



CREATOR'S TAKE OVER AJIO OFFICE

Case Study

The Objective:

To promote and create awareness about the biggest sale events of the year by AJIO on a lesser used platform like
Linkedin

Campaign Summary:

- The campaign was conceptualized to promote and create awareness about the biggest sale events of the year by AJIO
- This was a series crafted specially for LinkedIn to target the corporate audience
- We worked with influencers relevant to the platform's audience and had them playfully interact with the employees at AJIO, creating 2 extremely fun content pieces that not only gave a sneak peek into behind the scenes during a massive sale but also seamlessly integrated the core propositions of the sale

Episode 1



Impressions: **970K +**

Views: **421K +**

Engagements: **12.4K +**

Platforms: **IG + LinkedIn**

Episode 2



Impressions: **345K +**

Views: **170K +**

Engagements: **5.5K +**

Platforms: LinkedIn

Business Outcomes:

June edition:

- Go-Live registers the highest orders on the kick-off midnight as customers grabbed their favourite products at unbeatable prices; multifold increase in traffic and orders placed
- Customers spent a whopping 1200+ million minutes shopping on AJIO during the sale
- Overall order volume spiked 40% over the previous summer edition of the sale

September Edition:

- Traffic spiked 50% over the previous edition of the sale
- 80% of the orders have come from repeat customers, demonstrating a robust user retention
- ~10% increase in Average Basket Value (ABV) vs. previous edition of the sale
- Multi-fold increase in order volume. The sale edition witnessed 400 orders per minute at peak

Thank You