

FBB's Pujjo Fashion Love Stories Case Study



What was the campaign about?

Festival of Pujo is celebrated with great vigor and pomp in not only just Kolkata but across India. Hence the idea was to own Pujo completely on the Instagram Stories space while driving the sales of FBB's collection for Pujo.

Objective:

To own Instagram stories as a concept in a highly unique way for celebrating the spirit of Pujo and everything that's 'Quintessentially Kolkata'. We started by conceptualizing and executing the campaign - 'Pujo Fashion Love Stories' with first of its kind concept of a web series and merging it with Instagram stories to bring the fashion love stories live while making the audience a part of it, engaging with them throughout with interactive features.

Execution:

We executed this campaign by using our high-quality expertise in video production and our enthusiastic team of social media. Our production team went to Kolkata to shoot these unique story-oriented videos for Instagram to capture the essence of Kolkata and make sure that it's reflected in our videos in a realistic way.

Result:

Total Reach - 23M

Store Walk-Ins - 20K+

Store Sales - 6CR+

Coupon Redemption - 28.4%

Increase In FBB's Profile Visits On Instagram - 230%

Average Retention For Each Episode - 42%