

Realme #realmeFestiveDays

July Case Study 2

Realme achieves significant visibility for festive offers with Moj's robust influencer network

About the brand

Realme is a popular brand specialising in selling a wide range of high-end yet affordable smartphones in India. With a focus on the critical user needs of young consumers, the brand integrates cutting-edge technology with style.

Campaign objective

During the festive season of 2022, Realme launched an extensive array of offers and discounts on their products. With cumulative discounts of a staggering 700 crore on offer, Realme aimed to create widespread awareness about its enticing deals.

Brand's Ask

Realme wanted to leverage Moj's robust creator network and high-impact ad solutions to reach young consumers and drive awareness, consideration and top-of-mind recall for festive offers and its range of mobiles.

Our Solution

Moj crafted an exclusive Branded Hashtag Challenge, #realmeFestiveDays, prompting users to make fun videos dancing to Realme's brand jingle. The videos helped Realme promote its offers and achieve incremental reach via user-generated content.

To support the efforts and help increase brand awareness, Moj also created a unique 2D lens that would unfold in two phases.

First, the users would see a lacklustre Diwali in black and white and then the narrative would move to Realme's attractive festive offers. Here, the screen would light up with a joyful Diwali celebration, and users would express joy by dancing to the catchy jingle.

The lens would also highlight Realme's 700-crore offer claim to increase the appeal of the Branded Hashtag Challenge.

Moj also roped in 37 popular influences to kickstart the Branded Hashtag Challenge by enthusiastically dancing to Realme's catchy jingle.

To maximise user-generated content and enhance the visibility of the Branded Hashtag Challenge, Moj recommended utilising inventory-led solutions such as Header Banner and Explore Ranking. These high-impact ad solutions allowed the brand to make the most of the premium real estate on the app, amplifying the campaign's reach and discoverability.

Results

Realme achieved unparalleled visibility and engagement for its offers and discounts by leveraging Moj's ad solutions during the festive season.

710 Mn+ Views

5.3% Engagement
