482 people on Facebook and spread virally to several other websites.
- The poster received encouraging feedback; this was eventually used in all print & outdoor media at the time of movie release.



# Trafficking across Platforms

- Facebook promoted posts were used to promote YouTube videos.
- This trafficking strategy proved beneficial as two videos were meant for adult audiences and YouTube paid advertisement was not possible for the same.
- Facebook played a vital role in increasing video views for these videos.

The image is a composite screenshot illustrating cross-platform promotion. On the left, a Facebook post from '1920 Evil Returns Official' (dated October 26) promotes a YouTube video. The post text includes: 'Good Morning everyone, One more song from the movie is now available on our official YouTube Channel. http://www.youtube.com/watch?v=cmEDArc2QN8'. Below the text is a video player showing a scene from the movie '1920 Evil Returns' with the song 'Jaavedaan Hai Ishq Tujhe Song'. At the bottom of the Facebook post, the text '85,280 people saw this post' is circled in red. On the right, the YouTube video player for '1920 Evil Returns: Jaavedaan Hai Ishq Tujhe Song' is shown. The video title is circled in red, and the view count '207,900' is also circled in red. The video player shows a scene of a person lying in bed. The YouTube interface includes navigation tabs like 'Info and Settings', 'Enhancements', 'Audio', 'Annotations', 'Captions', 'Analytics', and 'Video Manager'. A sidebar on the right lists other videos, including 'Purina One& Born To Be', 'Best Dialogue From Gangs of Wassepur!', 'Ashhyan - Full Song HD - Nikhil Paul George & by OnlineSongsBollywood', 'Vidya Insults Veena', 'Irfan & Nawazuddin Siddiqui in "Bypass"', 'Apnaa Mujhe Tu Lagaa | Video Song | 1920 Evil', and 'Khud Ko Tere 1080p HD Full Song 1920 Evil'.

# FACEBOOK

- More than 64,500 LIKES in about 35 days
- Helped in test marketing new creative for movie poster. The poster was later used across print and outdoor media
- On one of the “A” rated videos on YouTube, where advertising was not possible, Facebook contributed over 2,000 video views to kick-start

The screenshot shows the Facebook profile of '1920 Evil Returns Official'. The page header includes the Facebook logo, a search bar, and user information (Ami Shah). The main cover photo features a celebratory scene with champagne glasses and the text 'Celebration Time Weekend Net Box Office Collection Crosses 13 Crores+'. Below the cover, the profile picture shows a horror movie poster for '1920 Evil Returns'. The page name '1920 Evil Returns Official' is prominently displayed, along with a 'Liked' button and a notification of 64,838 likes and 18,320 people talking about it. The 'About' section provides details about the movie, including its genre (Bollywood horror) and the names of the writer (Vikram Bhatt) and director (Bhushan Patel). The page also features tabs for 'Photos', 'Exclusive Skills', 'Twitter', and 'Top Fans'. A 'Status' section at the bottom shows a recent post celebrating the movie's box office success, with 890 likes and 28 comments. A 'Recent Posts by Others' section on the right shows comments from friends like Prathamesh Sawant, Yogesh Manglani, Afeefa Hira, Rahul Mudapaka, and Summit Singheniya.

facebook Search for people, places and things You are posting, commenting, and liking as 1920 Evil Returns Official — Change to Ami Shah

Admin Panel Edit Page Build Audience Help Show Create Page

Celebration Time Weekend Net Box Office Collection Crosses 13 Crores+

CONGRATS TO THE TEAM Vikram Bhatt Bhushan Patel Tia Bajpai Aftab Shivdasani Change Cover

1920 Evil Returns Official 64,838 likes · 18,320 talking about this

Movie 1920: Evil Returns is an upcoming Bollywood horror film written by Vikram Bhatt and directed by Bhushan Patel.

About Photos Exclusive Skills Twitter Top Fans

Highlights

Status Photo / Video Offer, Event + Write something...

