

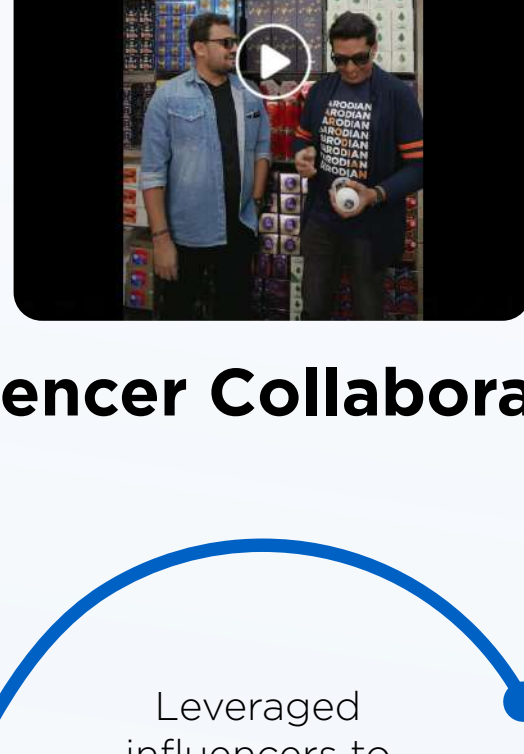


Madura Coats Uttarayan Kite Festival Digital Campaign Case Study



Objective Achievement

Madura Coats, is a leading thread and textile solutions brand. We successfully executed a dynamic social media campaign during the Uttarayan Kite Festival, focusing on promoting its high-quality kite flying thread range. The campaign aimed to increase awareness, engagement, and sales for the specific product line.



Influencer Collaboration

Identified and collaborated with kite-making experts and influencers with a strong following in the kite enthusiast community.

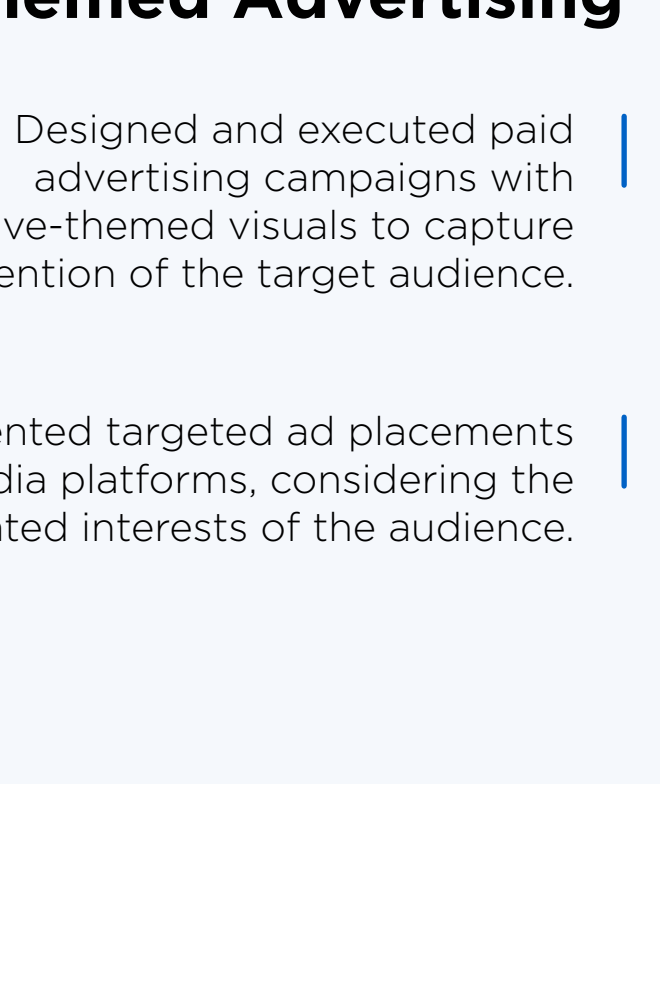
Leveraged influencers to create authentic and credible content showcasing Madura Coats' kite flying threads.

Integrated influencers into various campaign elements, such as tutorials, showcases, and interactive sessions.

Content Creation

Developed visually appealing and culturally resonant content aligned with the festive spirit of the Uttarayan Kite Festival.

