

DIGITAL CAMPAIGN | **FAST&UP** | 2020

FAST & UP

CASE STUDY

PRESENTED BY  **THE BRIDGE**

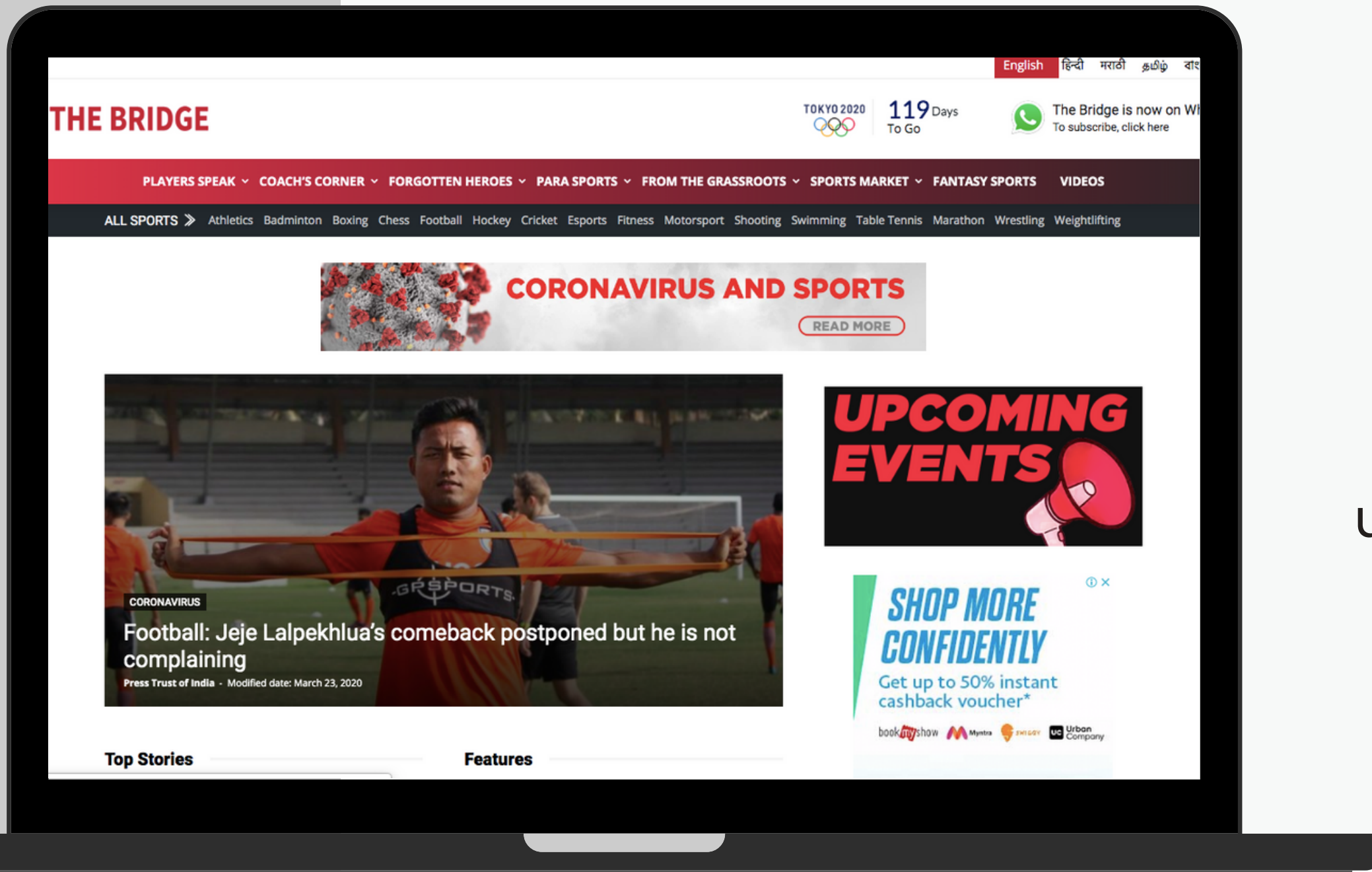


PROBLEM STATEMENT

Amidst the crisis of Coronavirus, Fast&Up wanted to amplify the visibility of the products which boost immunity and build a strong brand presence among our audience also spread awareness about Health and Nutrition.



