

NICHE LOUNGE & BISTRO

A CAMPAIGN THAT LED TO BRAND OWNING
THE ASPIRATIONAL HASHTAG #NICHELIST

ANALYSE

TO BUILD ANTICIPATION AND AWARENESS ABOUT THE LAUNCH EVENT. CREATE AND MAINTAIN A HIGH LEVEL OF CONVERSATION BEFORE - DURING AND AFTER THE EVENT

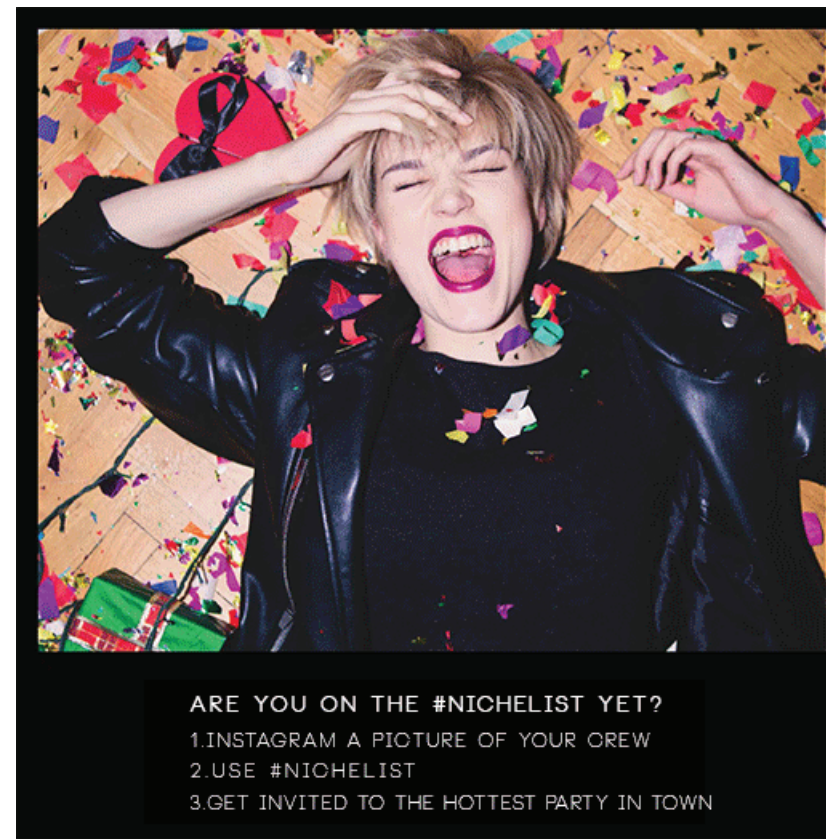
SIMPLIFY

THE BEST WAY TO GENERATE PRE-EVENT BUZZ IS TO CREATE A SITUATION WHERE TG IS ORGANICALLY TALKING ABOUT THE LAUNCH AND SPREADING THE WORD AMONGST THEIR 'CREW'. DURING AND POST WE NEEDED RECONGNIZABLE FACES TO MAKE IT DELHI'S HOTTEST PARTY OF THE YEAR.

SOLVE

BUILT THE EVENT AS 'DELHI'S HOTTEST PARTY OF THE YEAR', WITH HOST SID TYTLER AND LAUNCHED #NICHELIST - TG HAD TO POST AN IMAGE OF THEIR CREW USING OUR HASHTAG TO BE INVITED TO THE EVENT + BE PART OF OUR EXCLUSIVE LIST.

TOTAL REACH ON FACEBOOK 92K



GUESTS



GABRIELLA DEMETRIADES



ARCHANA VIJAYA & ROHIT GANDHI



NANDINI BHALLA



SIDDARTHA TYTLER & VARUN BAHL