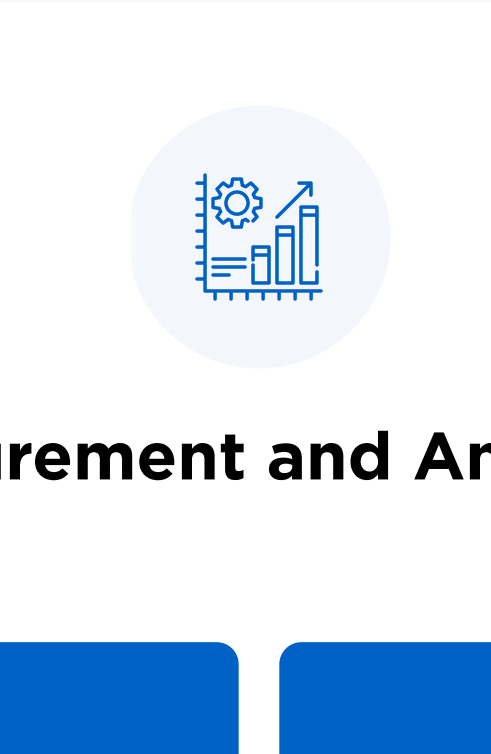
Created engaging tutorials, interactive showcases, and user-generated content features to highlight the quality, durability, and sustainability of Madura Coats' kite flying threads.



Festive-Themed Advertising

Designed and executed paid advertising campaigns with festive-themed visuals to capture the attention of the target audience.

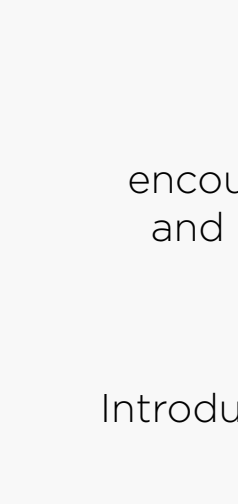
Implemented targeted ad placements on social media platforms, considering the festival-related interests of the audience.



Interactive Elements

Incorporated interactive elements, including contests and fun sessions, to encourage audience participation and engagement.

Monitored and responded to audience interactions in real-time to enhance engagement.



Measurement and Analytics

1

Utilized analytics tools to track campaign performance, impressions, engagement rates, and website traffic.

2

Regularly assessed key performance indicators against set goals to make data-driven adjustments.

3

Conducted real-time monitoring to identify successful content and optimize ongoing strategies.



Community Building

Facilitated community building by encouraging users to share their experience and creations using Madura Coats threads.

Introduced a branded hashtag to consolidate user-generated content and foster a sense of community.

Post-Campaign Analysis

Conducted a comprehensive analysis of campaign performance, identifying strengths and areas for improvement.

Extracted valuable insights from user feedback and engagement patterns.

Applied lessons learned to refine future marketing strategies and improve overall campaign effectiveness.

Key Achievements

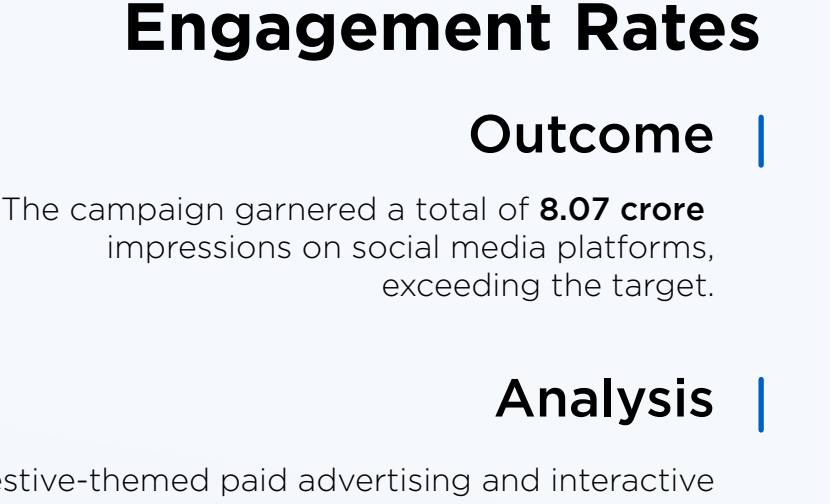
Brand Awareness and Product Visibility

Outcome

Brand awareness for Madura Coats' kite flying thread range increased by **8.07** cr impressions.

