

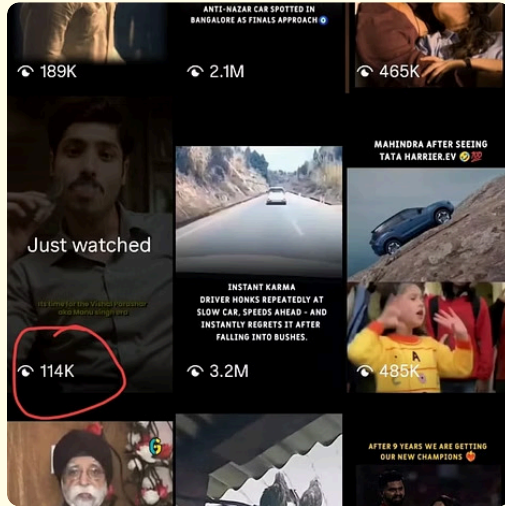


# Manu Singh Campaign: Social Media Performance Report

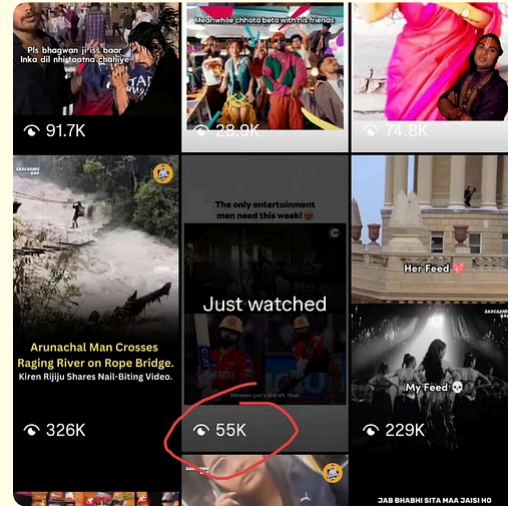
This report details the social media performance of our campaign promoting Manu Singh for the movie, "Interrogation" focused on Instagram and Facebook from May 27th to June 4th, 2025, to maximize reach and engagement for the new actor.

# Instagram Viral Page Promotion

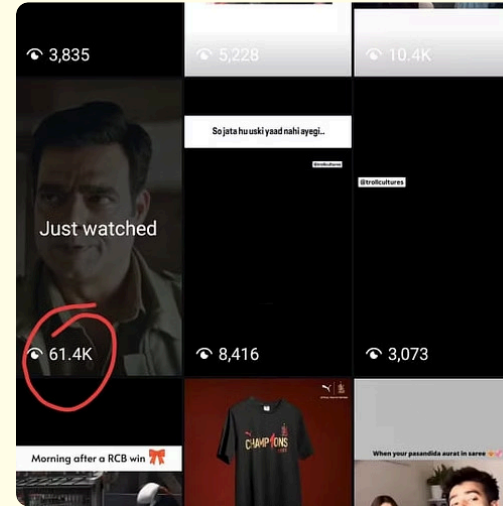
We leveraged key Instagram viral pages to amplify our reach and drive engagement for Manu Singh.



