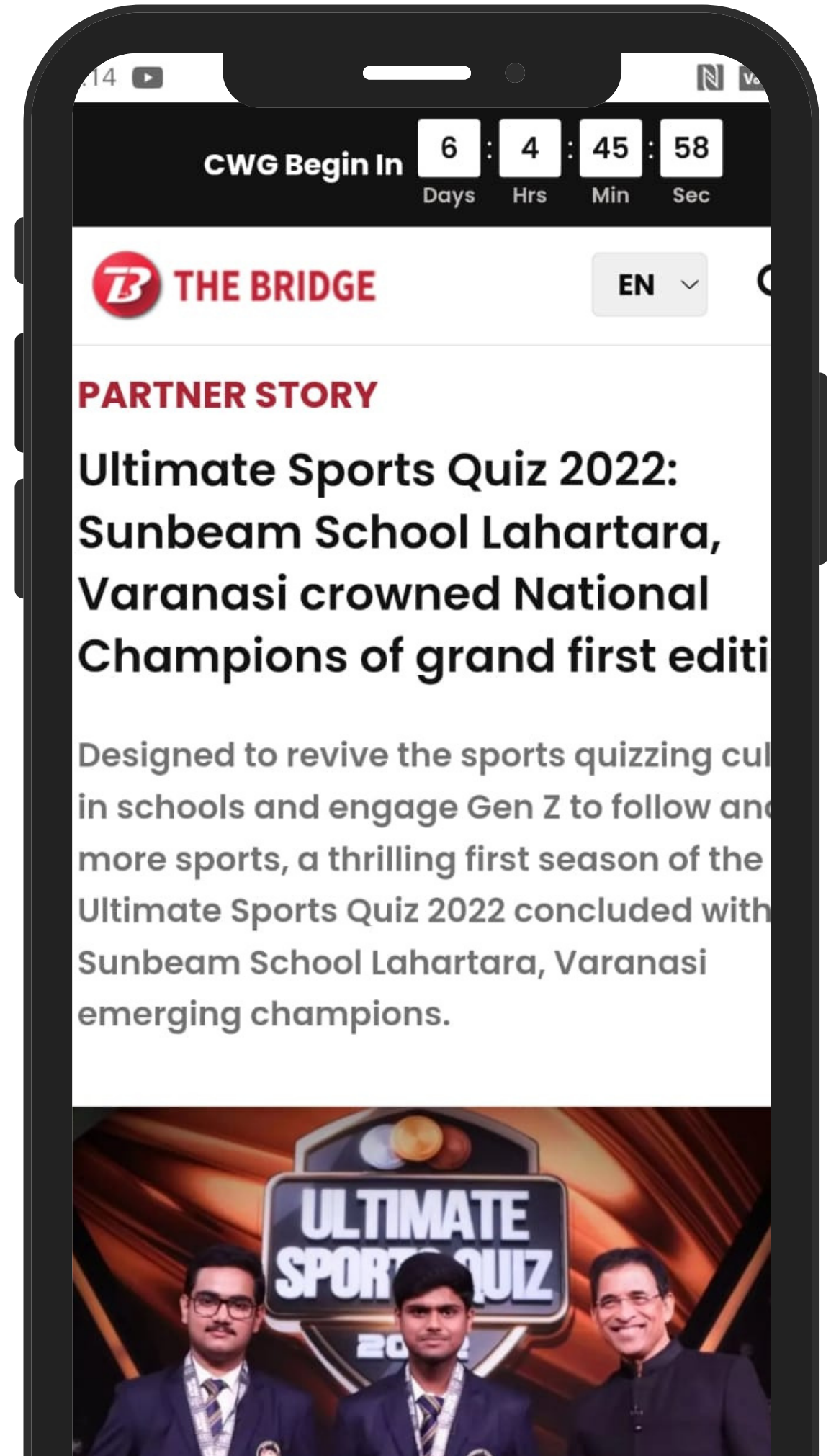




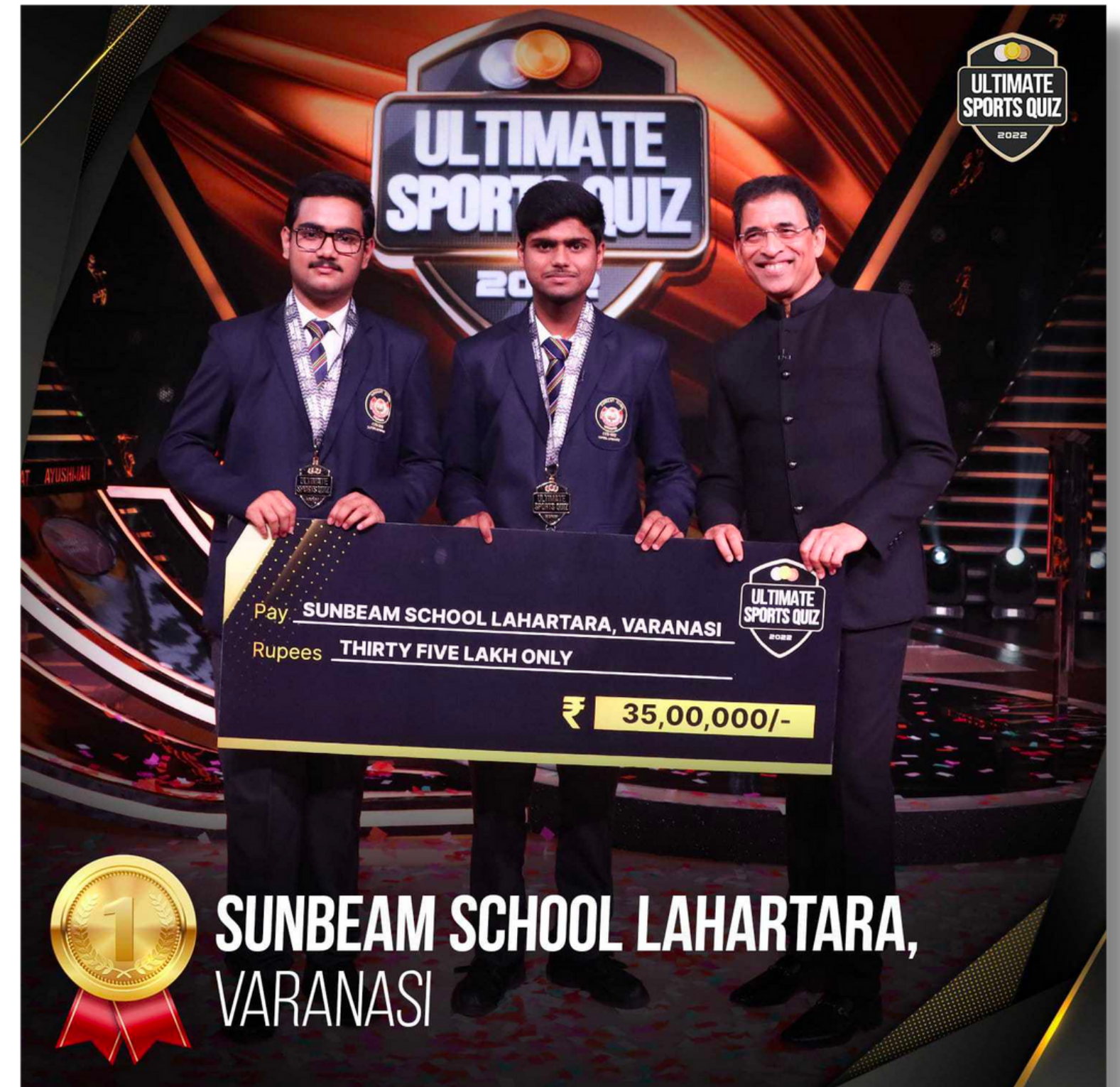
CASE STUDY

June-July 2022



Why The Bridge?

