

MAD WITH PUMA



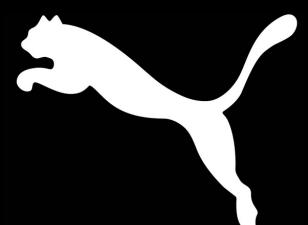
Why our campaign?

Goal

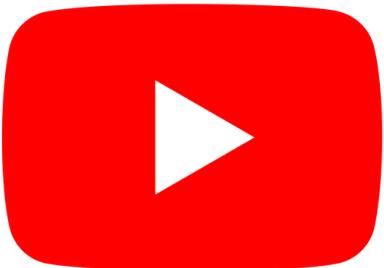
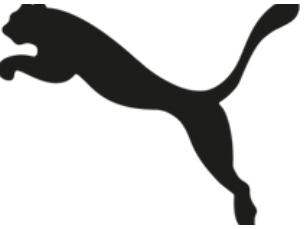
- Brand Awareness
- Acquiring New Customers
- Customer Engagement

Message

Embracing the uniqueness in you while having a chance to share your creative and fashionable side.



Success Metrics



Impressions

15 Million

Engagement

17 Million

New Leads

2 Million

Impressions

22 Million

Engagement

21 Million

Click through rate

3 Million

Impressions

5 Million

New Subscribers

500 Thousand

Engagement

10 Million

Our campaign

1

Suspense Post

2

Main contest post

3

Clues post

6

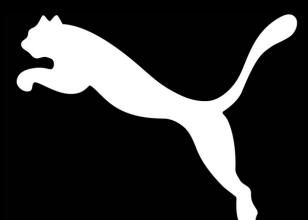
Winners and thank you post

4

Reminder post

5

Harun video post



Activities

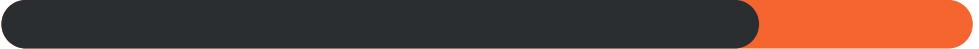
Basketball



Video Games



Social Media Usage



How can Puma help?

- Student Discounts
- Gift Puma kit for a sport of his choice

Frustations

- Purchasing barrier:
 - Spending limit due pocket money
 - Not affordable by parents
- Social acceptance and peer pressure
- Low quality of sports products

Preferred Channels

Instagram

Facebook

Youtube

Twitter

Aggressive

Energetic

Determined

Persistent

Bio

Arjun is a dedicated basketball player. He's looking for fashionable sportswear within a comfortable range. He also wants durable goods.

Goals

- Becoming a professional player .
- Being fashionable like other friends in his peer circle .

Age : 18

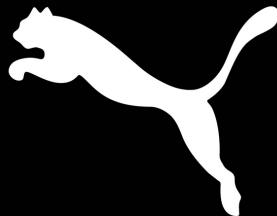
Location : Mumbai

Work : Student

Family :

Father,Mother,Sister

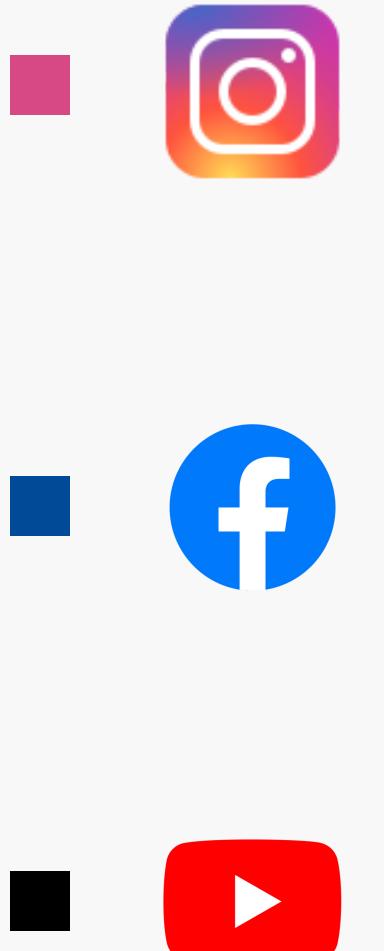
Brands and Influencers



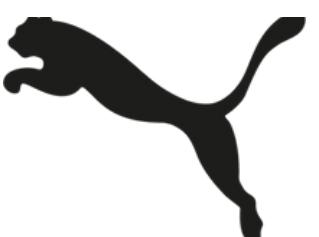
Target Persona



Date	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
June 25	Post 1					
June 28		Post 2				
July 1					Post 3	
July 8				Post 4		
July 8				Post 5		
June 9					Post 6	



Social Media Calendar



Post 1

Post Caption:

Something fascninating is brewing at PUMA! Stay tuned to know more.

Objective:

- To create buzz amongst the audience.
- Will be posted on Instagram, Facebook and YouTube Shorts.



**Every good design begins
with an even better story.**

**TELL
US
YOURS!**

Check out the caption for more!



Post 2

Post Caption:

MadWithPuma: The secret's finally out!

