

Somany Zameen Se Judey Campaign (2019-20)

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STRONG, STYLISH, LONG-LASTING

AUR

ZAMEEN SE JUDEY

Zameen Se Judey Campaign At A Glance



Brief about The Campaign

Zameen Se Judey essentially signifies Somany's humble and rooted approach, which we have tried to capture in our campaign with Salman Khan. When equated with Salman's personality, the campaign's essence is that 'no matter how high you soar or how successful you are, you should always be rooted & remain grounded'. "Jo Sitaare Aasman mein udhte hai, who zameen se naata nahi todhte"





Phase 1: Zameen Se Judey poll campaign & association of Salman Khan with the brand



Phase 3: Zameen Se Judey main video



Phase 2: *Unveiling #ZSJ Campaign Microsite*



Phase 4: The HUMBLE series

Somany TVC - **f o in o**















11.6 Mn Impressions



10.5 Mn Reach



1.9 Mn Watched TVC Across Digital Platforms (Minus You Tube)



372 K Interacted



1052 Participated in #ZSJ Microsite Campaign





1.1 Mn+ Views (Only YouTube)



DIGITAL MEDIA



IMPRESSIONS 11.6 Mn



REACH 10.5 Mn



VIDEO VIEWS 1.9 Mn





FACEBOOK



REACH 10.5 Million



ENGAGEMENT RATE 3.29%



VIDEO VIEWS 1.9 Mn



LINK CLICKS 1164



INSTAGRAM



REACH 13 K



Engagement Rate 40%



Story Views 1441



TWITTER



IMPRESSIONS 243 K



Engagement Rate 4.16%



LinkedIn



IMPRESSIONS 47 K



ENGAGEMENT RATE 9.17%



Microsite



UNIQUE VISITS 2838



PARTICIPATION 1052





Phase 1: Introducing

Zameen Se Judey &

announcing association of
Salman Khan with the brand





Do you consider dumping your tray yourself at the food court?



В.

This poll has ended.

378 Votes

Introducing ZSJ with the polls

CPE: INR 0.32

Facebook: 178K reach | 63K people engaged | 3000 voted | 1.68% participation rate

Twitter: 3K impressions | 52 people engaged | 39 voted

ISER: 0.07% (FB)









Somany Ceramics @SomanyCeramic · Aug 20

"Whether it's style, quality or technological brilliance, Somany's determined pursuit of delivering excellence has placed the brand in an illustrious bracket."

@BeingSalmanKhan

Read more about Salman's association with the brand. bit.ly/SomanyBrandEqu...

#ZameenSeJudey pic.twitter.com/FLr1Pf7Cjc

View Tweet activity



Somany Ceramics @SomanyCeramic · Aug 12

Here's a special Eid wish from our brand ambassador, the most-loved Salman Khan! #EidMubarak2019 pic.twitter.com/jYOUZTugvV

View Tweet activity



Somany Ceramics @SomanyCeramic · Aug 10 Bhai approves!

#BestMovieLineEver pic.twitter.com/pSgnhf9V54

View Tweet activity

Association of Salman Khan

CPV: INR 0.31

Facebook: 522K reach | 140K people views | 27% video view rate

Twitter: On a total of 5 Salman Khan tweets, we got an engagement rate of 4.87% against 17K impressions.

ISER: 0.07% (FB);

ISER: 0.053% (Twitter)





Phase 2: Unveiling #ZameenSeJudey Campaign Microsite

Zameen Se Judey Microsite Analytics

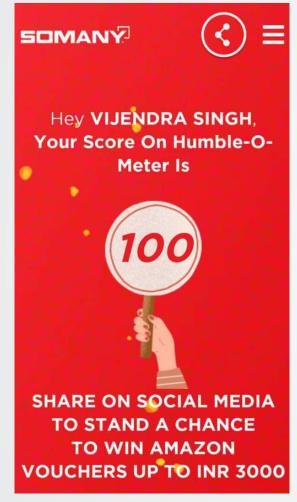


	Acquisition			Behavior		
Default Channel Grouping	Users ? ↓	New Users (?)	Sessions (?)	Bounce Rate	Pages / Session	Avg. Session Duration
	2,838 % of Total: 100.00% (2,838)	2,838 % of Total: 100.00% (2,838)	3,370 % of Total: 100.00% (3,370)	83.32% Avg for View: 83.32% (0.00%)	1.36 Avg for View: 1.36 (0.00%)	00:00:56 Avg for View: 00:00:56 (0.00%)
1. Social	1,916 (66.90%)	1,893 (66.70%)	2,124 (63.03%)	83.90%	1.34	00:00:48
2. (Other)	377 (13.16%)	376 (13.25%)	568 (16.85%)	94.19%	1.10	00:00:32
3. Direct	364 (12.71%)	364 (12.83%)	433 (12.85%)	76.21%	1.48	00:01:23
4. Referral	195 (6.81%)	194 (6.84%)	230 (6.82%)	66.52%	1.95	00:02:08
5. Organic Search	12 (0.42%)	11 (0.39%)	15 (0.45%)	53.33%	1.93	00:01:09