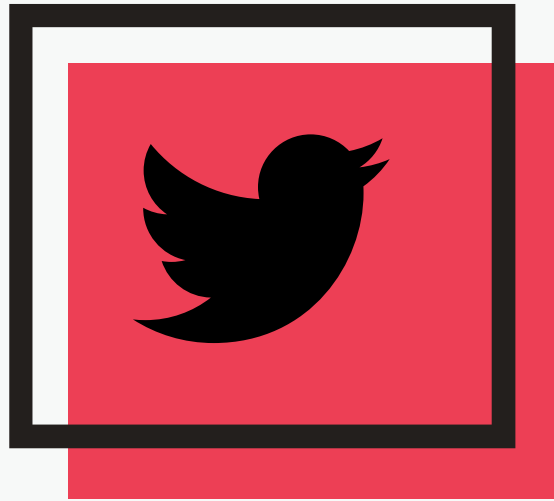
THE BRIDGE APPROACH



CAMPAIGN TIMELINE - 12 DAYS

The Bridge being one stop destination for Indian Sports and Fitness offered unique and engaging content solutions to Fast&Up and used each and every platform to achieve a specific goal.

THE BRIDGE OFFERINGS



Social Media

LIVE sessions with Health and Nutrition experts on The Bridge's social handles who interacted with our audience real time.



Content

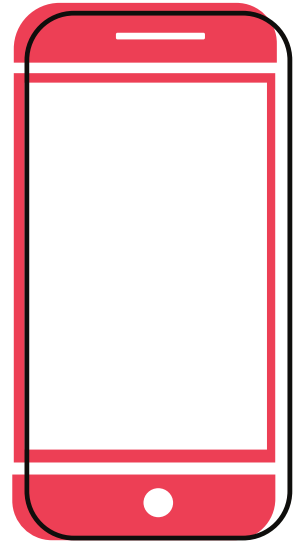
Creating unique content with the help of Sports nutritionists and Fast&Up sponsored athletes to build credibility.



Display Advertisements

Dedicated 2 of the most engaging ad inventories for Fast&Up for our Coronavirus and Sports Section.

LIVE SESSIONS



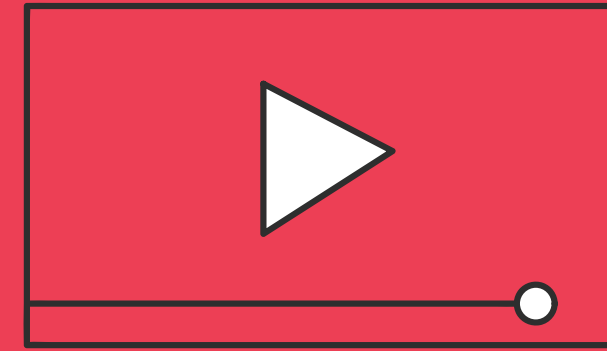
Nikita Suresh - Nutritionist and Fitness Instructor

Pooja Makhija - Celebrity Nutritionist

Kejal Shah - Nutritionist

VIDEO INTERVIEW

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Dr. Sudeep Satpathy - Sports Nutrition Expert

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ARTICLES



Spike in demand for Vitamin C during Coronavirus outbreak.

Harleen Deol Interview - Fast & Up Athlete

DISPLAY ADS



Interstitial

In-article

IMPACT

REACH

1.4 million across all the platforms

ARTICLES

35000 reads

ENGAGEMENT

14% engagement rate

DISPLAY ADS

3500+ clicks

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THANK YOU