1920 Evil Returns Official 15 hours ago

Week 1 Box Office Collection crosses 19 Crores. 1920 Evil Returns Official declared HIT :)

Like · Comment · Share 890 people like this. View previous comments 2 of 66

Shantanu Sharma Awesome movie.... about an hour ago · Like

Zoya Ahmad wow about an hour ago · Like

Write a comment... 18,380 people saw this post Promote

5 Friends Like 1920 Evil Returns Official

Recent Posts by Others on 1920 Evil Returns Official See All

Prathamesh Sawant 1920 Evil Returns: Horror at it's very best Aftab is Good but... about an hour ago

Yogesh Manglani majboor tu kahin song ka promo kab ayege plz upload it 2 hours ago

Afeefa Hira very very awesome movie..... i love it 2 hours ago

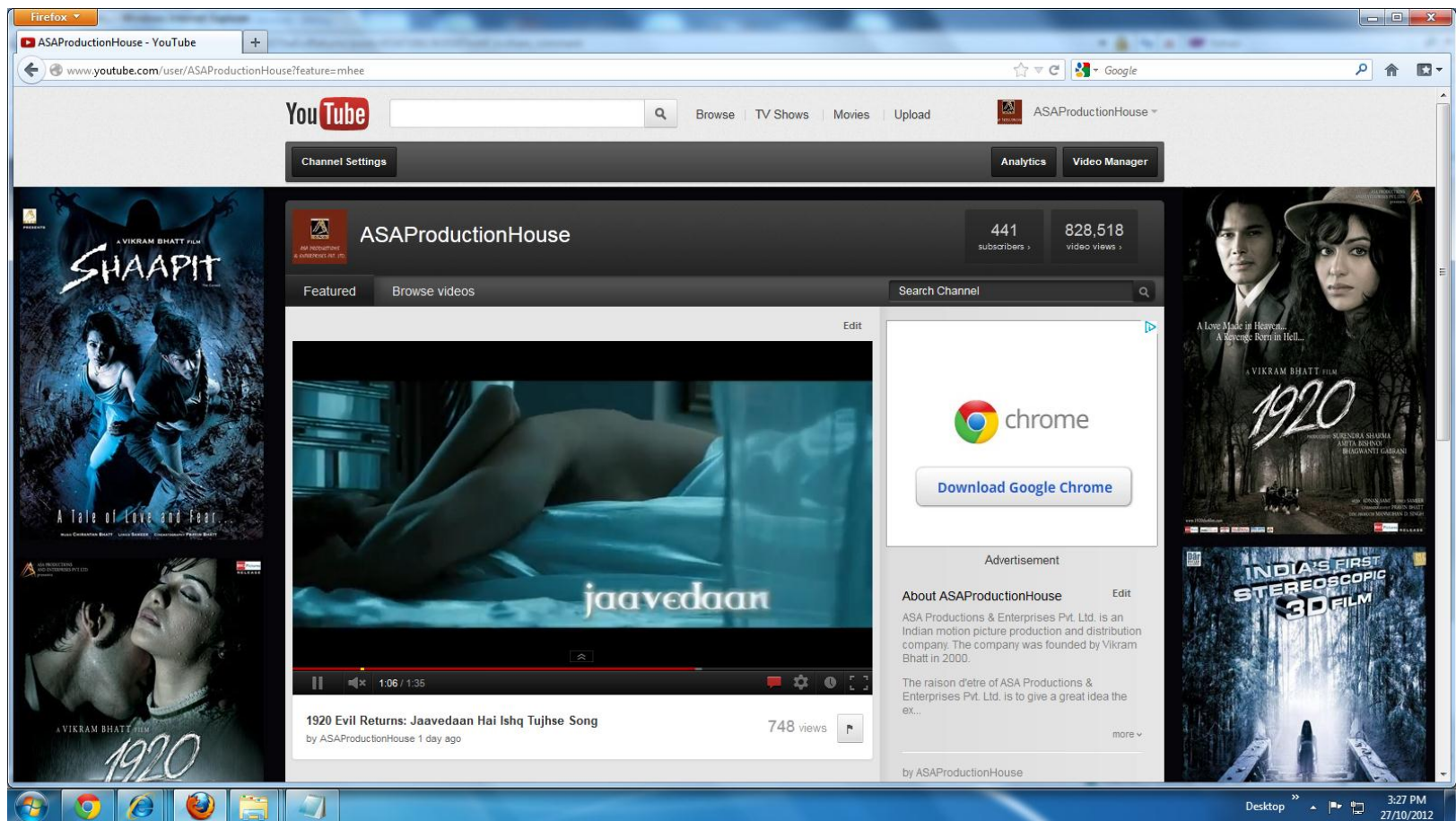
Rahul Mudapaka I love this Movie.. Awesome songs.. 3 hours ago

Summit Singheniya mujhe to ye movie bahut acche lage jiske karan ham ese rea...