- 63% traffic came from social media.
- Average page per session is more than 1. Total number of pages in the microsite is 6.
- Main Pages : 2 (Quiz and Story)

Zameen Se Judey Quiz on Microsite









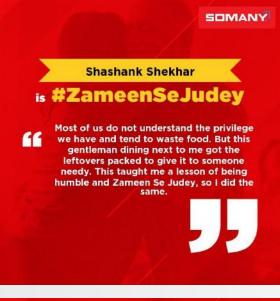


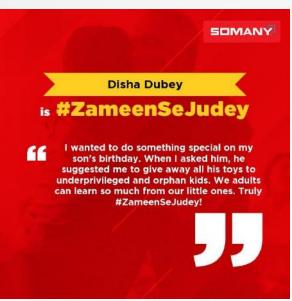
"Take the Zameen Se Judey Quiz" contest

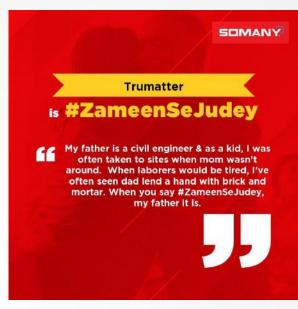
We received total of **977 valid entries**, out of which 16 shared their scores on their respective social media profiles

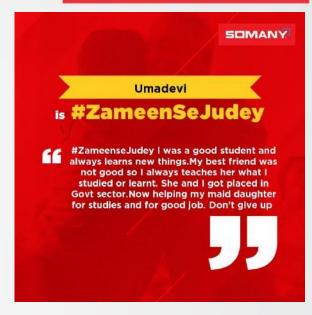
Zameen Se Judey Stories

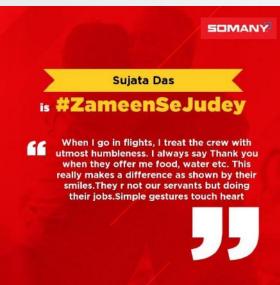


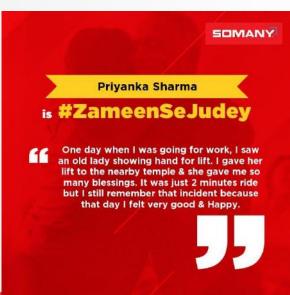


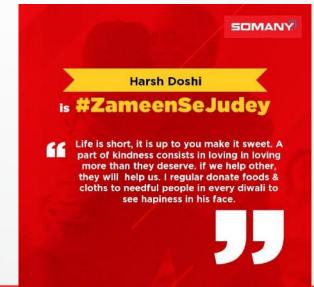


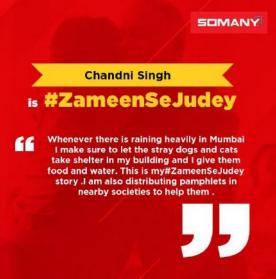












Zameen Se Judey Stories





"Submit your ZSJ story" contest

We received total of **75** valid entries, out of which 6 shared their stories on their respective social media profiles



ZSJ Influencer Collaboration





F: 36,300



F: 21,300



F: 63,621



F: 57,070



12K impressions

10K+ People Engaging With ER above **Industry Standards**

Instagram Influencer Disha Dubey

Impressions – 2,457 Engagement – 1,947 Link Clicks - 57 Sticker Taps – 06

Instagram Influencer Rukmini Ray

Impressions – 2,515 Engagement – 2,038 Link Clicks - 25 Sticker Taps - 17

Instagram Influencer Architects Dairy

Impressions – 7,134 Engagement – 6,019 Link Clicks - 14 Sticker Taps - 49

Twitter Influencer **Shashank Shekhar**

Impressions – 517 Engagement – 46 Likes – 07 Comments - 02 Retweets - 07

96 Links Clicks

Influencer collab x "Share your Zameen Se Judey" activity

We got more than 12K impressions with 10K+ people engaging with us (83% ER) and 96 links clicks via influencers.

ISER: 0.90% (Instagram); ISER: 0.05% (Twitter)





Phase 3:

#ZameenSeJudey TVC

Performance (D) (f)





Tiles | Bathware

STRONG, STYLISH, LONG-LASTING

AUR

ZAMEEN SE JUDEY

You Tube

1,000,000+

ONE MILLION + VIEWS



Watch Time (Minutes): 572.2 K

Avg. View Duration: 29 sec (96.2%)

Total Clicks to Website: 10619

Total Views achieved: 1,171,290





Performance for Your Post

(i)



Somany Ceramics...

Launching our new campaign #ZameenSeJudey with Superstar Salman Khan.

