

THE BRIDGE X MYNTRA

Case Study

25 - 31 AUGUST 2022

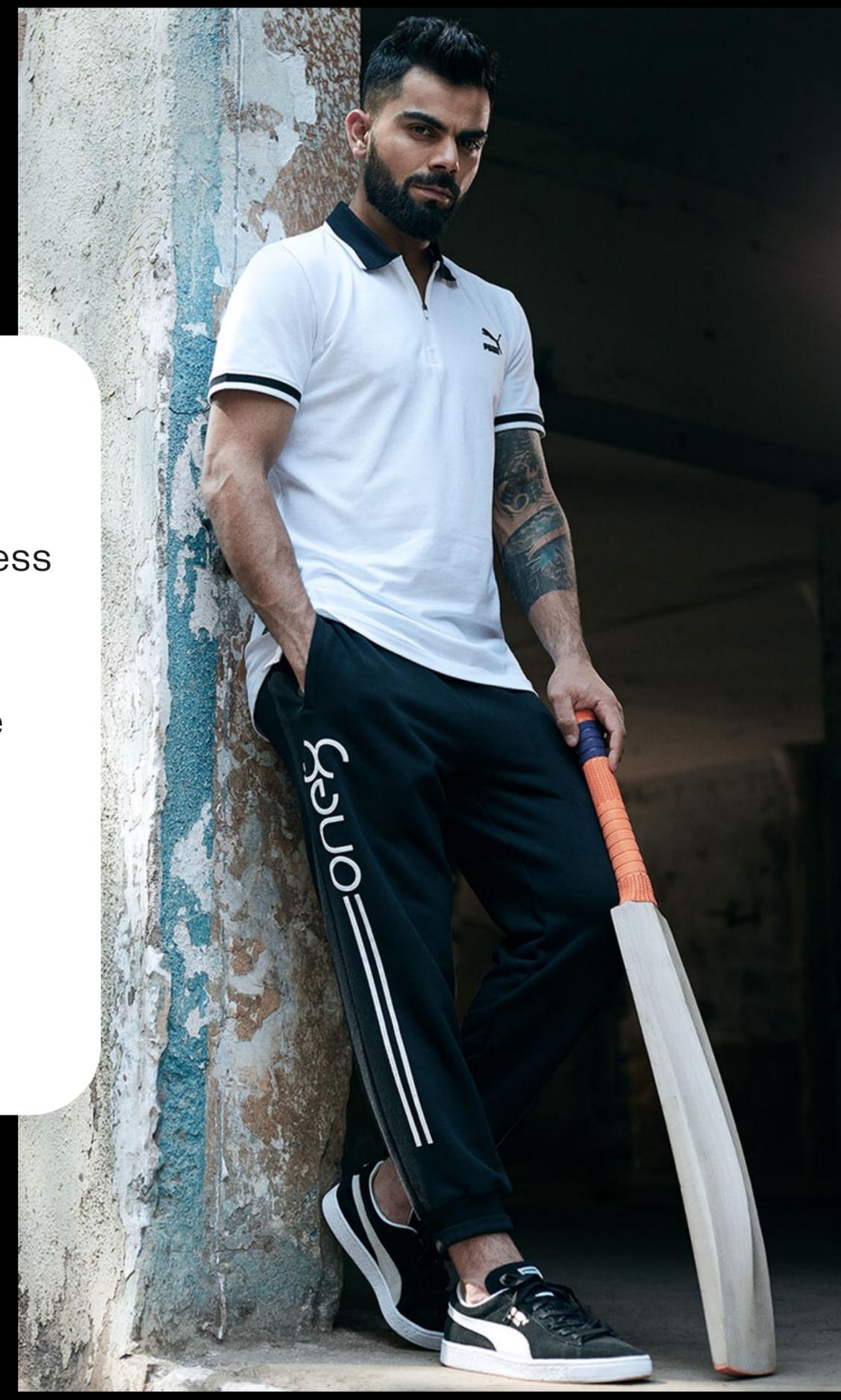


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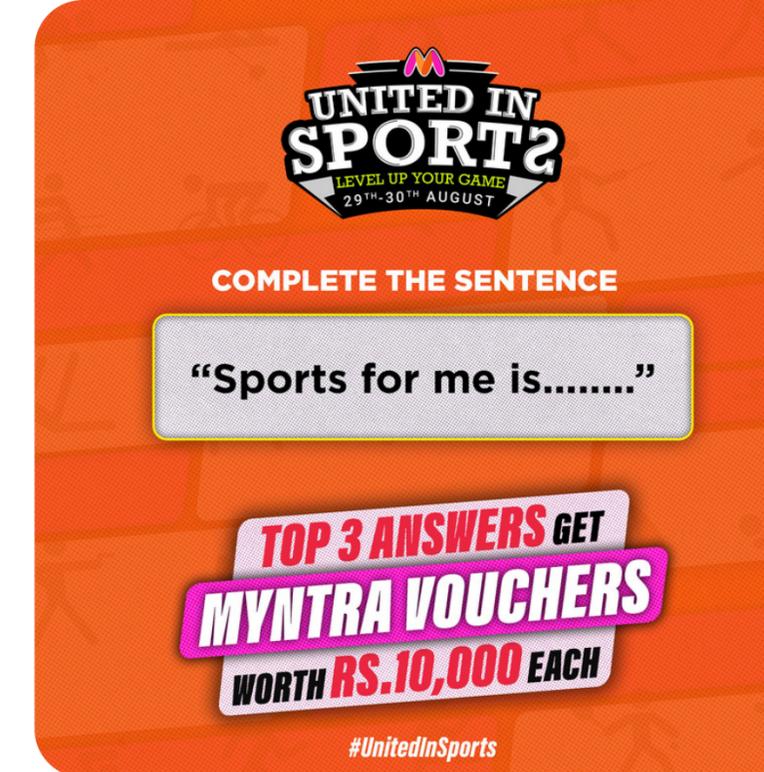
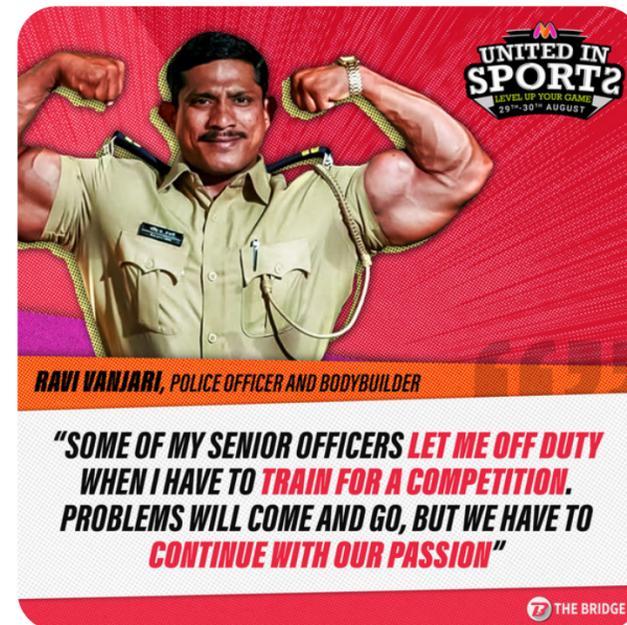
Objective of the campaign

- Increasing overall brand awareness
- Targeting relevant sports based audience
- Aiming to drive more users to the United in Sports sale on Myntra
- Associate brand perception with sense of sports & pride

