



*Dhanda
Nigolwala*

UPTOU

Objective of Campaign

Objective of campaign was to sample the audio & video of the song to targetted audience in Haryana, Delhi NCR & Overseas Markets.

We leveraged the power of memes to create a cultural phenomenon, expanding its reach from Haryanvi to PAN India audience. Our strategy involved sampling the song regionally, followed by launching the viral "mai gira hoya banda jama neech baliye" meme trend. Collaborations with popular meme pages, creators, and influencers led to nationwide participation, chart-topping performance on Spotify, YouTube, Shazam, and Apple charts, and celebrity endorsements.

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01

Phase 1

Phase I focused more on youtube adverts, Placements on DSP platforms and Influencer campaign concentrated to Haryanvi Speaking Influencers & audiences. Local Radio & TV push was used to set up the base for the song in North India mainly in Haryana & Delhi NCR.

02

Phase 2

Phase II With the awareness about the song, objective was to take the song to Haryanvi listening audience in countries outside of India like Australia, UK and Canada. Artist himself lives in Australia and has huge following there as well. By this time people had started recognising the song and a meme trending was spotted where influencers were organically creating skits and funny moments and ending it with “ Mai Gira Hoya Banda Jama Neech Baliye”.

03

Phase 3

Phase III To further leverage and build on the “Gira Hoya Banda” trend, we activated a memes campaign taking all the big and small pages in memeverse to associate funny moments with the song. Simultaneously it was sampled and played multiple times at IPL matches happening in Delhi and Punjab.

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Results?

- **Instagram:** 900k+ Reels, multiple UGC audios were trending and it trended at #1 in Reels charts in Canada making Dhanda the first Haryanvi artist to achieve so. All top influencers and celebrities hopped onto the trend.
- **YouTube:** 100M+ Views, #62 in Top 100 music videos in India, #28 Daily Top Songs on Shorts
- **Spotify:** 60 Million+ audio streams on Spotify
- **Spotify Charts:** #51 in Daily Top 200 India, #61 in Daily Viral Songs India, #105 Weekly Top Songs India
- **Shazam:** #1 in Shazam India Top 200 and #143 in Shazam Canada Top 200
- **Apple Music:** #48 in Top 100 India

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Results?



Up To U

Dhanda Nyoliwala • 455K reels



Up To U

Dhanda Nyoliwala • 377K reels



Up To U (Slowed + Reverb)

Dhanda Nyoliwala • 53.9K reels



UK 007



Playing at Arun Jaitley Stadium in Delhi in DC vs GT match amongst others



Triggered Insaan & Fukra Insaan

Dhanda Nyoliwala



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