"Kyunki jo sitaare aasman mein udhte hai, woh zameen se naata nahi todhte." Know more here: bit.ly/ZameenSeJudey

0:30 · Uploaded on 08/26/2019 · View Permalink & · Copy Video ID

Lifetime Post Total Impressions	Lifetime Post Total Reach	Lifetime Total Video Views	Lifetime Unique 30-Second Views			
Lifetime: The number of impressions of your Page post. (Total Count)	Lifetime: The total number of people your Page post was served to. (Unique Users)	Lifetime: Total number of times your video was viewed for more than 3 seconds. (Total Count)	Lifetime: Number of unique people who viewed your video for 30 seconds or to the end, whichever came first. (Unique Users)			
7691862	4144594	1946247	410802			



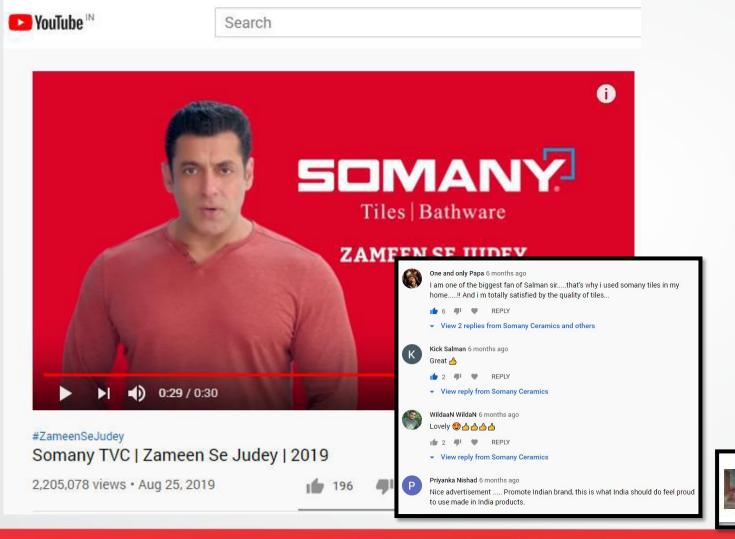


4,10,802
Lifetime Unique
30 sec Views



Somany ZSJ TVC – (Extended Campaign)

2M+ views on YouTube





5.7M+ Reach on Facebook







Phase 4: The Humble Series





H U M B L E Series on Instagram













HUMBLE series	Facebook	Instagram	Twitter
Engagement	437	8883	94
Reach	17006	14862	-
Impressions	23023	14923	4276
Engagement Rate	1.89%	59.77%	2.19%

- Culminating the entire campaign with **HUMBLE** series to instill in people's head what "Zameen Se Judey" truly means
- The post series worked great on Instagram with around **60% engagement rate** (CPE = INR 0.28)

ISER: 1.0%





Top Posts across platforms













quiz. Amazon vouchers up to INR 3000 are up for grabs.
Participate NOW: https://zameensejudey.com/quiz.php

*T&C Apply











ER: 31% ER: 31.8% ER: 6.43%

ISER: 0.70%







SOMANY

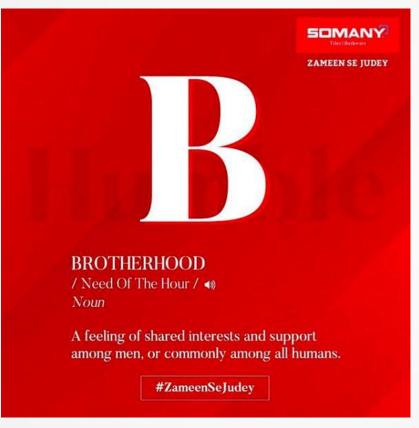












Humility ka ek usool hai, madam.

More sorry,

more thank you!

#BestMovieLineEver

ER: 31.8% ER: 6.82%

Average ER: 59%







Somany Ceramics @SomanyCeramic

If you're someone who's grounded, participate in our #ZameenSeJudey quiz. Amazon vouchers up to INR 3000 are up for grabs. Participate

NOW: https://zameensejudey.com/quiz.php

*T&C Apply pic.twitter.com/928K1e1Bt1

ER: 8.64%



Somany Ceramics @SomanyCeramic

Including every person in celebrations is what makes a society **#ZameenSeJudey**. Agreed?

If you have one such story, we'd like to hear it.

Submit right away & stand a chance to win Amazon vouchers up to INR 3000. T&C Apply! pic.twitter.com/GTSXuPH6Nb Somany Ceramics @SomanyCeramic

Humility ka bhi hai meter!

Tap the link to check your score and win Amazon vouchers up to INR 3000:

https://www.zameensejudey.com/quiz.php

#ZameenSeJudey

*T&C Apply pic.twitter.com/Zi9kFdHms6

ER: 8%



Somany Ceramics @SomanyCeramic

On this auspicious occasion, may the divine bless you with happiness, prosperity and good fortune.

#Somany family wishes you all a very happy **#GaneshChaturthi**.

pic.twitter.com/1uA6mgEU9W

ER: 7.3% ER: 7.3%

ISER: 0.053%



Thank You!