

Political Party (Branding, Promotion & Social Media Virality)

Background

A leading political party wants to increase the engagement with the women voters in India.

Problem

They want to reach the women audience and also to greet them for the International Women's day and also to ideate and engage with them for the upcoming elections.

Solutions

vidCampaign team was successful in identifying the women audience in more than 15 states and segmented them based on age group. The collaterals were prepared with the text, pictures & the video message from the party President. vidCampaign team executed the targeted video email campaign and reached out to the women audience to increase the engagement level.

Result

vidCampaign team continuously monitored the end user engagement. The campaign was spoken about in the social media and the party received some buzz from the audience who received the emails.

Benefits

The videos were shared extensively in the social media and the virality was increased tremendously. With a high deliverability rate the emails were received properly. Since the International Women's day fell on March 8th 2014, which was a Saturday and we received almost 85% engagement from the mobile phones. Since the platform was

well designed to adapt the emails reception in the iPhone or Android or Windows Phones, the message was viewed by the people and the engagement was great.