

IG for Elections 2024



The brief was to build action and engagement around voting, particularly among the youth of India, by leveraging Instagram a platform that's highly visual, interactive, and popular with young audiences. The challenge was to make voting feel relevant, exciting, and shareable for a generation that thrives on short-form content, values authenticity, and connects through community driven narratives.

The mission was clear: use the power of Instagram to bust myths around voting, raise awareness, and inspire participation through a combination of regional and national creator led outreach.

2

Phases

20

Content Pieces

6.8M

Reach

7.06%

ERR%



@fun2ooshfood
(Jaipur)
19.4K+ likes



@pearlemaany
(Kerala)
1.45L+ likes



@shelvin.james
(Kerala)
7500+ likes



@_potatoface_
(Maharashtra)
56K+ likes



@princymirchilove
(Gujarat)
13k+ likes



Creative Solution

The campaign used creators to lead a wave of awareness and action and was launched in two phases:



Regional Elections

#YourVoiceYourVote

- Debunked voting myths through regional creators across Mizoram, Chhattisgarh, MP, Rajasthan & Telangana
- Analyzed the viral trends in each region to select creators from high-performing genres, ensuring widespread reach and promoting inclusivity in the campaign.
- **14 Creators from 5 different cities coming together** to connect with all types of young audiences in India



@poornima1

Madhya Pradesh



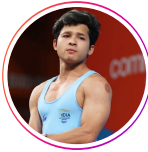
@sunnyvax

Telangana



@yashitank05

Rajasthan



@jeremy_lalinnunga

Mizoram



@gargarakash

Chhattisgarh

National Elections

#CelebrateEachVote

- Took the message national with an ensemble Hero Video
- Creators shared personal #ReasonToVote reels to spark conversation
- We went live in 7 phases with a total of 13 creators



Hero Video: 5M+ Views | 6081 Likes | 328 Shares