- As a digital sports media house, an existing sports fan user base in the ecosystem helps us **target and optimise the right set of audience**
- Having had our own vertical for quizzing, we knew how and exactly what to do to amplify sports quizzing in the country with an **added CTA to watch the show**



Campaign Summary

Campaign Duration : 2nd June - 22nd July 2022

- **Video Posts** constitutes of event promo video shared across our handles and cross-posting on USQ handle.
- **Instagram engagement contest** for viewers to win exciting giveaways by USQ
- **Featured articles** -pre and post event article to create hype around the event.
- **Banner**- pre event banner integration onto our website for promotion



Sample of Deliverables



Banner

Featured Article

PARTNER STORY

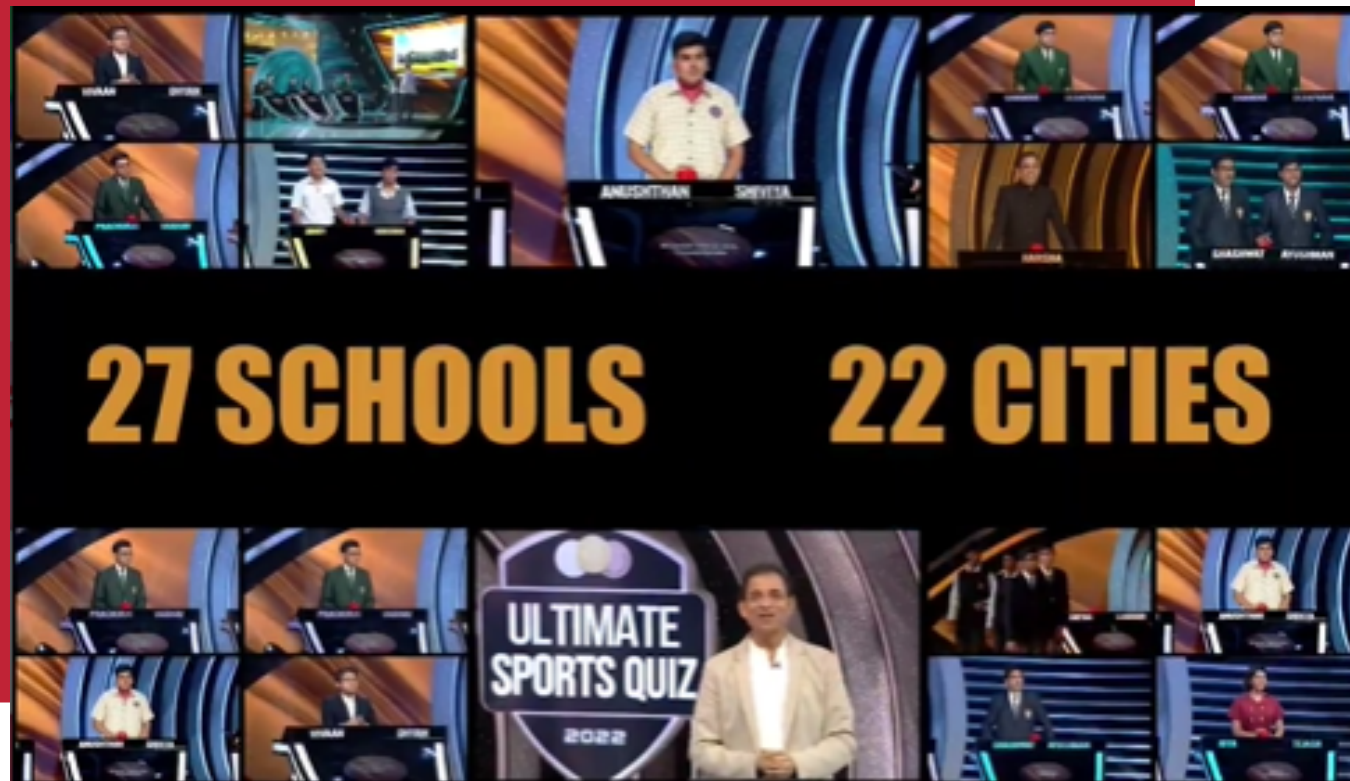
Ultimate Sports Quiz 2022: Sunbeam School Lahartara, Varanasi crowned National Champions of grand first edition

Designed to revive the sports quizzing culture in schools and engage Gen Z to follow and play more sports, a thrilling first season of the Ultimate Sports Quiz 2022 concluded with Sunbeam School Lahartara, Varanasi emerging champions.