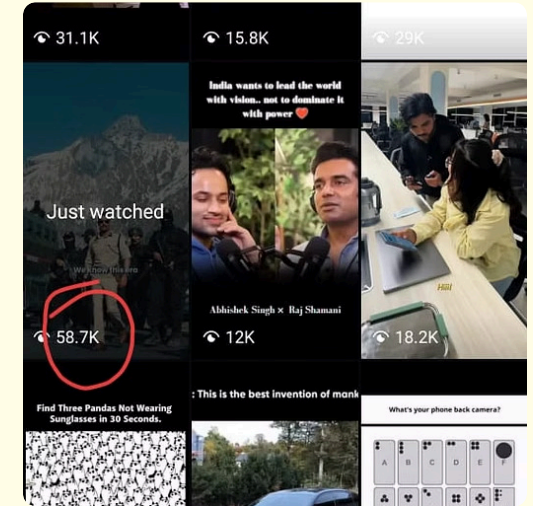
**Ghantaa:** Views: 114K



**Sarcasmicgag:** Views: 55K



**trollsculture:** Views: 61.4K



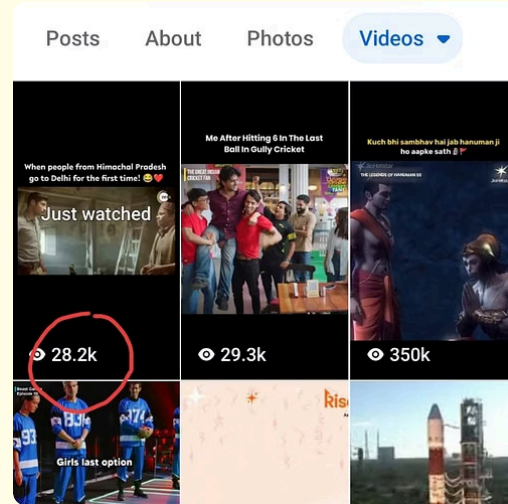
**Cuterelationship:** Views: 59K

# Facebook Viral Page Promotion

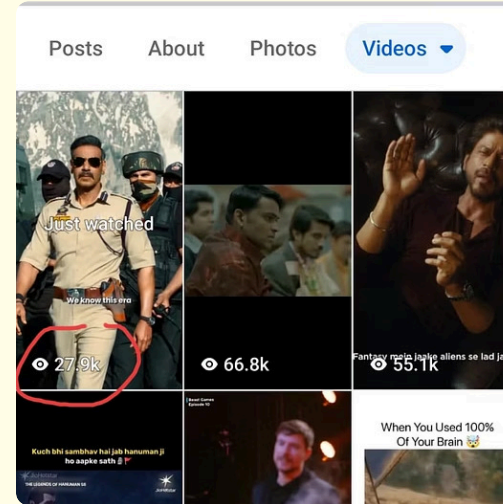
We leveraged key Facebook viral pages to amplify our reach and drive engagement for Manu Singh.



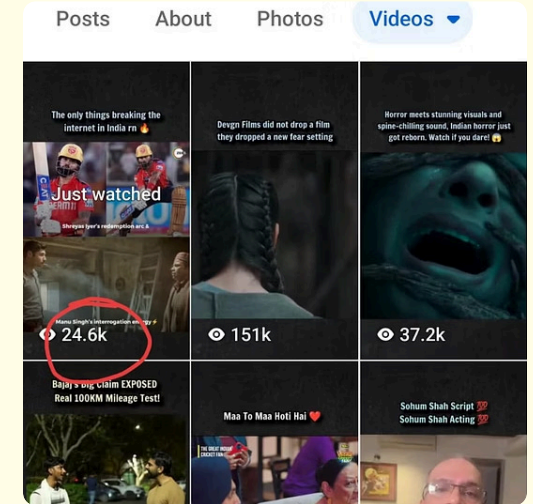
**The Dear Crush:** Views: 23K



**Meme Central:** Views: 28K



**Video Nation:** Views: 27.3K



**Confused Aatma:** Views: 24K



# Reach & Impressions

**1.6M**

**Total Reach**

Combined Instagram and Facebook reach.

**12Lakh**

**Total Impressions**

Overall views across both platforms.

**10-15K**

**Avg. Reach/Post**

Consistent organic audience growth.

**3**

**Top Regions**

Mumbai, Delhi, and Bangalore were key engagement hubs.





# Community Engagement: Sample Comments

Sentiment : The audience response was overwhelmingly positive, indicating strong early reception.

Comments

Reply

arshu.\_.verma02 13h

So... who's the killer? 🧐

Reply

\_riyanshi\_sharma01 12h

Slightly overdramatic in the middle, but I'm still hooked!

Reply

Comments

jyoti\_rajputt05 13h

Finally a thriller with no overacting 🙌

Reply

rahi\_1700 13h

So... who's the killer? 🧐

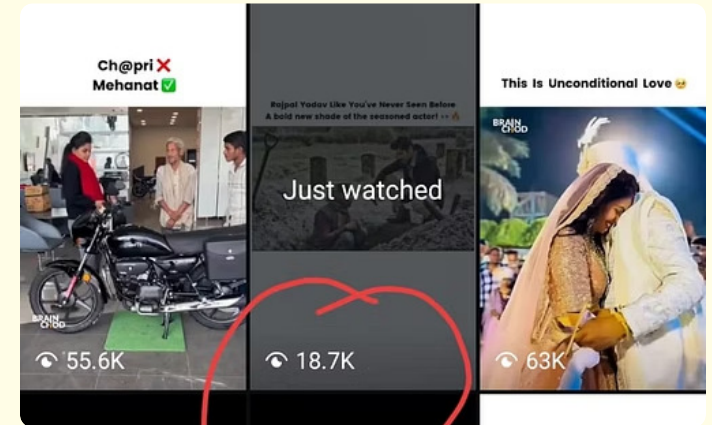
10. Didn't expect Manu Singh to bring that kind of presence ngl