Take any shoes you have at home and customize them, completely your way. Get a chance to win cash prizes upto 10k! All you need to do to participate is upload pics of your customized shoes with our hashtag **#madwithpuma , #Invoguewithpuma**

Don't forget to tag **@puma** and **@pumaindia!**

Post 3

Instagram Grid

- Released on an hourly basis.
- Grid involve clues leading to Post 5



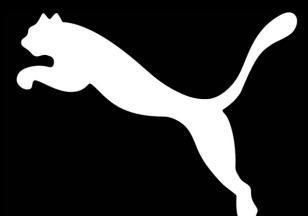
Pago



HR228080



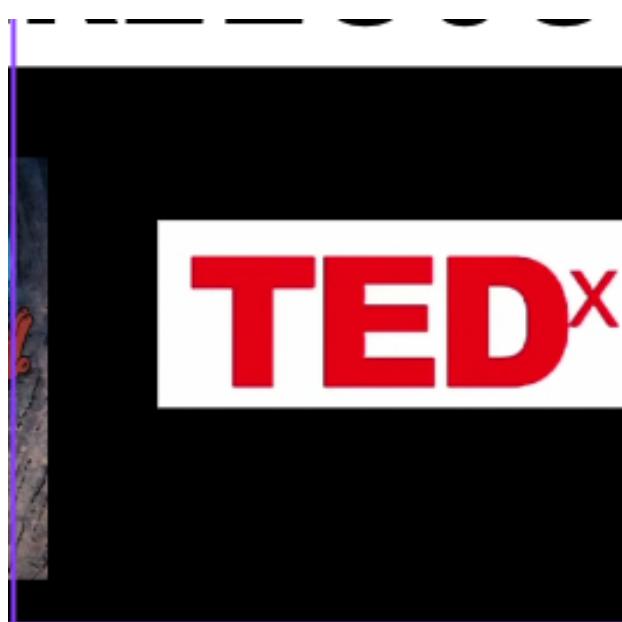
TEDxIITBHU



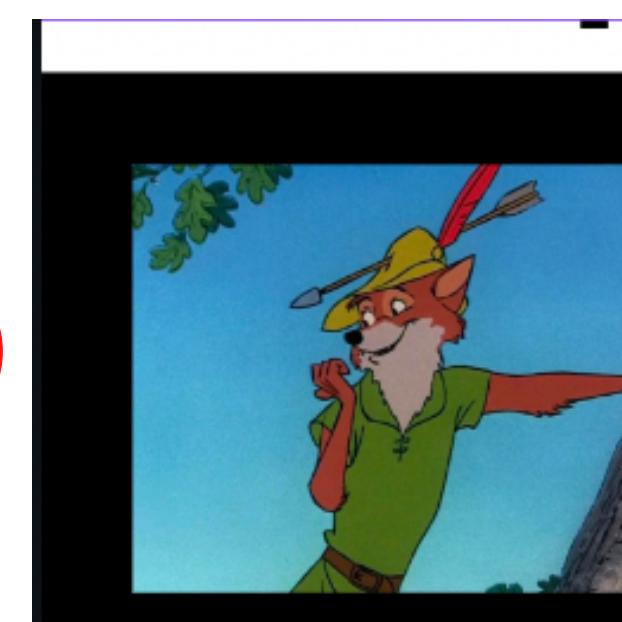
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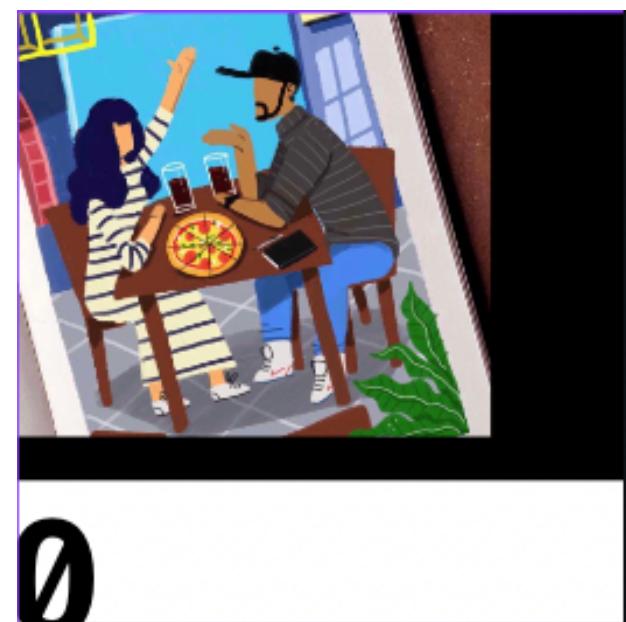
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3



4



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5



6



7



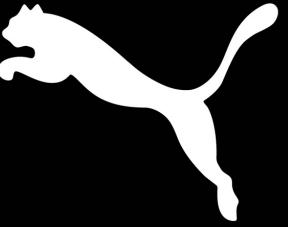
8



9



Post 3 Breakdown



MAD TV show hosted by
Harun Robert on POGO



His Youtube channel cover

POGO channel



Instagram post from
@robinthehoodofficial

Harun Robert - HR

HR228080

Date of Post 5 (YY/MM/DD)

ROB
@robinthehoodofficial



TEDxIITBHU

Talk given by HR at
TEDxIITBHU, Varanasi

Didn't get the clue yet ?

Don't worry, stay tuned



Post 4

Reminder Post:

This will be released as a story
on Instagram and Facebook. It
will also be featured on
Youtube



Post 5

Harun Robert will post a video
of him customizing PUMA
shoes

This post will be released on
Instagram, Facebook and
Youtube.



Thank you for
participating!

CONGRATULATIONS TO
THE WINNERS:

#1

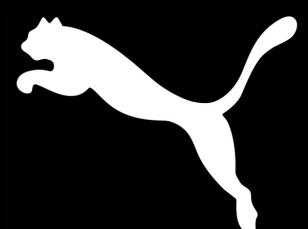
#2

#3

#4

Post 6

Thanking the participants
and announcing the winners.



Contest Rewards



1st place

Cash Prize of INR
10,000



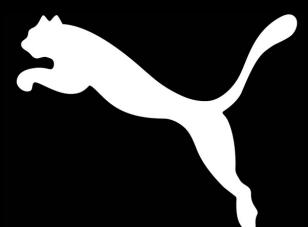
2nd Place

PUMA Voucher of INR
7,000



3rd Place

PUMA Voucher of INR
5,000



Thank you!