Sample of Deliverables

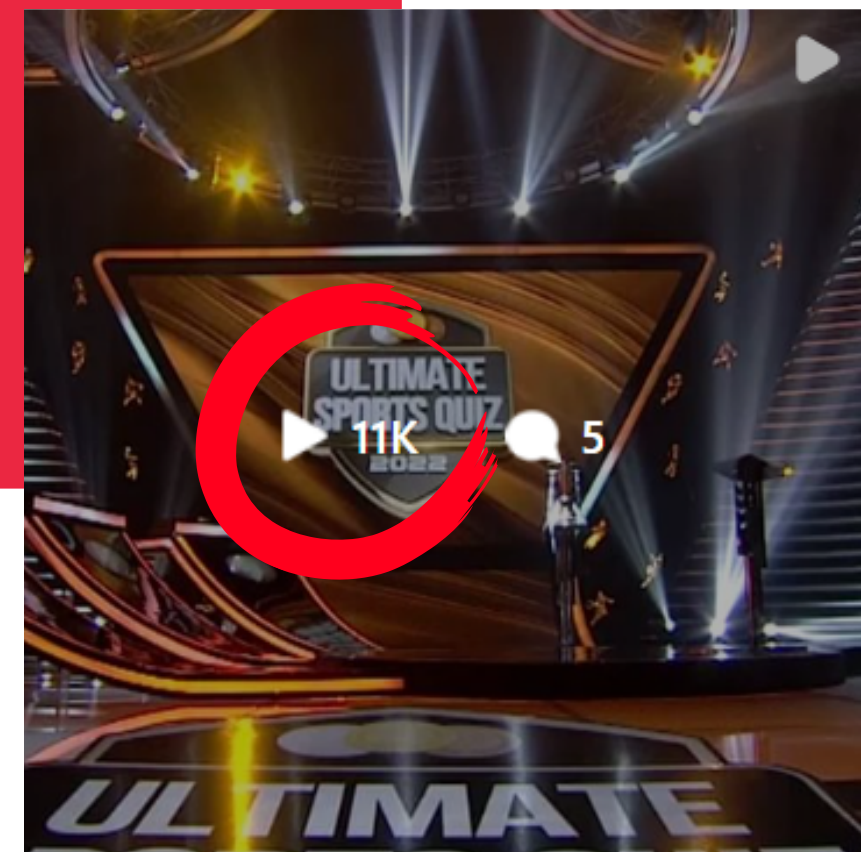
Promo Video



Engagement Contest



Video Engagement



Content Links

Quick Links to all the content

Quiz Videos :

[Video 1](#)

[Video 2](#)

[Video 3](#)

[Video 4](#)

Giveaways :

[Post 1](#)

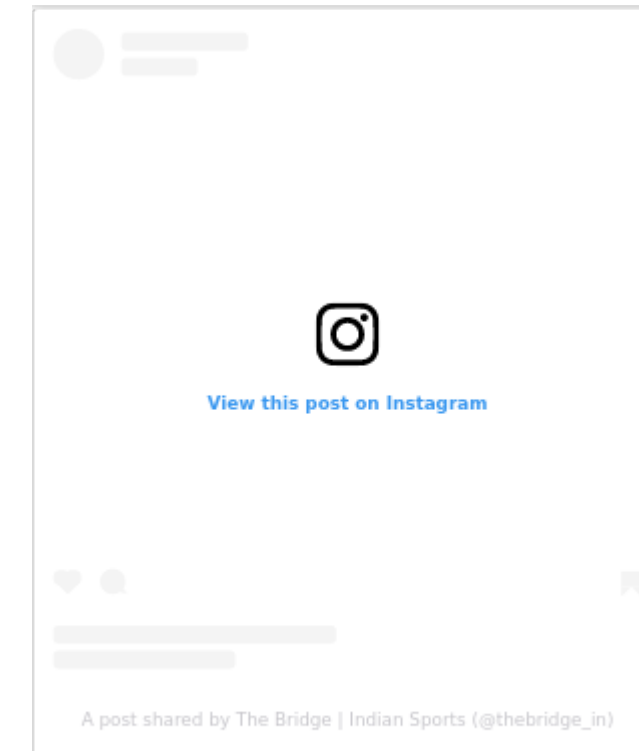
[Post 2](#)

