

VMart - Celebrating Festivities with India

Festive Influencer Marketing Campaign

25 Million +

Content Views

6.17%

Engagement Rate

₹ 0.43

Cost per view





Campaign Overview

Objective: To boost brand visibility, engage culturally, and drive footfall and sales during Durga Pujo, Diwali, and Chhath Puja

Campaign Period: Aug-Oct 24

Target Audience: Focus on

- Gen Z
- Millennials

from Tier 1, 2 and Tier 3 cities across India.

Main Channels: Instagram, Facebook, YouTube, and in-store promotions.

Brand Visibility


Leveraged micro-influencers nationwide, enhancing brand presence.

Engagement

Fostered genuine connections, driving high interaction rates.

Retail Sales

Transformed online engagement into tangible retail success.



Target Audience Insights

Gen Z & Millennials: Value cultural connection and community, spend more on festive shopping, prefer localized content.

Parents: Focus on budget-friendly yet stylish options for the family.

Geographic Focus:

- West Bengal
- Odisha
- Jharkhand
- North East India
- North India
- Bihar
- Uttar Pradesh





Campaign Strategy

1

Regional Content

Use of local language influencers from West Bengal, Bihar, UP, etc., to enhance regional appeal.

2

Festive Themes

Capture festive joy with vibrant visuals that resonate deeply, creating a festive ambiance that Gen Zs & Millennials can connect with and celebrate.

3

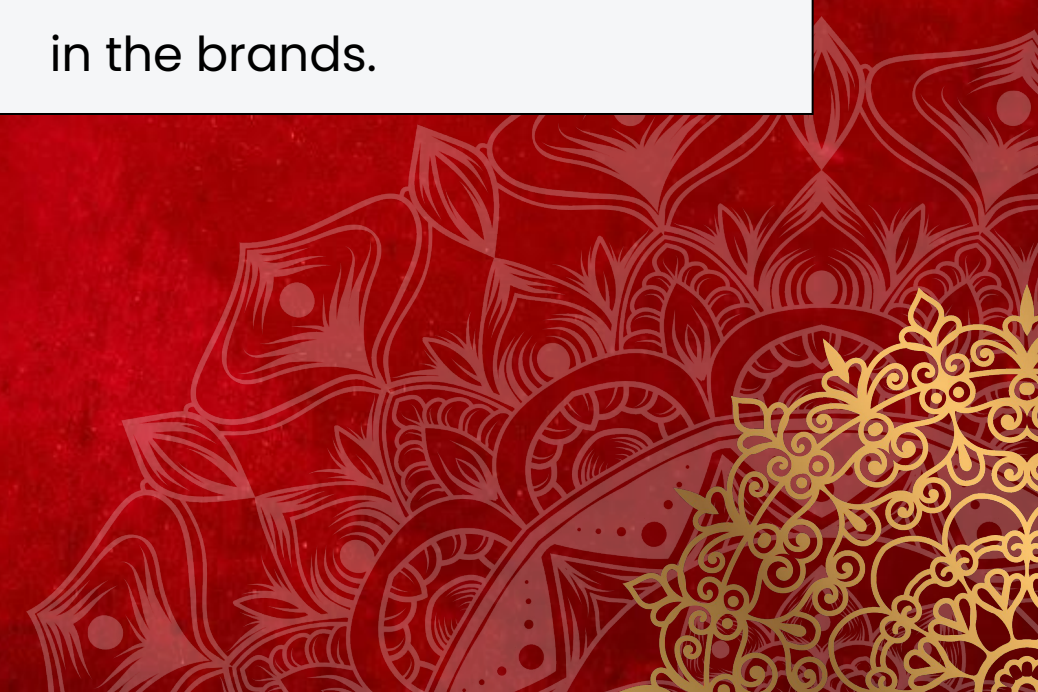
Authentic Storytelling

Showcase V-mart Store's fashion collections in their unique style, fostering genuine connections with their followers.