# YouTube Channel

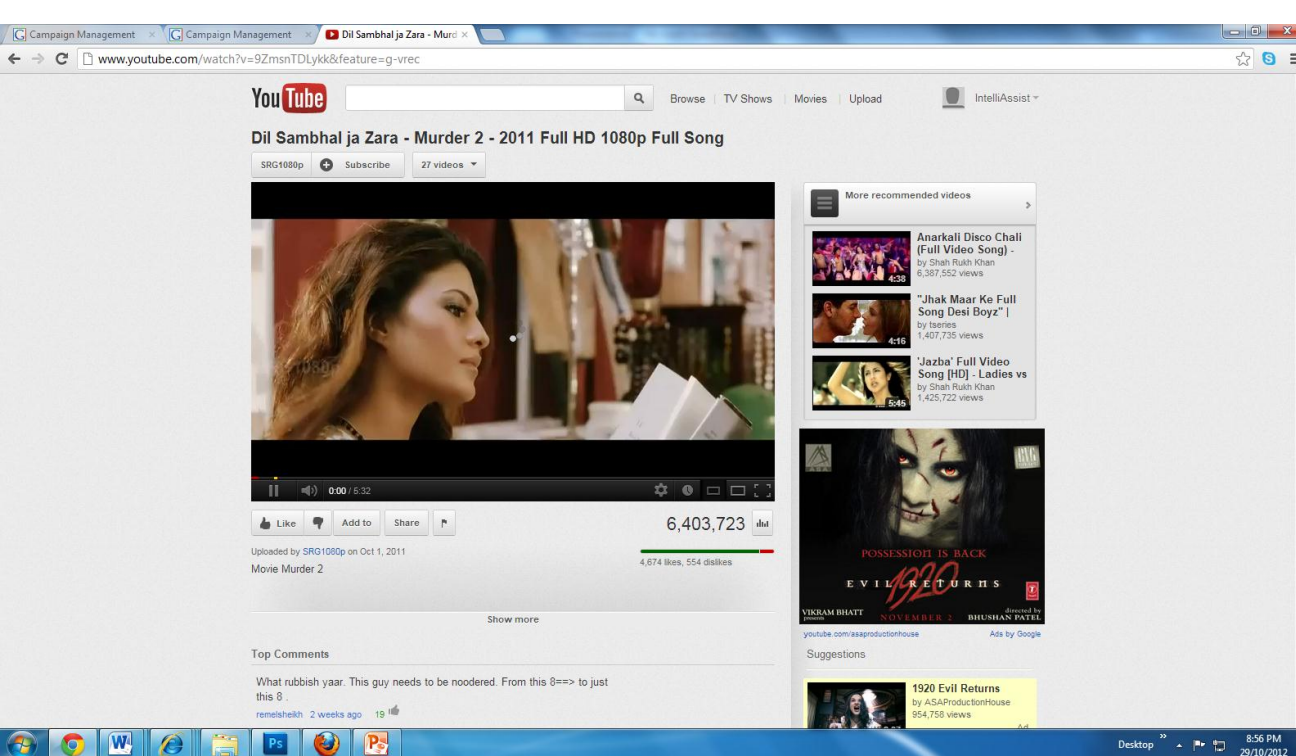






# YouTube

- A New Channel created, built over **615 Subscribers** and **15,00,000 Video Views** in 30 days
- Theatrical Trailer was trending for **2 days** & received close to **13,30,000 Views** in a span of 15 days
- Without any advertising we managed about **1,00,000 Views** for one of the music videos in 7 days



# YouTube Banner Ads

- Standard Banners – 300\*250
- Promised Impressions were 20,00,000 but we Delivered **36,26,718**
- Promised Clicks were 5,000 but we Delivered **12,010**

# YouTube Promoted Videos

- Promised Impressions were 40,00,000 but we Delivered **50,99,080**
- Promised Clicks were 10,000 but we Delivered **26,508**