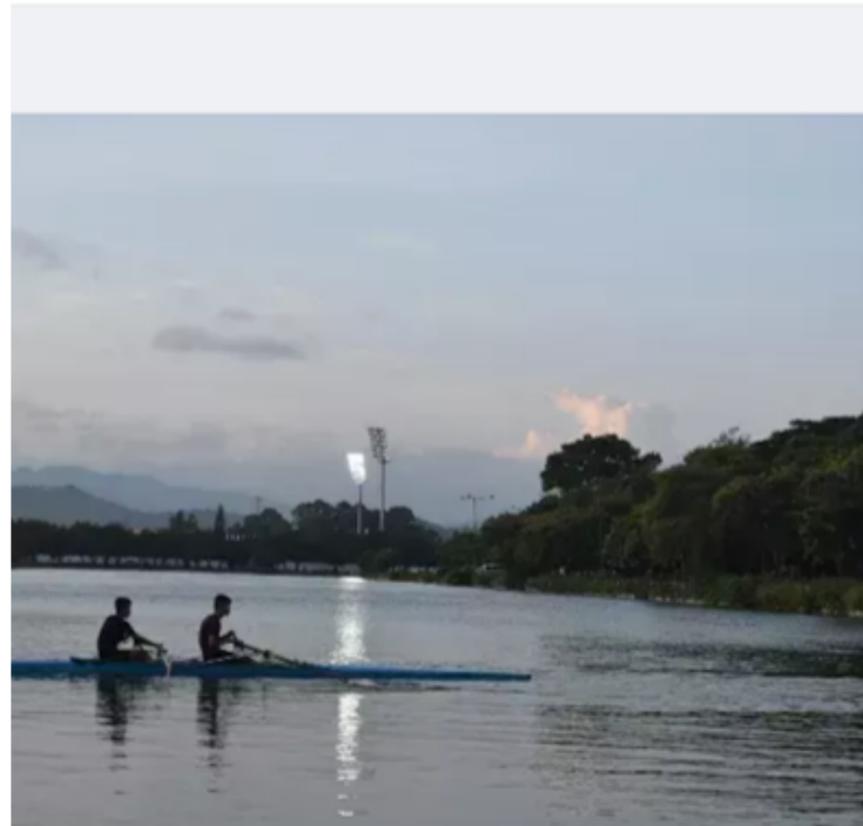


Types of content created and distributed

Articles, countdown timer, contests, banner ads, motion graphics, videos posted across four social media platforms and website.



Athletics Badminton Wrestling Football Originals More



Pick sports, change your life: How Myntra seeks to motivate India's sporting future

This National Sports Day, it's time for us to weave the fabric of sports into our lives and consciously move towards a fitter, healthier and truly sporty future with Myntra's United in Sports initiative.



ISHWARYA KRISHNAN, NATIONAL ROWER

"UNITY IN SPORTS TEACHES YOU TO SUPPORT EACH OTHER AND FALL WITH OTHERS BY YOUR SIDE. THAT, EVENTUALLY, LEADS YOU TO SUCCESS."