Analysis

Collaborations with influencers effectively showcased the product's quality, durability, and vibrant colour range, contributing to heightened brand visibility.



Impressions and Engagement Rates

Outcome

The campaign garnered a total of **8.07 crore** impressions on social media platforms, exceeding the target.

Analysis

Festive-themed paid advertising and interactive content played a pivotal role in capturing the attention of the target audience, resulting in a remarkable engagement rate of **60%**.

Product Interest

Outcome

The campaign successfully drove **10 lakhs** clicks to the Madura Coats social media pages, surpassing the set goal.

Analysis

The combination of engaging tutorials, interactive showcases, and influencer endorsements created a significant interest in Madura Coats' kite flying threads, driving traffic to the Social media & product purchase.



Community Engagement

Outcome

Active participation from the kite enthusiast community, with users sharing their experiences and creations using Madura Coats threads through user-generated content.

Analysis

The campaign fostered a sense of community, with users engaging in contests, and using the branded hashtag, contributing to a vibrant online community around Madura Coats' kite flying thread range.

Key Achievements



Influencer Collaborations

Partnering with kite-making experts and influencers added authenticity and credibility to the promotion, significantly impacting the campaign's success.



Interactive Content

The inclusion of interactive elements, such as contests and live Q&A sessions, proved to be highly effective in engaging the audience and promoting the product range.



Festive-Themed Advertising

Aligning the campaign with the festive spirit of the Uttarayan Kite Festival through visually appealing and

Impressions

8.07 crore

Engagement Rates

60%

Product Interest

10 lakhs

Conclusion

Madura Coats' Uttarayan Kite Festival campaign surpassed its set objectives, achieving increased brand awareness, impressive engagement rates, and substantial website traffic for the promoted kite flying thread range. The campaign not only showcased the quality and durability of Madura Coats threads but also fostered a vibrant online community of kite enthusiasts. The success of this campaign sets a positive precedent for future marketing endeavors, emphasizing the importance of authenticity, interactivity, and aligning with cultural festivities.

Campaign Design

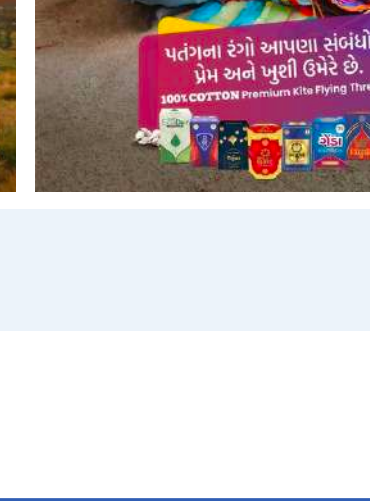
Route 1

Patang Bandho Duniya Jeeto

Route 2

Yeh Apnoka Uttarayan Hai

Campaign Logo Units



Campaign Duration

3 Months

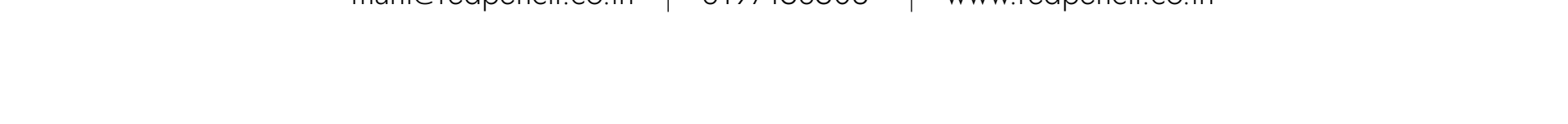
Colors



Typography

Hind Vadodara SemiBold

Design Style



“On behalf of Coats team, I extend my heartfelt appreciation for the wonderful work your agency has done in executing our recent kite flying digital campaign across multiple platforms. Your creativity and strategic approach have truly brought our campaign to life, captivating our audience across various digital channels. Your team's expertise in leveraging different platforms has ensured maximum reach and engagement, allowing us to connect with our target audience effectively. I also want to commend your agency for its seamless coordination and timely execution. It's been a pleasure collaborating with your agency, and we look forward to future opportunities to create more impactful campaigns together.”

Priti Kumari
Marketing Manager

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