Reply

# Second Phase:

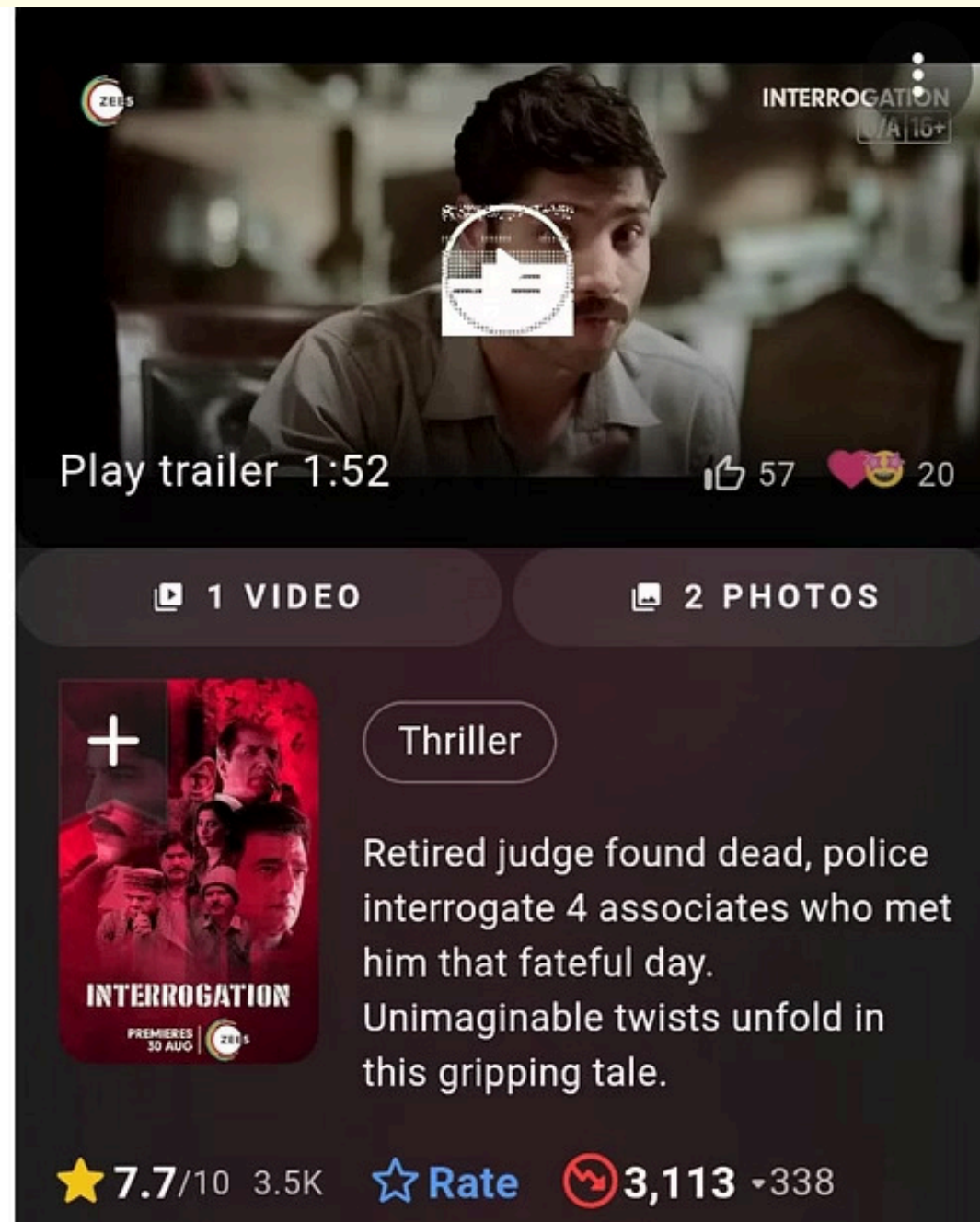
## 2M+ Views

We delivered excellent results in second phase also. Posted by lead actor also.





# Result of Our Marketing



## IMDB Rating 7.7

We raised the IMDB rating from 5.2 to 7.7 organic.