Overall Performance across platforms

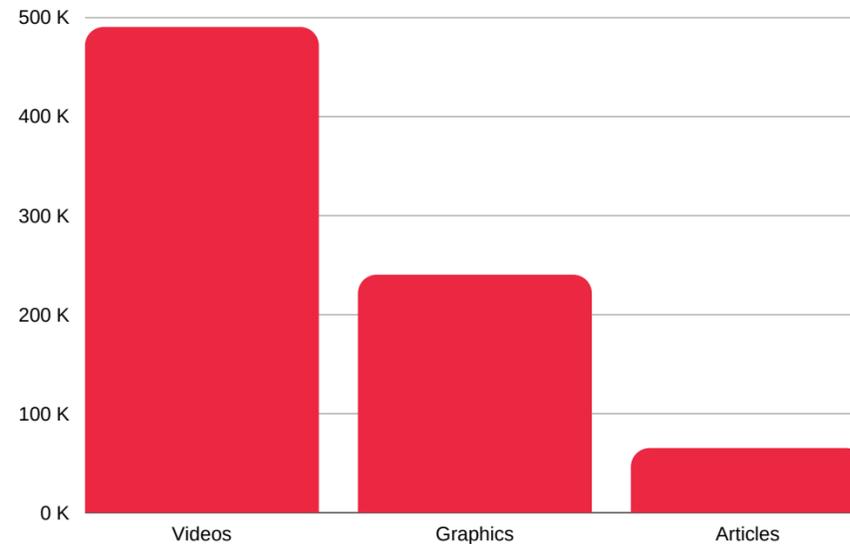


~1.25 M Total Reach

~250 K Video views

~50 K Total Engagements

Content-wise Reach



Other Insights

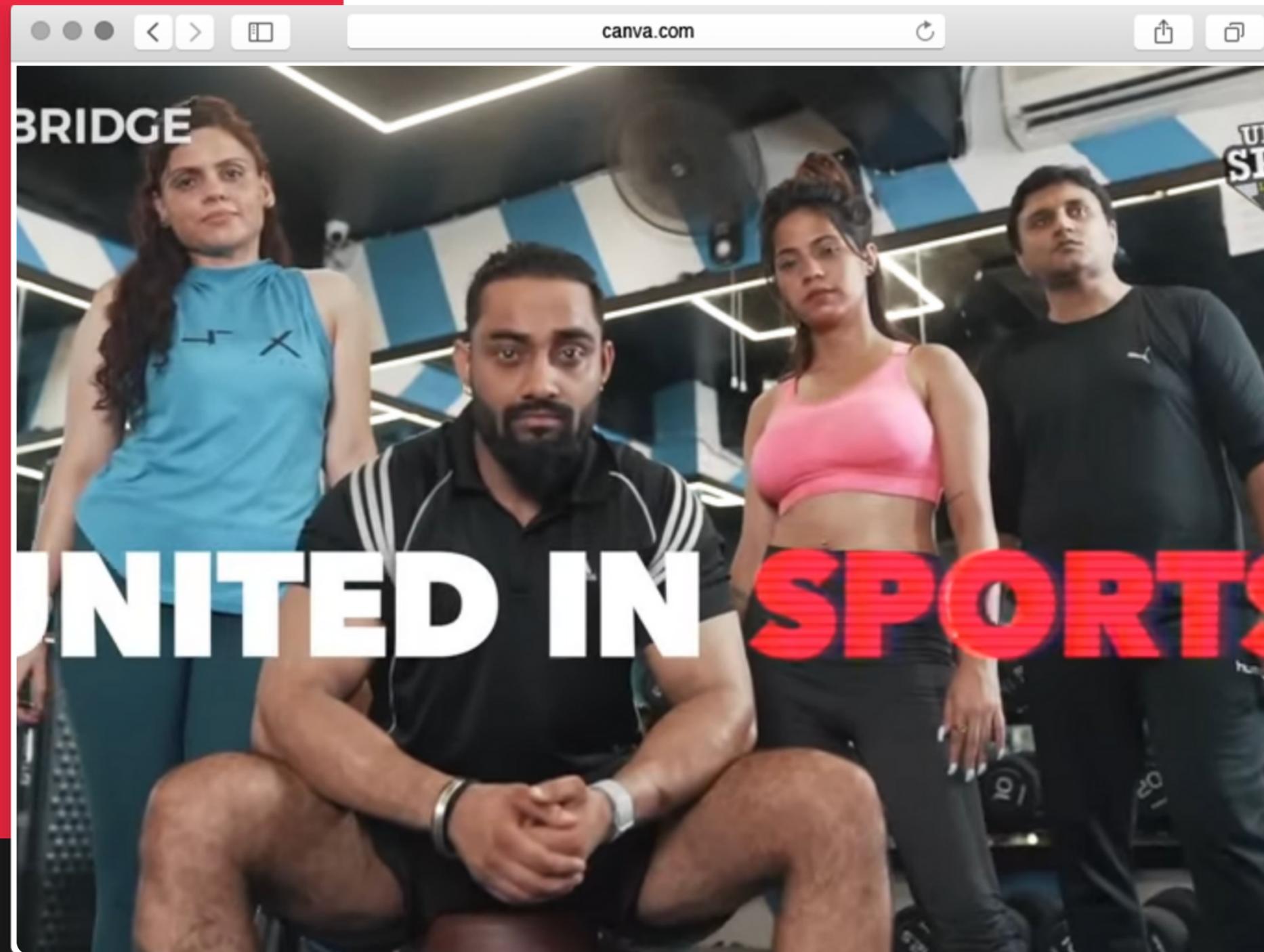
- Over **45+ posts** across all social media platforms
- Over **3000+ participants** in the sports contest conducted
- **Increased average daily interactions** on both The Bridge and Myntra IG handles due to planned engagement activities and collaborative posts on National sports day



End-to end Conceptual Video Production*

- More than half a million people reached in just two days
- Over 250K views on the video
- 55:45 Male is to female Gender ratio in viewership