[Post 3](#)

[Post 4](#)

[Post 5](#)

Announcement Video

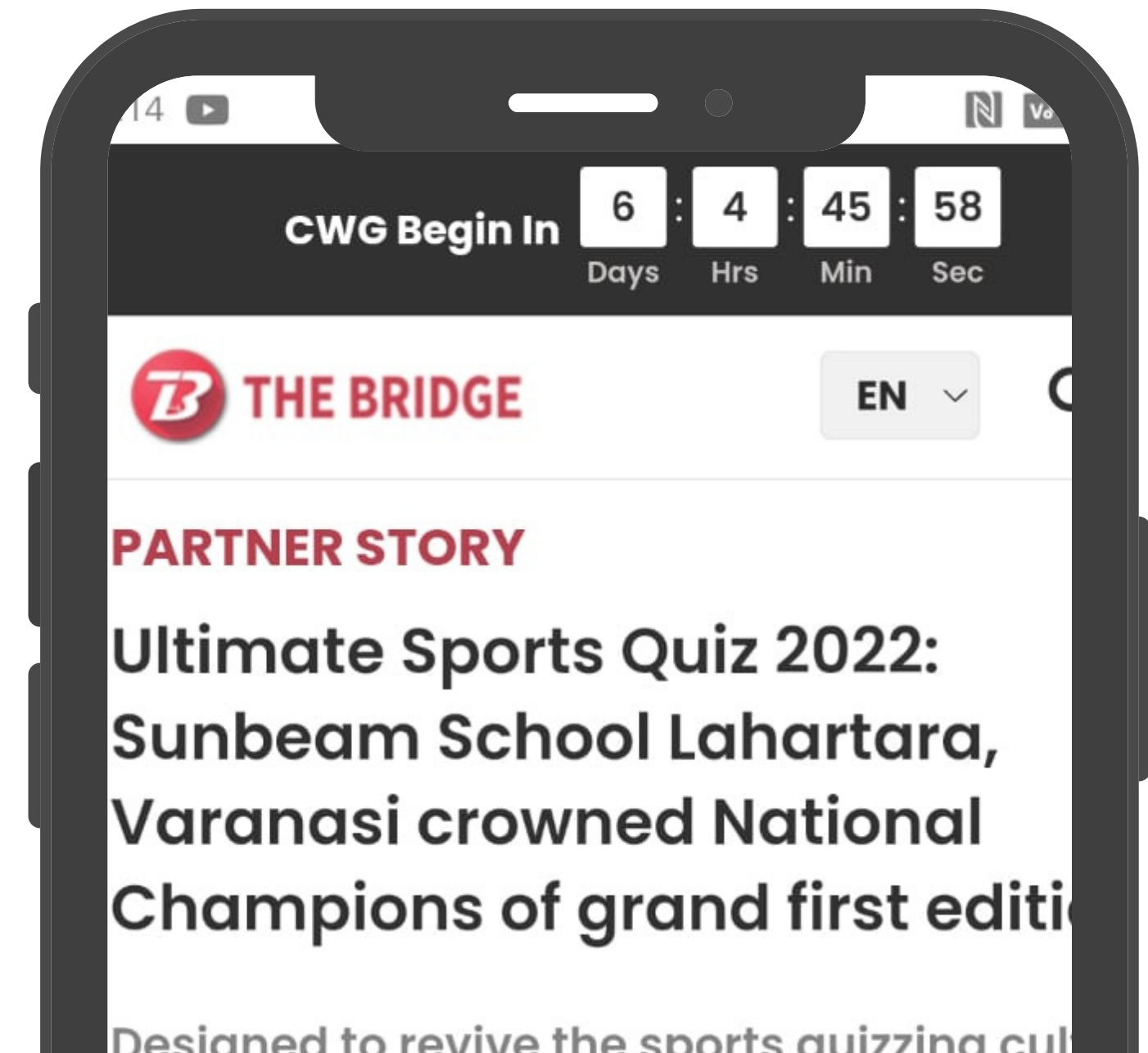


Total Reach*

*Total reach across all social media platforms and across all content types

2.5+*
Million
Reach

** Still increasing as engagement continues post the duration*



Thank you



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