4

Engagement-Driven

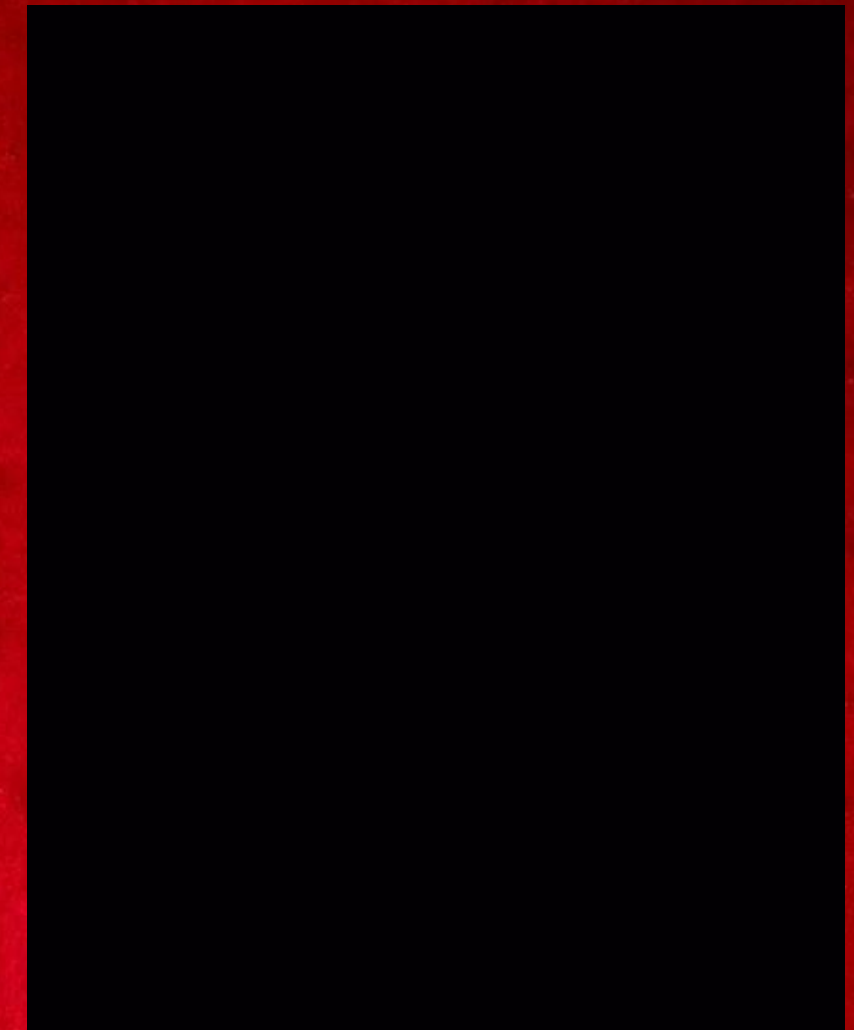
Created engaging content, including outfit styling videos, look books, and fashion hauls, to captivate their audiences and drive interest in the brands.



Regional Content

Engage local language influencers from key states like West Bengal, Bihar, and Uttar Pradesh to amplify regional relevance and connect with the local audience.
What we focused on?

- Local influencers
- Native language
- Region-specific trends
- Cultural resonance



Festive Themes

Capture the festive spirit through vibrant visuals that evoke a sense of joy, creating an ambiance that resonates with Gen Z and Millennials eager to celebrate the season in style.
What we focused on?

- Vibrant visuals
- Festive colors
- Collection highlights
- Celebratory tone



Authentic Storytelling

Highlight VMart's fashion collections with influencers showcasing their personal style, building genuine connections with followers who value authenticity in fashion. What we focused on?

- Personal stories
- Tradition + modern mix
- In-store experiences
- Cultural pride



Engagement-Driven Content

Develop interactive content like outfit styling videos, lookbooks, and fashion hauls to captivate audiences and inspire engagement, enhancing visibility and interest in VMart's festive offerings.

What we focused on?

- Style challenges
- Fashion hauls
- Interactive Q&As
- Community involvement





Campaign Results

Increased Brand Visibility

Our influencer collaborations significantly expanded Vmart Store's brand reach, garnering millions of impressions across social media platforms.

High Engagement Rates

The campaigns generated exceptional engagement rates, with influencers' content receiving thousands of likes, comments, and shares from enthusiastic followers.

Boosted Sales

The heightened brand visibility and engagement translated into tangible results, driving a notable increase in foot traffic to Vmart Store outlets and a surge in online sales.

Cost-Effective Solutions

Despite the extensive reach and impact of our influencer campaigns, we maintained a cost-effective approach, ensuring maximum value for our client's marketing budget.

367

Influencers

24.6M+

Content Reach

6.17%

Engagement Rate

₹ 0.43

Cost per View



Some More Highlights of the Campaign





Thank You !!