*Video ideated, shot and edited in under 3 days



Verticals Explored - In-house video produced, Influencer marketing, Contest



Inhouse video

- 55:45 gender ratio on viewership catered to the right target audience
- Brand integration of the partner brands via subtle branding in the video



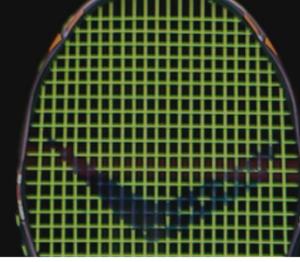
Influencer marketing

- 7 collaboration posts on IG with the athletes
- Increased visibility through their combined reach of close to 300K followers



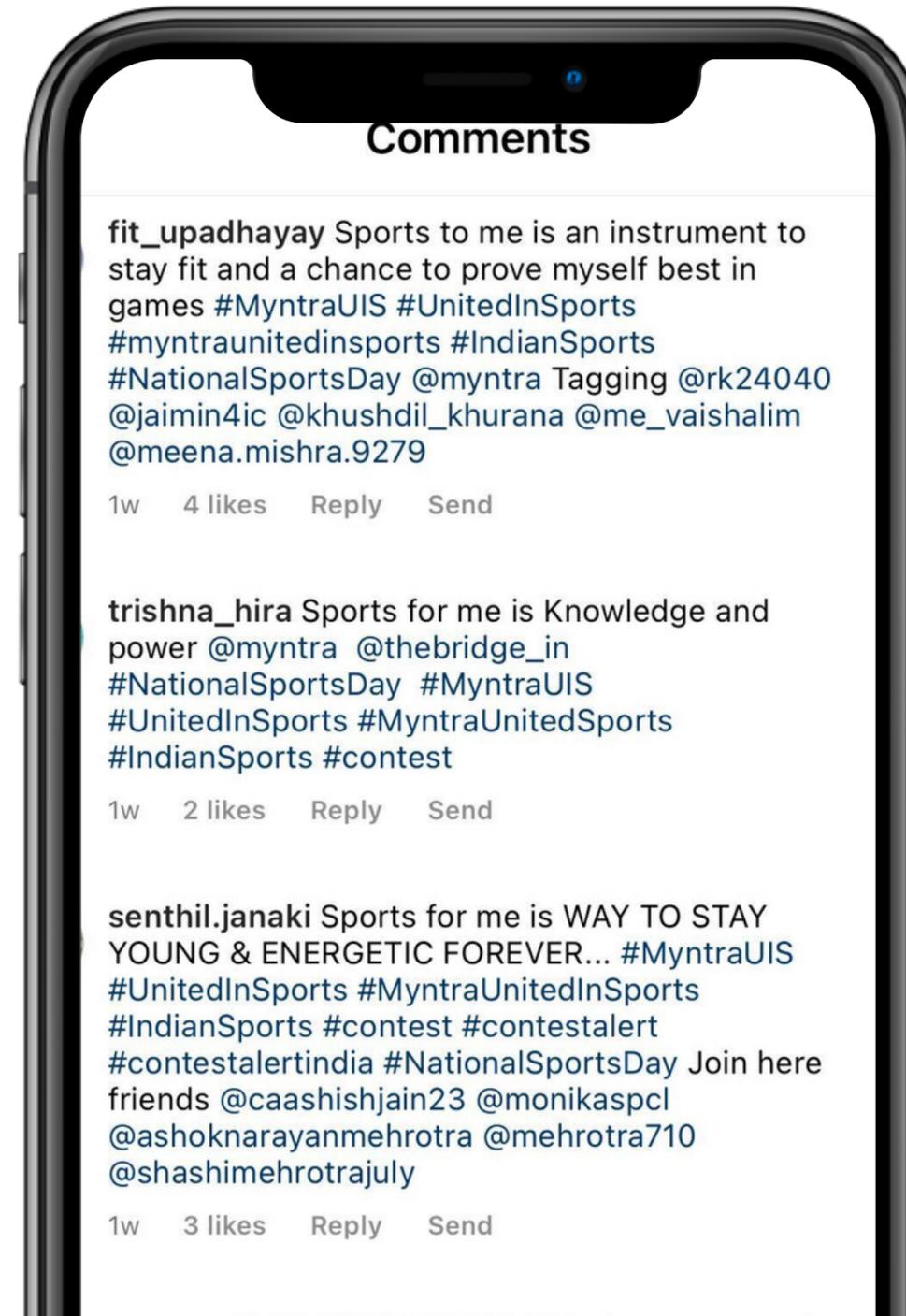
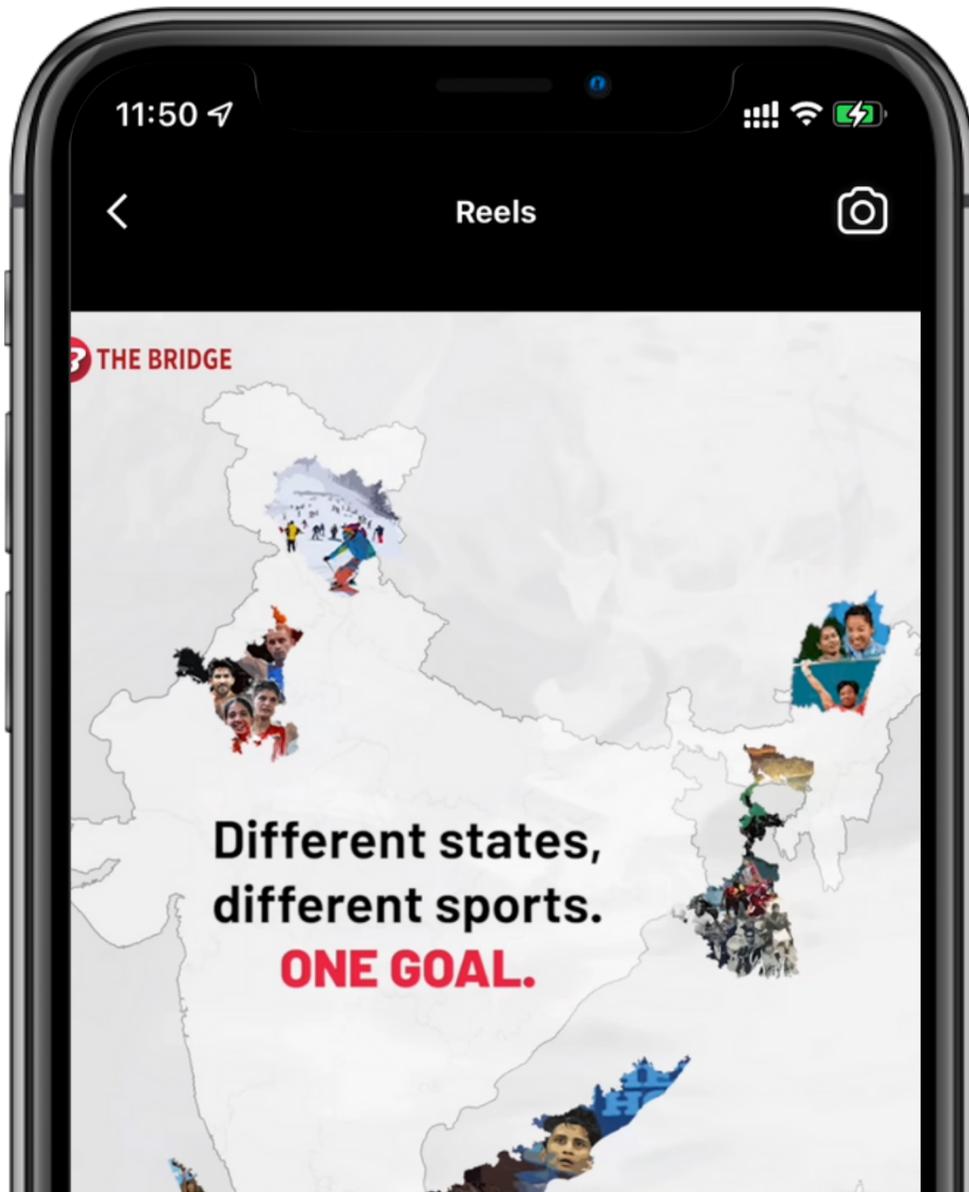
Contest

