



**#MyPujoTaiyaari
Campaign Case Study**



CAMPAIGN OVERVIEW

Godrej, a popular brand in India, launched a marketing campaign during the festival season. As a part of the campaign, the brand collaborated with Youtubers from Bengal to promote their Durga Puja sales. The objective of the campaign was to offer relevancy to the customers.

By partnering with YouTubers, Godrej aimed to leverage their reach and influence to amplify the brand's message among their respective fan bases. The YouTubers shared their experiences of prepping themselves before the festive season. This helped to create a buzz among the target audience, resulting in increased engagement and interest in the brand's offerings.

The campaign successfully managed to promote Godrej's #MyPujoTayiYaari agenda to create the buzz among the target audience. The brand was able to create a more personalized and authentic campaign that resonated with their target audience and made a significant impact.



TalentWala

A FEW CAMPAIGN CONTENT





CAMPAIGN OUTPUT

By effectively onboarding 8 YouTubers from WB, the campaign managed to get the desired output.

No. of YouTubers: 8

Views: 1247000

Likes: 223260

Comment: 4000

THANK YOU!