# Advertising Campaign

- Times of India

- Hindustan Times

- Rediff.com

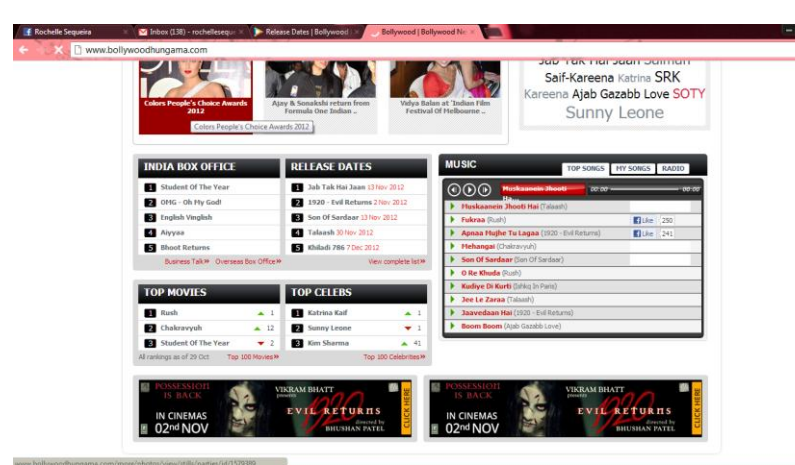
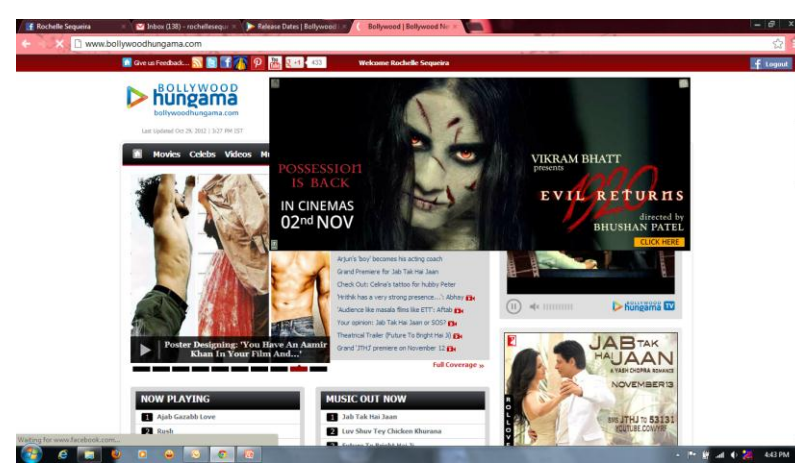
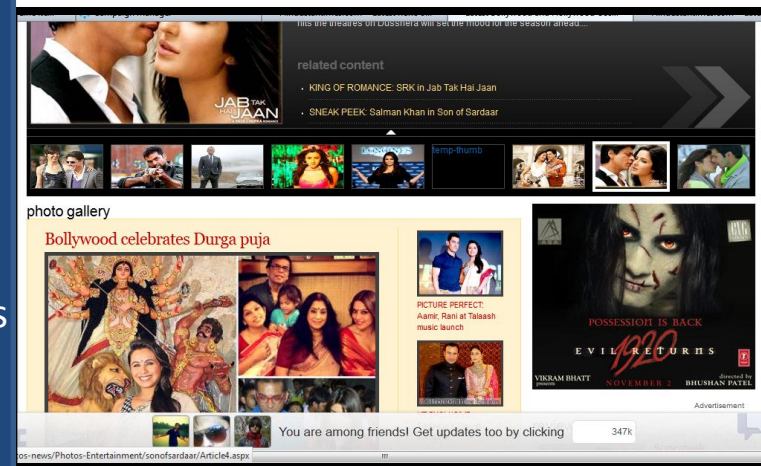
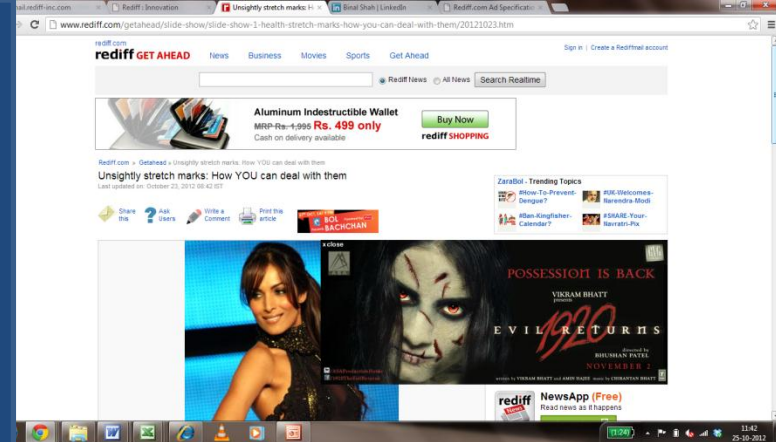
- SantaBanta.com

- Bollywood Hungama



# Advertising

- Animated Banner Ads, Video Ads, Page Push, Expandable Ads were placed on prominent entertainment sites, news sites and general interest portals
- The Ads were eye-catching and hard to be missed
- An average CTR of 0.62% was recorded on all sites and portals put together





# Times of India

Gutter Banners – Total Play Hours promised was 60 but we delivered 72 hours

Bonus Innovation Run – On 2nd November'12 we managed additional 24 hours on the TOI Bollywood Home Page.

# Times of India

Impressions Received – 14,67,765

Clicks Received – 12,842





## **Can We Assist You?**