- 3000+ participants.
- Most engaged post during the campaign



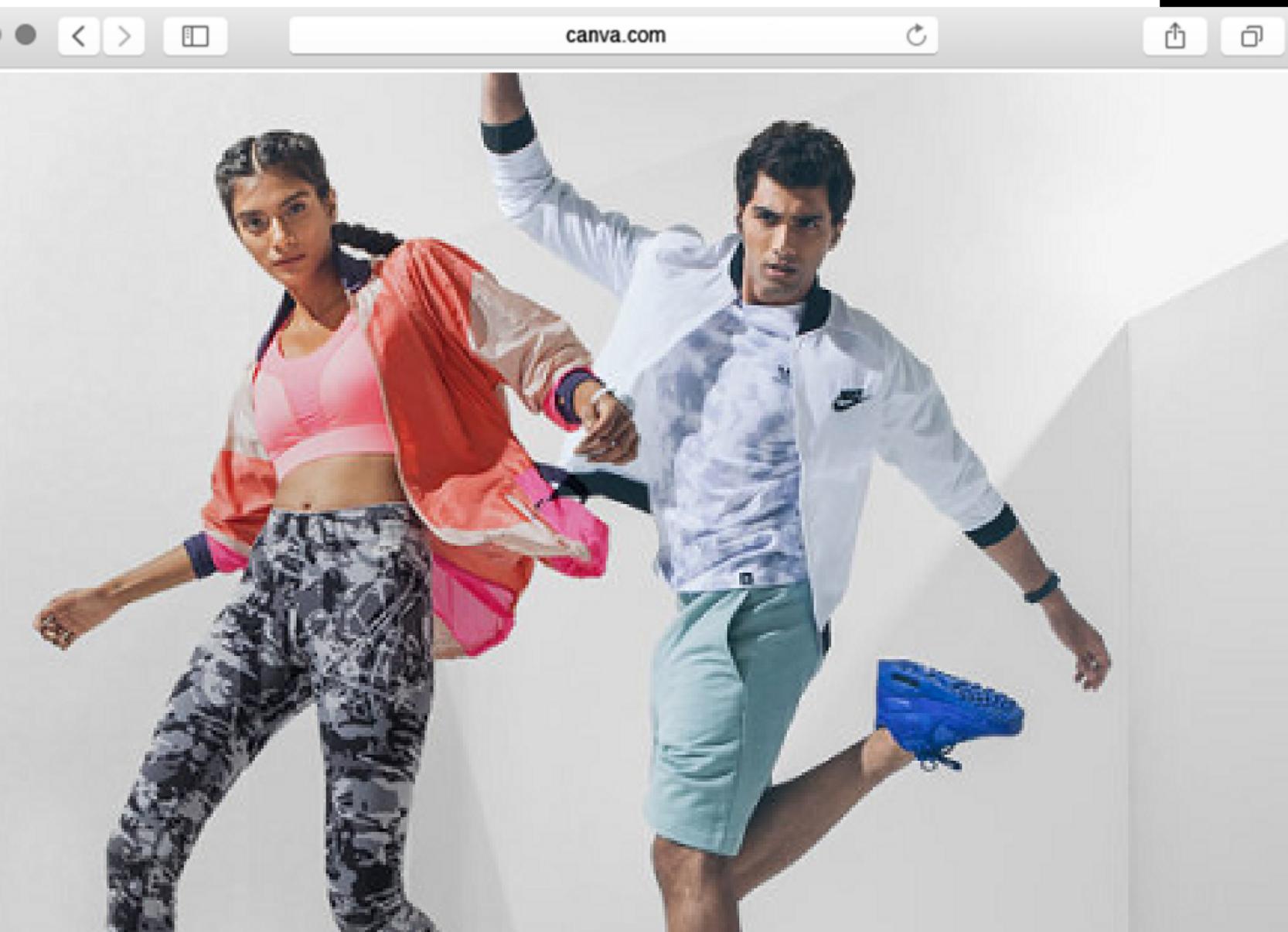
Campaign in a nutshell

THE BRIDGE X MYNTRA





Thank you



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